



PREDICTING FACTORS THAT INFLUENCE CONSUMER PURCHASE INTENTION FOR ONLINE SHOPPING WHEN SELLERS LIVE STREAMING ON SOCIAL MEDIA

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ABSTRACT

The focus of this study is to determine the effect of shopping orientation on purchase intention, the influence of sales promotion on purchase intention, the effect of shopping orientation on online trust, the effect of sales promotion on online trust, and the influence of online trust on purchase intention to shop online when the seller performs live streaming at social media. The questionnaire used as an instrument in data collection used a survey approach method. The sample of this research is 200 social media users who have shopped online when sellers market their products during live streaming, aged 17 years and over, who live in DKI Jakarta. The data analysis technique used AMOS version 26 and SPSS version 26 to process and analyze research data. The results of the study can show that the shopping orientation variable, online trust, has a positive and significant effect on purchase intention. Shopping orientation variables and sales promotions have a positive and significant effect on online trust. The sales promotion variable has no effect on the purchase intention variable.

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INTRODUCTION

Currently, advances in digital social media technology in Indonesia have 755 million active users in 2022. This number is achieved based on the growth of social media users in 2020, reaching 59.8% and 40%, respectively, and 8% in 2021. On the other hand, the promotion usage rate through live video (78%) exceeds the total number of uploads on social media (72%). Celebrities and publishers earn up to \$50 million. Meanwhile, sources say social media influencers received a significant share of \$2.2 million, with likes and views increasing by 20% due to the uptrend in influencer marketing. With more than 1.5 billion users, Social media is currently the second-largest social network offering extraordinary opportunities for everyone. So, very good at doing marketing. Many people and companies use social media live streaming to showcase their business or personal brand. According to Adi and Nur's research, social media affected the sales of business actors in the pandemic era by 18.3%

The Indonesian government always strives to increase the number of entrepreneurs by including entrepreneurship education as an activity in schools and universities. In Indonesia, the central role of entrepreneurs is an ideal reason to improve the economy (Sadat & Lin, 2020).

Evolution in the virtual world or new media is not always related to technological devices but also to humans as new media users. The presence of the live video feature on social media has brought changes to social media users. The presence of

the live video feature on social media has brought changes to social media users. These changes can be seen in user interaction, which can be done directly through the feature (Rulli, 2017).

In the era of the Covid-19 pandemic yesterday, many DKI Jakarta residents experienced the impact of layoffs (Termination of Employment) who switched professions to become online entrepreneurs and started businesses online. Based on data from the Indonesian Ministry of Manpower, there were up to 2.8 million layoff victims during the Covid-19 outbreak. Even Minister of Finance Sri Mulyani explained that more than 5 million workers were laid off.

The Head of the Manpower Office explained that in 2020, 1,893 workers from 49 companies experienced layoffs. He explained that the effects of the Covid-19 outbreak had disrupted labor-intensive industries. The Ministry of Manpower only assists affected workers with a pre-employment card policy. The policy has yet to be able to cover all the workers affected by the layoffs. Finally, from the impact of the Covid-19 pandemic, many workers have switched professions to become online businesses and market their products on social media. With this phenomenon, researchers want to know the factors that cause consumer purchase intentions when sellers promote goods through live streaming on social media.

LITERATURE REVIEW

Purchase Intention

Buying interest occurs after receiving a stimulus from the product he sees. From there arises an interest in buying in order to own it. Consumer buying interest will occur spontaneously if consumers are interested in or respond positively to what the seller offers (Ananda et al., 2016). Purchase Intention is when consumers carry out the assessment information they have received (Resmawa, 2017).

Purchase Intention is based on Ajzen's theory, namely that a person's purchase intention is influenced by other people, attitudes, and behavior according to applicable subjective norms (Susilo & Semuel, 2015).

The emergence of purchase intention or purchase intention in online shopping is because there are several factors, one of which is an endorser, which is a form of recommendation for business actors to be able to influence consumers. When consumers become interested in endorsers will form a good brand image to influence consumers to shop online shopping.

