

The Effectiveness of Live Streaming Shopping Attributes on Shopee Live in Jakarta

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Abstract

Business actors must understand what attributes they need to focus on to increase live streaming shopping views and sales to run successfully. This study aims to determine the level of effectiveness of Live Streaming Shopping Attributes on Shopee Live in DKI Jakarta with a case study on fashion products. This research is a type of quantitative research with a survey method through filling out a Google Form questionnaire. The sample in this study used a non-probability sampling method with purposive sampling technique. The data analysis techniques used in this study are simple tabulation analysis, descriptive analysis, and average score. Based on the results of data analysis, the Live Streaming Shopping Attributes are categorized as "Very Good" and "Very Effective", supported by Price and Promotion Attributes and Seller Presentation, Seller Interactivity, and Seller Guidance Attributes. After conducting research on the effectiveness of Live Streaming Shopping Attributes (LSSA) on Shopee Live in Jakarta, it is concluded that the effectiveness of LSSA is effective in making viewers live streaming shopping on Shopee Live watch to make purchase transactions on fashion products.

Keyword: Effectiveness; Live Streaming Shopping Attributes; Fashion Product

1. Introduction

The internet has not become a foreign thing for people in the world in the era of growing globalization. One of the most visible impacts of this internet development is the birth of various e-commerce e websites. The term e-commerce stands for electronic commerce or electronic commerce which is a form of trade that includes the marketing process up to distribution carried out via the internet or online network (Farrasari & Amaliah, 2023). Reporting from inilah.com, E-Commerce transactions in Indonesia are showing significant growth, with projections reaching Rp.700 trillion by 2023(Naufal, 2023).

The significant growth that has occurred in e-commerce *has* triggered changes in shopping behavior in using hosts or streamers , especially during the COVID-19 pandemic (Naufal, 2023). Through changes in consumer behavior from direct purchases through stores or outlets to online purchasing behavior, the development of E-commerce is so rapid that it is influenced by several factors and causes individuals to shop online on E-commerce sites, including low cost, quality of goods, trust, diverse transaction facilities, and many other factors based on diverse individual needs pul a (Rakhmawati et al., 2021).

Changes in consumer behavior starting from direct purchases through stores or outlets to online purchasing behavior have made the development of E-commerce so rapid, one of which is Shopee E-commerce. In its development, several social media platforms and e-commerce currently also integrate interesting features such as live streaming shopping. Through live streaming shopping, business actors can introduce products, conduct promotions, provide and receive information, interact directly with customers and potential customers, and build two-way communication with their customers . Live streaming shopping is a shopping activity through live broadcasts shown to the audience in real-time and has now grown rapidly and become popular in the community. Live streaming shopping hosted by broadcasters or often referred to as hosts or streamers is usually done to promote sales and can be continued to the purchase transaction process (Oktavianti et al., 2023).

To survive in the Indonesian e-commerce market, Shopee released a live streaming marketing feature, Shopee Live. As the name implies, Shopee Live is a new way for Shopee sellers to do direct marketing, namely selling while interacting directly with buyers in Live streaming on the Shopee application. (Khairunnisa Ginting & Harahap, 2022). Reporting from Business Insider, Shopee Live was launched by the company on Thursday, June 6, 2019 which is optimized for mobile. Shopee Live is aimed at removing the hassle of many questions about various products individually. (Saleh, 2019).

Table 1. Data on the Average Number of Shopee Live Visits

| No. | Year | Visit Value |
|-----|------|-------------|
| 1. | 2020 | 261.525.900 |
| 2. | 2021 | 388.780.000 |
| 3. | 2022 | 398.456.667 |
| 4. | 2023 | 541.700.001 |

Source: Ahdiat (2023)

Based on Table 1, it can be concluded that the average number of visits to Shopee Live continues to increase, starting from the time of the pandemic in 2020 to post-pandemic in 2023. Changes in the numbers in the data are due to changes in consumer behavior that start shopping through e-commerce, as well as the success of e-commerce players in improving the quality of marketing using live streaming shopping.

The various products offered on live streaming shopping at Shopee Live, fashion products are one of the products sought after by all people today, besides that the trend of dressing or fashion products is increasingly crowded and knows no season. (Farrasari & Amaliah, 2023). In live streaming the sale of goods such as fashion clothing, sellers broadcast content related to the goods being sold and viewers usually interact with sellers and other viewers through chat platforms. The seller can try on the clothes and describe the product, and the audience can interact with the seller by asking questions, expressing opinions, or making purchases. (Chandrruangphen et al., 2022).

Fashion goods businesses must understand what factors they need to focus on to increase live streaming shopping views and sales to be successful. (Chandrruangphen et al., 2022).. One of them is by understanding Live Streaming Shopping Attributes (LSSA) which is defined as the delivery of e-commerce transactions through a real-time streaming platform, creating a virtual space with highly interactive opportunities for sellers and buyers. (Chan & Asni, 2022). Similar to how traditional store attributes motivate shoppers to visit physical stores and how online shopping site attributes motivate shoppers to visit websites, Live Streaming Shopping Attributes (LSSA) motivate shoppers to watch and shop from live streams. Although Live Streaming Shopping Attributes are different from the attributes of traditional stores and online shopping sites, there are many attributes in common (Chandrruangphen et al., 2021).

