

WHY IS THE LIVE TIKTOK SHOP AN INTEREST IN SHOPPING TODAY?

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ABSTRACT

This study raises themes related to four variables, namely Persuasive Communication (X1), Price Discount (X2), Free Shipping Promo (X3) and Purchase Interest (Y) with the aim of knowing whether the three X variables have a significant influence on variable Y. Data collection techniques in the form of questionnaires with the sample technique used is Accidental Sampling, obtained a sample of 100 respondents. The data analysis tool used is the IBM SPSS Statistics Program to test the Validity Test Instrument, Reliability Test and Classical Assumption Test while testing the Hypothesis in the form of Multiple Linear Regression Analysis and t Test. The results of this study resulted in three conclusions that 1) Persuasive Communication has a significant positive effect on purchase intention, 2) Price Discounts have a significant positive effect on buying interest, and 3) Free shipping promos have a significant positive effect on buying interest.

Keywords: Persuasive Communication, Discount, Free Shipping, Purchase Interest

INTRODUCTION

Reporting from DataIndonesia.id, Tiktok users Indonesia is the second largest country in the world in January 2023. There are 109.90 million users of this social media in Indonesia, of which the highest level of users is in the United States. The titok application also the only social media platform dominated by female audience. Tiktok is an application that allows its users to create short 15second videos accompanied by music, filters, and several other creative features. For the 4 years since its launch, Tiktok has experienced very rapid development and has become a very popular media today (Sholichah & Islam, 2022). Various kinds of features that Tiktok has, one of which is in 2021, Tiktok issued a new feature, namely Tiktokshop.

Tiktokshop is one of the features that aims to provide opportunities for business people to market their products by utilizing their creativity to attract people's buying interest. The strategies used are very varied such as the Affiliate program, social influence and the Live Streaming Feature. The existence of this feature allows sellers to record and deliver product information in

real time and creates interaction between the communicator and the audience. This is where good communication skills are needed by the communicator in order to attract viewers and comfortably linger just to see the products displayed according to what they need or like, even though later consumers do not directly make transactions. In addition to the communicator's ability to attract buyers, price discounts are certainly of interest to consumers because the price obtained is cheaper than the original price.

According to Kotler and Armstrong (2008) discounts are direct price reductions on a purchase within a certain period of time, giving discounts to consumers has the aim of appreciating customer response. At this time, discounts are found in every product or service traded on Tiktokshop. The existence of discounts provided by each store in marketing its products creates consumer interest in owning and buying these products (Endhar W Putra, et al, 2016). So nowadays, in addition to providing price discounts, many e-commerce companies are competing to offer their users a free shipping program,

where buyers do not need to pay shipping costs for the items they buy. As done by TikTok Shop, namely implementing the Free Shipping Program throughout Indonesia (Pratiwi, 2023) .

The Free Ongkir program was created because of online shopping transactions, when buyers are required to pay shipping costs or shipping costs for the goods they buy. This fee is charged to the buyer based on the quantity, weight of the goods, and the distance to which the goods are sent, the heavier the goods to be sent and the further the distance or location of the delivery of goods, the greater the fee charged to the buyer (Tusanputri & Amron, 2021) . So that with this program, buyers will save more on shopping expenses because they only pay for the items they buy.

The existence of features on Tiktok makes it easier for users to make the application the main choice in various ways, one of which is shopping and will lead to various consumer behaviors such as buying interest in Tiktokshop or Live Tiktokshop. Kotler and Keller (2016) define that buying interest is consumer behavior that arises in response to objects that indicate a person's desire to make a purchase.

There are not a few factors that influence buying interest such as persuasive communication skills, price discounts and free shipping. This statement is obtained based on research conducted by Puspitasari (2020) which states that Persuasive Communication there is a significant positive effect of persuasive communication of beauty vlogger videos on interest in buying. Pratama & Kartika Imasari Tjiptodjojo (2023) state that discounts have a significant positive impact on purchase intention. Research conducted by Pratiwi (2023) also states that *free shipping* has asignificant positive effect on consumer buying interest.

However, the statements above are not in line with the research conducted by Deza & Lubis (2020) which states that price discounts have no significant effect on purchase intention. It is also similar to the

research by Setyagustina et al. (2022) which states that the Free Shipping Promo has no significant positive effect on shopping interest.

With this background and *Research Gap* , the author is interested in conducting research with the theme related to Persuasive Communication, Price Discounts, Free Shipping Promos and Purchase Interest with the title "Why Live Tiktok Shop Becomes Today's Shopping Interest?

LITERATURE REVIEW Persuasive Communication

Persuasive communication is a process of delivering messages from communicators that are useful in order to influence the behavior of communicants. The process of persuasive communication can change attitudes, beliefs, views and behavior on a basic basis both through verbal and non-verbal (Hovland, et.al, 1981 in Choirina, 2021).