Purchase intention is an intention to buy because of the information obtained from a brand that attracts consumers to buy a product from that brand when consumers find out information about these products that have various benefits and have a positive impact on consumers.

Shopping Orientation

Shopping orientation or shopping orientation is a special part of the lifestyle. It is defined as a series of activities, interests, and opinion statements related to the shopping behavior of each individual. (Thamizhvanan & Xavier, 2013).

Shopping orientation is part of the consumer's lifestyle, which is operationalized in the activities, interests, and opinions of consumers related to shopping (Kwek et al., 2010). Shopping orientation is an important indicator in buying decisions on online sites (Ling et al., 2010). So, it can be concluded that shopping orientation is part of a person's lifestyle. Shown by behavior toward shopping activities which is a form of motivation for someone to make a purchase. Shopping orientation can also be said as a daily activity to fulfill the desire to satisfy secondary needs.

Online Trust

Trust is a significant predictor of positive marketing outcomes, including customer retention, loyalty, and purchase intention. Therefore, companies need to establish trustworthy relationships with their consumers. In addition, trust is essential in shaping customers' perceptions of the altruistic motives behind corporate social responsibility efforts (Kang & Hustvedt, 2014).

Trust is regarded as a belief in the integrity and reliability of the exchange partner, which is related to benevolence, consistency, fairness, helpfulness, honesty, and responsibility (Prentice & King, 2011). Trust is a belief, a personal assumption based on the hope to get good from something already believed to have good benefits for the future. Trust in products will have a positive impact not only on buyers but also on sellers because they can get loyal consumers.

Sales Promotion

Promotion is one of the factors that determine the success of a

marketing program. Sales promotion is all activities that aim to convey or communicate a product or service to the target market for immediate action (Mahendra, 2018). In general, sales promotions are carried out to introduce one product and another, maintain consumer interest, and compete with competitors' products so that consumers remain loyal to the products being sold. Sales promotions must also be able to take advantage of the seasons or trends of the times that tend to follow consumer shopping behavior and can trigger consumer interest not to switch brands.

Promotion is one component of the marketing mix commonly known as the 4Ps. Promotional activities are carried out in various ways to introduce products to the target market through various media possibilities (Mahendra, 2018). Sales promotion is the ability or work achieved by an employee or group of people in an organization to fulfill their functions, duties, and responsibilities in carrying out company activities (Prawirosentono, 2009). Sales promotion is a short-term purchase because the promotion is carried out in a certain period, making consumers want to buy immediately. After all, they see the limited time of the product promotion.

Relationship between Shopping Orientation and Purchase Intention

In this study, one of the hypotheses tested was the effect of shopping orientation on purchase intention. Examines personal factors and perceived benefits and is oriented toward consumers' desire to buy online in the Klang Valley Malaysia

(Yew & Kamarulzaman, 2020). Trust, innovation, and availability are the most common factors that motivate consumers to purchase online. Other covariates played an important role, but hedonistic and utilitarian orientations negatively correlated with online shopping attitudes and were insignificant. (Yew & Kamarulzaman, 2020).

H2: Sales Promotion will affect Purchase Intention positively and significantly.

Relationship between Shopping Orientation and Online Trust

In this study, online shopping providers to further improve strategies and take advantage of online shopping trends at home by providing complete product information. Online trust in online shopping service providers is very important (Effendi et al., 2020).

The findings from this test show that online shopping providers can increase online shopping orientation in the trend of solely shopping at home by offering complete information. Besides that, consumer trust in services can also trigger customers to shop (Effendi et al., 2020).

One of the hypotheses in this study is the effect of shopping orientation on trust. The result of this study is that impulse brand orientation, previous online purchase experience, purchase intention, and shopping orientation are positively related to consumer trust (Ling et al., 2010).

H3: Shopping Orientation will affect Online Trust positively and significantly.

Relationship between Sales Promotion and Online Trust

This study examines the influence of the website and the quality of information, sales promotion, and online trust on Elevina e-commerce consumers in the city of Semarang (Samudro et al., 2019).

This study examines the effect of sales promotion on consumer online trust in retail store brands operating in KSA in the city of Riyadh. The finding of this test is that there is a statistically significant positive effect of consumer attitudes to sales promotion programs on brand trust (alabdulkareem, 2021).