Table 2. LSSA Pre-Research Results on Shopee Live Fashion Products

| Shopee Live Issue | Yes | No | Percentage |
|--|-----|----|------------|
| Information about the product is not well explained. | 20 | 4 | 83,3% |
| Prices are not transparent. | 19 | 5 | 79,2% |
| Lack of promotion. | 19 | 5 | 79,2% |
| Improper timing of the live stream. | 19 | 5 | 79,2% |
| Unattractive background atmosphere. | 19 | 5 | 79,2% |
| Lack of quality of products offered. | 18 | 6 | 75% |
| The seller is not trustworthy. | 18 | 6 | 75% |

Source: Processed by researchers (2024)

Based on Table 2, it can be concluded that "Information about products that are not well explained" is an attribute with the highest percentage of "Yes" compared to other attributes, respondents feel that the product information explained in the live streaming shopping session has not been explained completely, such as in terms of material, size, and color of the product so that respondents can feel hesitant to continue the transaction.

Based on these problems, the researcher raised a research entitled "**Analysis of the Effectiveness of Live Streaming Shopping Attributes on Shopee Live Users in DKI Jakarta (Study on Fashion Products)**". Based on the description of the problems in the background above, the researcher can put forward the formulation of this research problem as follows: 1) How is the description of Live Streaming Shopping Attributes (LSSA) on Shopee Live in DKI Jakarta?; 2) What is the level of effectiveness of Live Streaming Shopping Attributes (LSSA) on Shopee Live in DKI Jakarta? The objectives of this study are as follows: 1) Knowing the description of Live Streaming Shopping Attributes (LSSA) on Shopee Live in DKI Jakarta; 2) Knowing the level of effectiveness of Live Streaming Shopping Attributes (LSSA) on Shopee Live in DKI Jakarta.

2. Literature Review

2.1 Live Streaming Shopping Attributes (LSSA)

According to Chandruangphen et al. (2022) Live Streaming Shopping Attributes (LSSA) are defined as e-commerce transactions conducted through a real-time live streaming platform, creating a virtual space with highly interactive opportunities for sellers and consumers. Live Streaming Shopping Attributes (LSSA) can also be defined as similar to how traditional store attributes motivate shoppers to visit offline stores, as well as how online shopping site attributes motivate shoppers to visit websites, LSSA motivates shoppers to watch and shop from live streaming platforms (Chandruangphen et al., 2022). Although LSSA is different from traditional store attributes and online site attributes, there are some common attributes. According to Chandruangphen et al. (2021) Live Streaming Shopping Attributes (LSSA) has several dimensions (attributes) and indicators as follows:

1. Product Attributes, based on six indicators, namely: product quality, product diversity, current product, product fashion style, product durability, and product brand. Referring to the search for quality as a consumer preference for product quality, for example, the quality of clothing refers to clothing that is comfortable to wear and looks beautiful when worn so that it increases one's self-confidence. This attribute also relies on the aspect of contemporary products where users or customers find that watching Live streaming helps them update fashion trends.
2. Price and Promotion Attributes, based on five indicators, namely: prices commensurate with product quality, affordable prices, attractive discounts, free shipping *vouchers*, and price transparency. Referring to consumers who seek value mainly relying on commensurate or affordable prices given the quality, they will focus on achieving the best value for the price they get. In addition, as consumers place importance on price, they also rely on clear price visibility and attractive discounts or vouchers that they can get. Also, the enjoyment of shopping will provide the emotional value of the customers' shopping experience.
3. Seller Presentation, Seller Interactivity, and Seller Guidance Attributes, there are seven indicators, namely: detailed product information, information on how to use the product, two-way communication between sellers and viewers, responding to questions quickly, providing opportunities to communicate, alternative product information, identifying products according to needs. Referring to shopping without obstacles is characterized by the buyer's desire to get clear information about the

product (clothing) so that it can be worn comfortably, and the size is right. That is, buyers are interested in getting fabrics that fit the body and can actually be worn. Basically, this pattern is highly dependent on the seller's ability to provide clothing presentations. Product selection support depends on the seller's ability to provide a shopping guide that allows the buyer to learn how to dress well and more easily decide what to buy.

4. Seller Image, Seller Physical Attractiveness, and Seller Humor, there are seven indicators, namely: trustworthy seller, pleasant seller, friendly seller, good-looking seller, attractive seller appearance, funny seller, and enjoy shopping with the seller. One of the key aspects of successful shopping is reducing the risk of fraud and the ability to trust the seller to deliver what is promised. In addition, for successful shopping, buyers may need to time their seller broadcast timing announcement, and background ambience attributes have a relationship with enjoyment.