The use of persuasive communication variables is based on research conducted by (Muharifah, 2015), Puspitasari (2020) and Pertiwi (2022). The results of the three studies prove a significant positive effect on the persuasive communication variable on buying interest. Based on the theory above and the results of previous research, the hypotheses made in this study are as follows:

H1: Persuasive communication has a significant effect on buying interest in Live Tiktokshop.

Price Discounts

Discounts are direct price reductions on certain products at certain periods of time, as well as discounted purchases given by sellers to buyers. The provision of discounts is determined in accordance with the policies and objectives of each seller (Endhar W Putra. et al, 2016). Soemarso (2002) also explains that a discount or cash discount is a discount given if payment is made faster than the credit period.

The use of price discount variables is based on research conducted by Ahriadi (2017), Walangitan et al. (2022) and Pratama & Kartika Imasari Tjiptodjojo (2023). The results of the three studies prove a significant positive effect on the variable Price discount on purchase intention. Based on the theory above and the results of previous research, the hypothesis made in this study is as follows:

H2: Price Discounts have a significant effect on Buying Interest in Live Tiktoshop

Free Shipping Promo

The definition of free shipping promos is stated by Assauri (in (Wahyudi, 2022) that it is part of sales promotion in the form of activities to encourage consumers to make purchases in the form of special sales efforts such as display exhibitions, exhibitions, demonstrations and other special sales activities that can be carried out at any time.

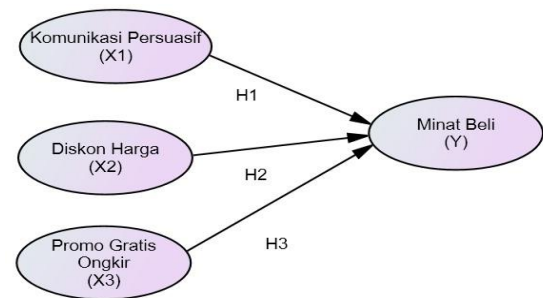
The use of the Free Shipping Promo variable is based on research conducted by Sanjaya & Candraningrum (2021), Setyagustina et al. (2022) and Pratiwi (2023). The results of the three studies prove a significant positive effect on the Free Shipping Promo variable on purchase intention. Based on the theory above and the results of previous research, the hypothesis made in this study is as follows:

H3: Free Shipping Promo has a significant effect on Purchase Interest in Live Tiktoshop

Purchase Interest

According to Simamora (2002) in (Muharifah, 2015) Interest is something personal and related to attitude, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain that object. Purchase interest is something that is obtained from the learning process and the thought process that forms a perception or it can be explained that purchase interest is the desire to pay attention or do something.

Image 1
Theoretical framework



RESEARCH METHOD

Based on the type of data, this research is Quantitative research, namely research that uses data in the form of numbers, which are analyzed using statistical analysis. Data collection techniques use Questionnaires or Questionnaires in the form of Google Forms and literature studies in the form of scientific articles, books, and previous research journals.

Population and Sample

The population in this study are people who use the TikTok application. The data collection technique used is the Accidental sampling technique, which is a sample collection technique based on chance in the sense that anyone who happens to meet the researcher can be used as a sample. The number of samples used in this study used the formula from Lemeshow (1997). Lemeshow's formula is:

$$n = \frac{z^2 p(1 - p)}{d^2}$$

Description:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.10) or sampling error = 10%

Based on the results of the calculation, the sample value obtained is 96.04 which is then rounded up to 100 TikTok Application users.

RESULTS AND DISCUSSION

Instrument Test

1.) Validity Test

Table 1
Recapitulation of Validity Test Results

NO	VARIABLE	INDIKATOR	QUESTIONS	R_{hitung}	R_{tabel}	KET
1	Persuasive Communication (Natalia & Bertha Remi, 2017)	Keahlian	Question 1	0,663	0,197	VALID
			Question 2	0,664	0,197	VALID
		Dapat dipercaya	Question 3	0,598	0,197	VALID
			Question 4	0,589	0,197	VALID
		Pengetahuan	Question 5	0,604	0,197	VALID
			Question 6	0,539	0,197	VALID
		Keterampilan	Question 7	0,636	0,197	VALID
			Question 8	0,654	0,197	VALID
		Pengalaman	Question 9	0,534	0,197	VALID
			Question 10	0,554	0,197	VALID
2	Discount (Irfan Ahriadi, 2017)	Tunai	Question 1	0,669	0,197	VALID
			Question 2	0,663	0,197	VALID
		Kuantitas	Question 3	0,716	0,197	VALID
			Question 4	0,544	0,197	VALID
		Fungsional	Question 5	0,653	0,197	VALID
			Question 6	0,625	0,197	VALID
3	Free Shipping (Sari, 2019) dalam Wahyudi (2022)	Perhatian	Question 1	0,605	0,197	VALID
			Question 2	0,636	0,197	VALID
		Ketertarikan	Question 3	0,744	0,197	VALID
			Question 4	0,670	0,197	VALID
		Keinginan	Question 5	0,710	0,197	VALID
			Question 6	0,672	0,197	VALID
		Tindakan	Question 7	0,739	0,197	VALID
			Question 8	0,654	0,197	VALID
4	Purchase Interest (Priansa, 2016)	Minat Transaksional	Question 1	0,778	0,197	VALID
		Minat Referensial	Question 2	0,760	0,197	VALID
		Minat Preferensial	Question 3	0,799	0,197	VALID
		Minat Eksporatif	Question 4	0,754	0,197	VALID