2.2 Hedonic Motivation Theory

There is also consumer motivation related to fulfilling emotional needs or what is called hedonic motivation which shows that consumers see aspects related to emotional needs in product selection. (Chang, Chen, & Chen, 2017; Kim, Ozkara, & Ozmen, 2017) in Adiwinata et al., (2021). Cai et al. (2018) in Chandruangphen et al. (2021) defined hedonic motivation in terms of pleasure, joy, and positive experiences. In this case, hedonic motivation can be said to represent the enjoyment of shopping. (Chandruangphen et al., 2021).

In addition, according to Saygılı and Sütütemiz (2020) in Poetri (2022), the motivation for hedonic shopping is oriented towards emotional reactions, namely in the form of pleasure, dreams and aesthetic expectations. Hedonic shopping also allows consumers to escape from their daily routines and obtain information on the latest trends and products. In the theory of hedonic motivation, there are four factors that influence consumers in choosing live streaming shopping as a shopping platform, namely trend discovery, socializing, adventure, and authority and status.

2.3 Utilitarian Motivation Theory

Some literature related to motivation shows that consideration of product values and their functions is one of the impetus for making purchases or often referred to as utilitarian motivation (Charumathi & Varadaraj, 2019; Hanzae & Irani, 2011) in Adiwinata et al. (2021). According to Cai et al. (2018) in Chandruangphen et al. (2021) define utilitarian motivation in terms of convenience, time savings, or cost savings. Utilitarian motivation can also be said to be in terms of helping shoppers complete their shopping tasks (Chandruangphen et al., 2021).

Utilitarian or functional shopping value is created when the consumer gets the desired product, and the value increases as a person who gets the product with less effort. Utilitarian motivation in the aspect of online shopping is based on convenience, availability of information, cost savings and product selection. (Poenri, 2022). In utilitarian motivation theory, there are four indicators, namely convenience, information availability, product selection, and customized advertisement.

3. Material and Method

3.1 Design Study

This research is a type of quantitative research with a survey method. The survey method in this study was conducted online by filling out a questionnaire via Google Form. Researchers chose Google Form as a medium for filling out questionnaires to make it easier to distribute questionnaires to research subjects. In addition, distributing questionnaires online *is* more effective because it is easy, efficient and cost-effective.

Population

The population that will be used in this study is the people of DKI Jakarta who have watched live streaming shopping and made purchase transactions at Shopee Live, so this data is stated as the population size . In order to make it possible to be studied, a research sample was formed to be a representative of the population.

Sample

The sampling method in this study uses non-probability sampling. Researchers chose to use this method because the sampling method with this method does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. (Haribowo et al., 2022).

Determination of the sample in this study using purposive sampling technique. Purposive sampling according to Sugiyono in Haribowo et al. (2022) is a sampling technique with certain considerations. The reason the researchers chose the sample using purposive sampling technique was because not all samples had criteria in accordance with what the researchers had determined, therefore the researchers chose the purposive sampling technique by setting certain criteria that must be met by the samples used in this study.

The sample criteria that will be tested in this research are:

- a. Respondents are in the DKI Jakarta area.
- b. Respondents aged 17 years and over.
- c. Respondents have watched or purchased fashion products on the live streaming shopping platform at Shopee Live with at least one (1) viewing or purchasing time.

In measuring the sample size to be studied, the researcher used the Hair formula, the Hair formula was used because the population size is not yet known with certainty, so it is recommended that the sample size be determined depending on the number of indicators multiplied by 5 to 10 (Hair et al., 2006 dalam Febriana et al., 2021). The sample size to be studied is formulated as follows:

$N = \text{Number of Question Instruments} \times 5$

$N = 29 \times 5$

$N = 145$

Based on these results, the minimum sample used was 145 respondents.

3.2 Data Analysis

Simple Tabulation Analysis

The formula simple tabulation analysis is used to make it easier to determine the frequency of the number of respondents who choose certain categories and to

determine the percentage of respondents who choose these categories Durianto and Darmadi (2013) in (Elmertian et al., 2024) The calculation formula is as follows:

$$P = \frac{fi}{\Sigma fi} \times 100\%$$

Description:

P = Percentage of respondents who chose a particular category.

fi = Number of respondents who chose a particular category.

Σfi = Number of respondents

Descriptive Analysis

Data analysis in this study was carried out using descriptive analysis techniques. Warongan et al. (2022) defines descriptive analysis as an analysis of data by providing a general or specific description of the data used without any intention and also the purpose of providing a conclusion to the data in general. This method aims to describe or describe the data that has been collected and then classified, then formulated so as to get a clear picture of the problem under study . In this study, descriptive analysis measures the effectiveness of Live Streaming Shopping Attributes (LSSA) on Shopee Live with Utilitarian and Hedonic Motivation theories.

In this study, to describe the results of the questionnaire, a criterion score was used by dividing into four criteria with each level of achievement in order to facilitate the interpretation of the results of the questionnaire that had been filled in by the respondents with the criterion score range can be seen in table 3.