Source: Primary data processed (2023)

2.) Reliability Test

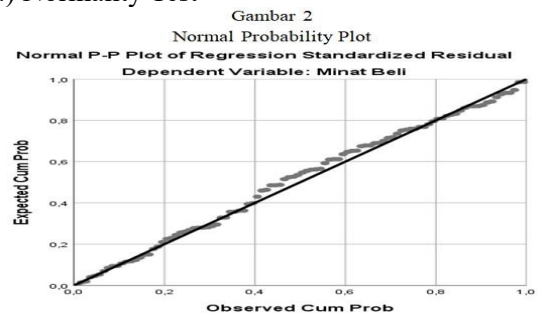
Table 2
Summary of Reliability Test Results
From Each Variable

Variabel	Reliability Coefficients	Cronbach's Alpha	Keterangan
Komunikasi Persuasif (X_1)	0,803	0,6	RELIABEL
Diskon Harga (X_2)	0,712	0,6	RELIABEL
Promo Gratis Ongkir (X_3)	0,830	0,6	RELIABEL
Minat Beli (Y)	0,774	0,6	RELIABEL

Source: Primary data processed (2023)

Classical Assumption Test

1.) Normality Test



Sumber: Output SPSS Data Primer yang diolah (2023)

2.) Multicollinearity Test

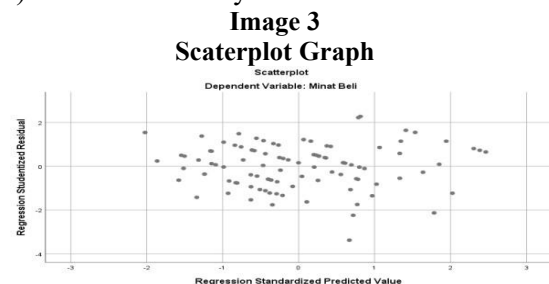
Tabel 3
Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	-.209	1,947			-.127	,899		
Komunikasi Persuasif	,113	,051	,218	2,203	,030	,554	1,805	
Diskon Harga	,269	,083	,336	3,228	,002	,503	1,988	
Gratis Ongkir	,134	,063	,247	2,537	,013	,574	1,742	

a. Dependent Variable: Minat Beli

Sumber: Output SPSS Data Primer yang diolah (2023)

3.) Heteroscedasticity Test



Source: SPSS Output Primary Data processed (2023)

Table 4
Glejser Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.542	,921		-.588	,558
Komunikasi Persuasif	,085	,029	,383	2,951	,004
Diskon Harga	-.086	,047	-.251	-1,839	,069
Gratis Ongkir	,017	,030	,076	,582	,555

a. Dependent Variable: ABS RES1

Source: Processed Primary Data (2023)

Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.209	1,647		-,127	,899
Komunikasi Persuasif	,113	,051	,218	2,203	,030
Diskon Harga	,269	,083	,336	3,228	,002
Gratis Ongkir	,134	,053	,247	2,537	,013

a. Dependent Variable: Minat Beli

Sumber: Data Primer yang diolah (2023)

In Table 5 above, it can be seen that the linear regression equation is as follows:

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

$$Y = -0,209 + 0,113X_1 + 0,269X_2 + 0,134X_3 + e$$

Y = Purchase Interest

α = Constant

b_1, b_2, b_3 = Independent Variable Coefficient

X_1, X_2, X_3 = Persuasive Communication,

Price Discount, Free Shipping Promo

e = Error

The interpretation of the results of the equation is as follows:

- The value of the Persuasive Communication Coefficient (b_1) is 0.113 or positive. This means that the better the communication, the more buying interest will increase, assuming that the price discount and free shipping promo are constant.
- The Price Discount Coefficient (b_2) is 0.269 or positive. This can be interpreted that the greater the price discount, the more buying interest will increase, assuming that Persuasive Communication and Free Promo ongkir are constant.
- The coefficient value of free shipping (b_3) is 0.134 or positive. This means that the greater the free shipping promo, the more buying interest will increase, assuming Persuasive Communication and Price Discount are constant.