Table 3. Weighted Variable Criteria Score

| No. | Criteria Score | Effectiveness of Live Streaming Shopping Attributes |
|-----|----------------|---|
| 1 | 0 - 25% | Very unfavorable |
| 2 | 26 - 50% | Not good |
| 3 | 51 - 75% | Good |
| 4 | 76 - 100% | Very good |

Source: Data processed by researchers (2024)

Average Score

The answer scores given to respondents will be weighted. To calculate the score, a method is used by adding up all the product of the value of each weight divided by the total frequency. The calculation formula is sourced according to Chandra et al. (2022) as follows:

$$X = \frac{\Sigma fi \cdot wi}{\Sigma fi}$$

Description:

X = Weighted average

f_i = Frequency

w_i = Weight

Then, a range of rating scales is used to determine the position of the responses of the respondents using a score on each variable. In this study, the alternative weights formed from the rating scale technique range from one (1) to four (4) which describes a negative position to a positive position. The scale range is calculated using the following formula (Chandra et al., 2022):

$$RS = \frac{R(\text{bobot})}{M}$$

Description:

R (weight) = Greatest weight - Least weight

M = Number of weight categories

The largest weight is taken from the largest range of values in the measurement scale, namely four (4) for the answer "Strongly Agree", while the smallest weight is taken from the smallest range of values in the measurement scale, namely one (1) for the answer "Strongly Disagree". Therefore, the following scale range is obtained:

$$RS = \frac{(4 - 1)}{4} = 0,75$$

Table 1. Scale Range of Variable Decision Criteria

| Scale Range | Effectiveness of Live Streaming Shopping Attributes |
|-------------|---|
| 1,00 - 1,75 | Very Ineffective |
| 1,76 - 2,50 | Ineffective |
| 2,51 - 3,25 | Effective |
| 3,26 - 4,00 | Very Effective |

Source: Chandra et al. (2022)

4. Result and Discussion

4.1 Validity Test

Validity tests are carried out on research instruments to measure whether the research instrument is valid or not, and for a statement item it can be said to be valid if the calculated r value obtained is greater than the r table. Researchers used the Pearson Product Moment correlation formula with a significance of 5% and this validity test was carried out with the help of the SPSS software program.

Table 5. Validity Test

| Dimensions | Items | N | R Count | R Table | Information |
|---|--------------|----------|----------------|----------------|--------------------|
| Product Attributes (Product Attributes) | Item 1 | 132 | 0.768 | 0.170 | Valid |
| | Item 2 | 132 | 0.584 | 0.170 | Valid |
| | Item 3 | 132 | 0.654 | 0.170 | Valid |
| | Item 4 | 132 | 0.652 | 0.170 | Valid |
| | Item 5 | 132 | 0.741 | 0.170 | Valid |
| | Item 6 | 132 | 0.675 | 0.170 | Valid |
| Price and Promotion Attributes (Price and Promotion Attributes) | Item 7 | 132 | 0.611 | 0.170 | Valid |
| | Item 8 | 132 | 0.607 | 0.170 | Valid |
| | Item 9 | 132 | 0.702 | 0.170 | Valid |
| | Item 10 | 132 | 0.628 | 0.170 | Valid |
| | Item 11 | 132 | 0.562 | 0.170 | Valid |
| Seller Presentation, Seller Interactivity, and Seller Guidance Attributes (Seller Explanation Attributes, Seller Interactivity, and Seller Guidance) | Item 12 | 132 | 0.656 | 0.170 | Valid |
| | Item 13 | 132 | 0.665 | 0.170 | Valid |
| | Item 14 | 132 | 0.718 | 0.170 | Valid |
| | Item 15 | 132 | 0.786 | 0.170 | Valid |
| | Item 16 | 132 | 0.734 | 0.170 | Valid |
| | Item 17 | 132 | 0.726 | 0.170 | Valid |
| Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes (Seller Image Attributes, Seller Attractiveness, and Seller Humor) | Item 18 | 132 | 0.704 | 0.170 | Valid |
| | Item 19 | 132 | 0.661 | 0.170 | Valid |
| | Item 20 | 132 | 0.663 | 0.170 | Valid |
| | Item 21 | 132 | 0.671 | 0.170 | Valid |
| | Item 22 | 132 | 0.703 | 0.170 | Valid |
| | Item 23 | 132 | 0.741 | 0.170 | Valid |
| | Item 24 | 132 | 0.725 | 0.170 | Valid |
| | Item 25 | 132 | 0.760 | 0.170 | Valid |

Source: Data processed by researchers (2024)

After carrying out a validity test on the data obtained using SPSS 25 software, it can be seen in Table 5 that all the calculated R numbers obtained are more than the 5% significance level with the r table at 0.170. Therefore, it can be concluded that each item from the dimensions Product Attributes, Price and Promotion Attributes, Seller Presentation-Seller Interactivity-Seller Guidance Attributes, and Seller Image-Seller Physical Attractiveness -Seller Humor Attributes is feasible and obtains valid results for research was carried out.

4.2 Reliability Test

Reliability shows that an instrument can be trusted enough to be used as a data collection tool because the instrument is good (Pakaya, 2021). A variable is said to be reliable if it provides a Cronbach alpha value > 0.60 and if the Cronbach alpha value

< 0.60 it is said to be not. The closer the alpha value is to one, the more reliable the data reliability value is (Pakaya, 2021).

Table 6. Reliability Test

| Dimensions | N | Alpha Value | Condition | Information |
|--|-----|-------------|-----------|-----------------|
| Product Attributes | 132 | 0.762 | > 0.60 | Reliable |
| Price and Promotion Attributes | 132 | 0.601 | > 0.60 | Reliable |
| Seller Presentation, Seller Interactivity, and Seller Guidance Attributes | 132 | 0.838 | > 0.60 | Reliable |
| Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes | 132 | 0.828 | > 0.60 | Reliable |

Source: Data processed by researchers (2024)

After carrying out a reliability test on the data obtained using SPSS 25 software, it can be seen in Table 6 that all Cronbach's alpha values in the four dimensions are more than 0.60, which can be concluded that the four research instruments are reliable or trustworthy.

4.3 Product Attributes

This Product Attributes dimension is to find out how respondents can find the quality and types of products sold on Shopee Live. In the Product Attributes dimension there are six statements, and the results of the questionnaire data for this dimension are in table 7. This statement item was adapted from (Chandrruangphen et al., 2022).

Table 7. Frequency of Answers to Product Attributes Dimensions

| No | Statement | | Alternative Answers | | | |
|----|--|-------------|---------------------|------|-------|-------|
| | | | STS | TS | S | SS |
| 1 | Sellers offer quality fashion products | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 6 | 82 | 44 |
| | | \sum Wifi | 434 | | | |
| | | % | 0% | 4.5% | 62.1% | 33.3% |
| | | Total | 6 | | 126 | |
| | | | 4.5% | | 95.4% | |
| | | Average | 3.29 | | | |
| 2 | The seller has a wide variety of fashion products to choose from | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 2 | 56 | 74 |
| | | \sum Wifi | 468 | | | |
| | | % | 0% | 1.5% | 42.4% | 56.1% |
| | | Total | 2 | | 130 | |
| | | | 1.5% | | 98.5% | |
| | | Average | 3.29 | | | |

| No | Statement | Alternative Answers | | | | |
|----|--|---------------------|-------------|-------|------------|-------|
| | | STS | TS | S | SS | |
| | | Average | | | | |
| | | 3.55 | | | | |
| 3 | The seller has the latest fashion products | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 3 | 56 | 73 |
| | | \sum Wifi | 466 | | | |
| | | % | 0% | 2.3% | 42.4% | 55.3% |
| | | Total | 3 | | 129 | |
| | | | 2.3% | | 97.7% | |
| | | Average | 3.53 | | | |
| 4 | The seller offers <i>fashion products</i> that suit my fashion style | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 7 | 71 | 53 |
| | | \sum Wifi | 440 | | | |
| | | % | 0.7% | 5.3% | 53.8% | 40.2% |
| | | Total | 8 | | 124 | |
| | | | 6% | | 94% | |
| | | Average | 3.33 | | | |
| 5 | Sellers offer long-lasting <i>fashion products</i> | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 23 | 69 | 39 |
| | | \sum Wifi | 410 | | | |
| | | % | 0.8% | 17.4% | 52.3% | 29.5% |
| | | Total | 24 | | 108 | |
| | | | 18.2% | | 81.8% | |
| | | Average | 3.11 | | | |
| 6 | The products sold through the Seller are very well-known brands | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 3 | 33 | 70 | 26 |
| | | \sum Wifi | 383 | | | |
| | | % | 2.3% | 25% | 53% | 19.7% |
| | | Total | 36 | | 96 | |
| | | | 27.3% | | 72.7% | |
| | | Average | 2.90 | | | |
| | Average Percentage | | 10% | | 90% | |
| | Dimensional Average | | 3.28 | | | |

Source: Data processed by researchers (2024)

The Product Attributes dimension has an average percentage value of answers agreeing and strongly agreeing to 90%, and when compared to the weighted score criteria, it is in the very good category (76%-100%). Measured by statement number two which is 98.5% with "Sellers have a wide variety of fashion products to choose from". In addition, statement number three is 97.7% with "The seller has current fashion products". As well as statement number one which is 95.4% with "Sellers offer quality fashion products". Based on the average calculation approach, Product Attributes has a value of 3.28 which can be concluded from the score of the effectiveness interval scale range, this value is in the scale range (3.26-4.00) which is in the "Very Effective" category.

4.4 Price and Promotion Attributes

The Price and Promotion Attributes dimension is to find out how respondents can find prices commensurate with product quality as well as attractive promos or discounts from Shopee Live. In the Price and Promotion Attributes dimension there are five statements, and the results of the questionnaire data for this dimension are in table 8. This statement item was adapted from (Chandrruangphen et al., 2022).