HYPOTHESIS TEST T Test (Partial Test)

Table 6
T test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.209	1,647		-,127	,899
Komunikasi Persuasif	,113	,051	,218	2,203	,030
Diskon Harga	,269	,083	,336	3,228	,002
Gratis Ongkir	,134	,053	,247	2,537	,013

a. Dependent Variable: Minat Beli

Sumber: Data Primer yang diolah (2023)

Before concluding the accepted hypothesis, first determine the t table with a significance level of 5% or 0.05 (Two Tailed Test) and degrees of freedom ($df = n - k$ or $100 - 3 = 87$). With the two tailed test, the result obtained for the t table is 1.663.

- Hypothesis 1: Persuasive Communication has a significant effect on Purchase Intention

In table 6, it is known that the results of testing the Persuasive Communication hypothesis show a tcount value of 2.203 or positive with a significant level of 0.030. So the $t_{count} > t_{table}$ ($2.203 > 1.663$) and the significant level is less than 0.05 ($0.030 < 0.05$) which means that hypothesis 1 which states that persuasive communication has a significant effect on buying interest is accepted. Thus it can be concluded that Persuasive Communication has a significant positive effect on buying interest in Live Tiktokshop.

This research is in line with research conducted by Puspitasari (2020) which concluded that Persuasive Communication has a significant positive effect on buying interest.

- Hypothesis 2: Price Discount has a significant effect on Purchase Intention

In table 6, it is known that the results of testing the Price Discount hypothesis show a tcount value of 3.228 or positive with a significant level of 0.002. So $t_{count} > t_{table}$ ($3.228 > 1.663$) and the significant level is less than 0.05

($0.002 < 0.05$) which means that hypothesis 2 which states that price discounts have a significant effect on buying interest is accepted. Thus it can be concluded that Price Discount has a significant positive effect on buying interest in Live Tiktokshop.

This research is in line with research conducted by Pratama & Kartika Imasari Tjiptodjojo (2023) which concluded that Price Discounts have a significant positive effect on Purchase Interest

- c) Hypothesis 3: Free Shipping Promo has a significant effect on Buying Interest

In table 6, it is known that the results of testing the Free Shipping Promo hypothesis show a t_{count} value of 2.537 or positive with a significant level of 0.013. So $t_{count} > t_{table}$ ($2.537 > 1.663$) and the significant level is less than 0.05 ($0.013 < 0.05$) which means that hypothesis 3 which states that Free Promo Ongkir has a significant effect on buying interest is accepted. Thus it can be concluded that the Free Shipping Promo has a significant positive effect on buying interest in Live Tiktokshop.

This research is in line with research conducted by Pratiwi (2023) which concluded that the Free Shipping Promo has a significant positive effect on buying interest.

Determinant Coefficient Test (R_2)

Table 7

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,690 ^a	,477	,460	1,794

a. Predictors: (Constant), Gratis Ongkir, Komunikasi Persuasif, Diskon Harga

b. Dependent Variable: Minat Beli

Sumber: Data Primet yang diolah (2023)

In Table 7, the Adjusted R Square value is 0.460 or 46%. This shows that the percentage of Persuasive Communication variables, Price Discounts and Free Shipping Promos on the Purchase Interest variable is 46% or the independent variables

(Persuasive Communication, Price Discounts and Free Shipping Promos) used are able to explain 46% of the dependent variable (Purchase Interest).

Meanwhile, 54% is influenced or explained by other variables that are not included in this study, meaning that this test means that there are still other independent variables that influence Purchase Intention. Thus it is necessary to develop further research on the same topic and add new independent variables. For example: Cashback, Product Image, Customer Review, Consumer Trust, Content Marketing, Influencer and Product Innovation.

CONCLUSION

Based on the results of the research and discussion that has been described, the authors can make the following conclusions:

1. Partially Persuasive Communication has a significant positive effect on Buying Interest in Live Tiktokshop. It is evidenced by the expertise indicator on the question item The communicator at Live TiktokShop is very helpful in recommending products, so that the communicator's expertise can attract attention in order to generate interest behavior in the products offered and make it easier to choose products.
2. Partially, Price Discount has a significant positive effect on Buying Interest in Live Tiktokshop. Proven by the Cash indicator on the question item I get a discount when buying at Live TiktokShop, this shows that by buying a product at Live Tiktokshop you will get a price discount so that it will attract buyers to make transactions when the seller does Live Tiktokshop.
3. Partially, the Free Shipping Promo has a significant positive effect on Buying Interest in Live Tiktokshop. This is evidenced by the indicator of Interest in the question item Promo Free Shipping on Live Tiktokshop makes me interested in making transactions. This clearly proves that the Free Shipping Promo is

the best strategy in attracting buyers' attention in order to generate buying interest behavior at the Live Tiktok Shop.

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