Table 8. Frequency of Answers Dimension Price and Promotion Attributes

| No | Statement | | Alternative Answers | | | |
|----|--|-------------|---------------------|------|-------|-------|
| | | | STS | TS | S | SS |
| 1 | Sellers have fashion products that are sold at prices commensurate with the quality of the product | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 3 | 70 | 58 |
| | | \sum Wifi | 449 | | | |
| | | % | 0.8% | 2.3% | 53% | 43.9% |
| | | Total | 4 | | 128 | |
| | | | 3.1% | | 96.9% | |
| | | Average | 3.40 | | | |
| 2 | The seller has fashion products at affordable prices | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 4 | 71 | 56 |
| | | \sum Wifi | 446 | | | |
| | | % | 0.8% | 3% | 53.8% | 42.4% |
| | | Total | 5 | | 127 | |
| | | | 3.8% | | 96.2% | |
| | | Average | 3.38 | | | |
| 3 | Sellers offer attractive discounts | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 6 | 51 | 75 |
| | | \sum Wifi | 465 | | | |
| | | % | 0% | 4.5% | 38.6% | 56.9% |
| | | Total | 6 | | 126 | |
| | | | 4.5% | | 95.5% | |
| | | Average | 3.52 | | | |
| 4 | The seller gives a voucher for free shipping (postage) | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 3 | 43 | 85 |
| | | \sum Wifi | 476 | | | |
| | | % | 0.7% | 2.3% | 32.6% | 64.4% |
| | | Total | 4 | | 128 | |
| | | | 3% | | 97% | |
| | | Average | 3.61 | | | |
| 5 | The seller does not have any "hidden costs" in the prices displayed | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 11 | 65 | 56 |
| | | \sum Wifi | 441 | | | |
| | | % | 0% | 8.4% | 49.2% | 42.4% |
| | | Total | 11 | | 121 | |

| | | | |
|--|----------------------------|-------------|--------------|
| | | 8.4% | 91.6% |
| | Average | 3.34 | |
| | Average Percentage | 4.6% | 95.4% |
| | Dimensional Average | 3.45 | |

Source: Data processed by researchers (2024)

The Price and Promotion Attributes dimension has an average percentage value of answers agreeing and strongly agreeing of 95.4%, and when compared to the weighted score criteria, it is in the very good category (76%-100%). Measured by statement number four, which is 97% with "The seller provides free shipping vouchers". In addition, statement number one is 96.9% with "The seller has fashion products that are sold at prices commensurate with product quality". As well as statement number two of 96.2% with "The seller has fashion products at affordable prices". Based on the average calculation approach, Price and Promotion Attributes has a value of 3.45 which can be concluded from the score of the effectiveness interval scale range, the value is in the scale range (3.26-4.00) which is in the "Very Effective" category.

4.5 Seller Presentation, Seller Interactivity, and Seller Guidance Attributes

The dimensions of Seller Presentation, Seller Interactivity, and Seller Guidance Attributes are to find out how respondents get clear information about products and communication opportunities. In the Seller Presentation, Seller Interactivity, and Seller Guidance Attributes dimensions, there are seven statements, and the results of the questionnaire data for these dimensions are in table 9. This statement item was adapted from (Chandruangphen et al., 2022).

Table 9. Frequency of Answers on Seller Presentation, Seller Interactivity, and Seller Guidance Attributes Dimensions

| No | Statement | | Alternative Answers | | | |
|----|--|-------------|---------------------|------|-------|-------|
| | | | STS | TS | S | SS |
| 1 | The seller gave me information regarding product details | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 4 | 52 | 76 |
| | | \sum Wifi | 468 | | | |
| | | % | 0% | 3% | 39.4% | 57.6% |
| | | Total | 4 | | 128 | |
| | | | 3% | | 97% | |
| | | Average | 3.55 | | | |
| 2 | The seller explains information about how to use the product | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 6 | 53 | 73 |
| | | \sum Wifi | 463 | | | |
| | | % | 0% | 4.5% | 40.2% | 55.3% |
| | | Total | 6 | | 126 | |
| | | | 4.5% | | 95.5% | |
| | | Average | 3.51 | | | |
| 3 | | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 7 | 53 | 72 |

| No | Statement | Alternative Answers | | | | |
|-------------|---|---------------------|---|------------|-------|-------|
| | | STS | TS | S | SS | |
| | The seller facilitates two-way communication between himself and the viewer | \sum Wifi | 461 | | | |
| | | % | 0% | 5.3% | 40.2% | 54.5% |
| | | Total | 7 | | 125 | |
| | | | 5.3% | | 94.7% | |
| | | Average | 3.49 | | | |
| | | 4 | The seller responded to my questions very quickly | Wi | 1 | 2 |
| Fi | 3 | | | 13 | 60 | 56 |
| \sum Wifi | 433 | | | | | |
| % | 2.4% | | | 9.8% | 45.4% | 42.4% |
| Total | 16 | | | 116 | | |
| | 12.2% | | | 87.8% | | |
| 5 | The seller gives the viewer the opportunity to communicate with him | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 5 | 53 | 73 |
| | | \sum Wifi | 462 | | | |
| | | % | 0.7% | 3.8% | 40.2% | 55.3% |
| | | Total | 6 | | 126 | |
| | | | 4.5% | | 95.5% | |
| 6 | The seller gave me information about other alternative products | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 2 | 16 | 56 | 58 |
| | | \sum Wifi | 434 | | | |
| | | % | 1.5% | 12.1% | 42.5% | 43.9% |
| | | Total | 18 | | 114 | |
| | | | 13.6% | | 86.4% | |
| 7 | The seller helps me identify product attributes that suit my needs | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 10 | 58 | 63 |
| | | \sum Wifi | 447 | | | |
| | | % | 0.8% | 7.6% | 43.9% | 47.7% |
| | | Total | 11 | | 121 | |
| | | | 8.4% | | 91.6% | |
| | Average | 3.39 | | | | |
| | Average Percentage | 7% | | 93% | | |
| | Dimensional Average | 3.43 | | | | |

Source: Data processed by researchers (2024)

The dimensions of Seller Presentation, Seller Interactivity, and Seller Guidance Attributes have an average percentage value of answers agreeing and strongly agreeing of 93%, and when compared to the weighted score criteria, it is in the very good category (76%-100%). Measured by statement number one which is 97% with "The seller gave me information about product details". In addition, statement item number five is 95.5% with "The seller gives viewers the opportunity to communicate with him". As well as statement number two which is 95.5% with "The seller explains information about how to use the product". Based on the average calculation approach, Seller Presentation, Seller Interactivity, and Seller Guidance

Attributes have a value of 3.43, it can be concluded from the effectiveness interval scale range score, this value is in the scale range (3.26-4.00) which is in the "Very Effective" category.

4.6 Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes

The dimensions of Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes are to find out how respondents have a pleasant shopping experience. In the Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes dimensions, there are seven statements, and the results of the questionnaire data for these dimensions are in table 10. This statement item was adapted from (Chandrruangphen et al., 2022).

Table 10. Frequency of Answers to the Dimensions of Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes

| No | Statement | | Alternative Answers | | | |
|----|---|---------------|---------------------|------|-------|-------|
| | | | STS | TS | S | SS |
| 1 | In my opinion, the seller is considered trustworthy | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 8 | 80 | 43 |
| | | Σ Wifi | 429 | | | |
| | | % | 0.7% | 6.1% | 60.6% | 32.6% |
| | | Total | 9 | | 123 | |
| | | | 6.8% | | 93.2% | |
| | | Average | 3.25 | | | |
| 2 | In my opinion, the seller is pleasant | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 4 | 75 | 53 |
| | | Σ Wifi | 445 | | | |
| | | % | 0% | 3% | 56.8% | 40.2% |
| | | Total | 4 | | 128 | |
| | | | 3% | | 97% | |
| | | Average | 3.37 | | | |
| 3 | In my opinion, the seller is friendly | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 1 | 4 | 64 | 63 |
| | | Σ Wifi | 453 | | | |
| | | % | 0.8% | 3% | 48.5% | 47.7% |
| | | Total | 5 | | 127 | |
| | | | 3.8% | | 96.2% | |
| | | Average | 3.43 | | | |
| 4 | In my opinion, the seller is beautiful / handsome | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 25 | 79 | 28 |
| | | Σ Wifi | 399 | | | |
| | | % | 0% | 19% | 59.8% | 21.2% |
| | | Total | 25 | | 107 | |
| | | | 19% | | 81% | |
| | | Average | 3.02 | | | |
| 5 | | Wi | 1 | 2 | 3 | 4 |

| No | Statement | Alternative Answers | | | | |
|-------------|--|--|----------------------------|------------|-------|-------|
| | | STS | TS | S | SS | |
| | In my opinion, the seller is physically attractive | Fi | 0 | 23 | 59.1 | 31 |
| | | \sum Wifi | 347.3 | | | |
| | | % | 0% | 17.4% | 59.1% | 23.5% |
| | | Total | 23 | | 90.1 | |
| | | | 17.4% | | 82.6% | |
| | | Average | 3.07 | | | |
| | | 6 | I think the seller is cute | Wi | 1 | 2 |
| Fi | 1 | | | 23 | 65 | 43 |
| \sum Wifi | 414 | | | | | |
| % | 0.8% | | | 17.4% | 49.2% | 32.6% |
| Total | 24 | | | 108 | | |
| | 18.2% | | | 81.8% | | |
| Average | 3.14 | | | | | |
| 7 | I enjoyed shopping with Seller | Wi | 1 | 2 | 3 | 4 |
| | | Fi | 0 | 4 | 65 | 63 |
| | | \sum Wifi | 455 | | | |
| | | % | 0% | 3.0% | 49.2% | 47.8% |
| | | Total | 4 | | 128 | |
| | | | 3% | | 97% | |
| | | Average | 3.45 | | | |
| | Average Percentage | 10% | | 90% | | |
| | Average Dimension | $\frac{90\% + 95,4\% + 93\% + 90\%}{4} = 92,1\%$ | | | | |
| | Dimensional Average | 3.25 | | | | |

Source: Data processed by researchers (2024)

The dimensions of Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes have an average percentage value of answers agreeing and strongly agreeing by 90%, and when compared to the weighted score criteria, it is in the very good category (76%-100%). Measured by statement number two which is 97% with "In my opinion, the seller is fun". In addition, statement item number seven is 97% with "I enjoy shopping with the Seller". As well as statement number three which is 96.2% with "In my opinion, the seller is friendly". Based on the average calculation approach, Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes have a value of 3.25, it can be concluded from the score of the effectiveness interval scale range, this value is in the scale range (3.26-4.00) which is in the "Effective" category.

Based on per-dimension analysis, the average score of Live Streaming Shopping Attributes is 92.1% and falls into the "Very Good" category, supported by the Price and Promotion Attributes dimension with a percentage of 95.4% and Seller Presentation, Seller Interactivity, and Seller Guidance Attributes with a percentage of 93%.

4.7 Analysis of Average Live Streaming Shopping Attributes (LSSA)

Table 11 . LSSA Average Score

| DIMENSIONS LSSA | | | |
|---|---------------------------------------|--|--|
| <i>Product Attributes</i> | <i>Price and Promotion Attributes</i> | <i>Seller Presentation, Seller Interactivity, and Seller Guidance Attributes</i> | <i>Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes</i> |
| 3.28 (Very Effective) | 3.45 (Very effective) | 3.43 (Very effective) | 3.25 (Effective) |
| $\text{Average} = \frac{3,28 + 3,45 + 3,43 + 3,25}{4} = 3,35$ | | | |

Source: Data processed by researchers (2024)

Based on the values that have been obtained from the four dimensions of the study, the average LSSA score is 3.35 with an interval scale in the scale range (3.26-4.00) so it can be concluded that the LSSA dimension on fashion products is in the "Very Effective" category through Shopee Live. Based on the per-dimension analysis, the average score of Live Streaming Shopping Attributes is 92.1% and is in the "Very Good" category. This is supported by Price and Promotion Attributes with free shipping vouchers, prices commensurate with product quality, and affordable prices, and supported by Seller Presentation, Seller Interactivity, and Seller Guidance Attributes with the seller providing detailed information about the product, the seller giving viewers the opportunity to communicate with the seller, and the seller explaining information about how to use the product.

5. Conclusion

Based on the results of data analysis, the Live Streaming Shopping Attributes are categorized as "Very Good" and "Very Effective", this is supported by:

Price and Promotion Attributes

Measured by the existence of free shipping vouchers, prices commensurate with product quality, and affordable prices. This can be attributed to the concept of utilitarian motivation where customers can get commensurate prices and vouchers or promos when customers aim to buy fashion products.

Seller Presentation, Seller Interactivity, and Seller Guidance Attributes

Measured by the seller providing detailed information about the product, the seller giving viewers the opportunity to communicate with the seller, and the seller explaining information about how to use the product. This can be linked to the concept of utilitarian motivation, where when looking for fashion products, customers with utilitarian motivation need complete information about the products they need.

6. Implication

In research measuring the effectiveness of Live Streaming Shopping Attributes, future research can combine with Means-End Chains (MEC) theory to deepen the analysis of LSSA

effectiveness and understand consumer motivation in choosing a product or live streaming shopping platform as done by Chandrruangphen et al. (2021).

The practical implications related to Product Attributes on Shopee Live are to build brand awareness such as adding products from well-known brands and doing visual branding by including high-quality product images and videos that display logos and branding elements. This can strengthen brand identity, and make fashion products stand out from competitors, and make viewers interested in following live streaming shopping. Practical implications related to Price and Promotion Attributes on Shopee Live, namely by offering exclusive prices and discount vouchers that are only available when live streaming shopping takes place, so that viewers are interested in watching live streaming shopping to make purchase transactions. Practical implications related to Seller Presentation, Seller Interactivity, and Seller Guidance Attributes on Shopee Live, namely by creating attractive and professional visuals by ensuring high-quality lighting, sound, and cameras, then conducting Shopee Live interactive features such as polls and Q&A to increase interaction with viewers, and explaining how to checkout products clearly, including the payment and shipping process, so that viewers will be more interested in watching explanations about products and making interactions that will end in a purchase transaction. Practical implications related to Seller Image, Seller Physical Attractiveness, and Seller Humor Attributes on Shopee Live, namely by paying attention to the image of a pleasant seller or host streamer by using facial filters on the features available at Shopee Live to enhance the appearance of live streaming, so that viewers are interested in following live streaming shopping and enjoying their shopping time with the seller.

7. Recommendation

Based on research that has been conducted regarding the effectiveness of Live Streaming Shopping Attributes on Shopee Live in DKI Jakarta (Case Study on Fashion Products), the following researchers provide recommendations and suggestions for further research:

- a) For further research, it is recommended to examine the effectiveness of Live Streaming Shopping Attributes on products other than fashion products on Shopee Live, so that you can analyze and compare the level of LSSA effectiveness of two or more products on Shopee Live.
- b) For further research, it is recommended to examine the effectiveness of the Shopee Live platform on products using different approach methods other than Live Streaming Shopping Attributes (LSSA).

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