This study examines the effect of shopping and sales promotion to stimulate customer trust in online shopping. The results of this study indicate that customer trust and have a positive and significant effect on impulses in online shopping (Themba, 2021).

H4: Sales Promotion will affect Online Trust positively and significantly.

Relationship between Online Trust and Purchase Intention

The results of this test show that the online trust variable, perceived enjoyment, and online shopping satisfaction have a positive and significant effect on online shopping purchase intentions among Market Place Indonesia consumers in Denpasar city (Baskara & Sukaadmadja, 2016).

The findings from this test show that online trust has a positive and significant effect on purchase intention. Besides that, there are several influences of personality trust, cognitive trust, and institutional trust on online trust (Mansour et al., 2014). his study examines the purchase intention of online trading in Sri Lankan e-commerce. The conclusion result is website content and the use of trust. It is also believed to have a complete impact on intervening between simplicity and acquisition of the intent to use trust and website content and website content and procurement (Athapaththu & Kulathunga, 2018).

H5: Online Trust will affect Purchase Intention positively and significantly.

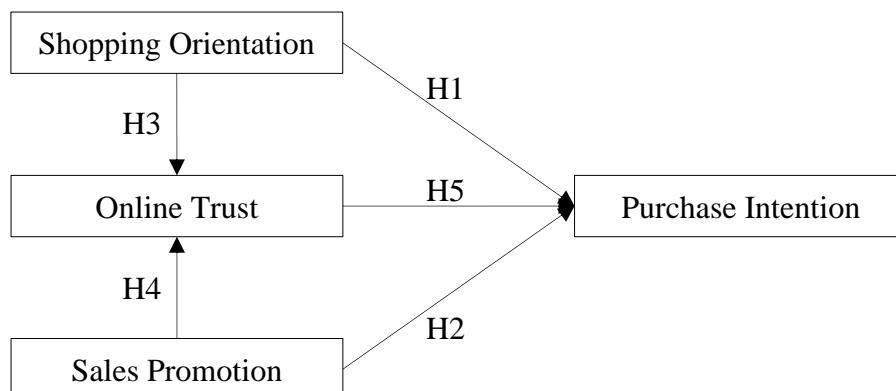


Figure. 1 Hypothesized Framework

Source: Data processed by the author (2022)

RESEARCH METHODS

Research Approach

Quantitative research is focused on the collection and analysis of numerical as well as objective data. Quantitative research variables can be identified, and intercorrelation variables can be considered (Abdullah, 2015).

The design method used in this test is quantitative research, as the research is based on a paradigm that can be obtained from empirical data by utilizing a representative sample in the form of something that can be calculated/numbers.

Data and Sample

The technique of the questionnaire method is a sequence or list of questions that are systematically arranged and then sent to be filled in by the respondent. After the questionnaire is completed, it is returned or returned to the respondent back to the agent or researcher (Bungin, 2019). The method chosen by the researcher is to use a distributed questionnaire to obtain credible data and avoid falsification of the data. The criteria for the data taken in this study are aged 17 years and over, live in DKI Jakarta, and have shopped online when selling live streaming on social media. The total sample utilized in this study was tested using the Chi-Square SEM model analysis method, which ranged from 200 samples.

Data Collection Techniques

Research data using primary data can be collected through questionnaires, interviews, and direct observation (Sukesi, 2020). The data utilized in this research is primary data. The method that will be

used when conducting this data collection research is the survey method.

Survey Instruments

The Likert scale assesses a person's or group's attitudes, opinions, and perceptions of social phenomena. For each question or statement, the respondent must support the selected question (Sugiyono, 2017). Researchers used a questionnaire as a tool to obtain data. Researchers used a six-point Likert scale rating scale, namely 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, and 6 = strongly agree so that researchers get more accurate answers.

Data Analysis Techniques

A set of statistical techniques that allow the examination of a relatively complex set of relationships that cannot be solved by linear regression. SEM can also be considered a combination of regression and factor analysis (Harahap, 2020). Researchers used SPSS for Windows version 26. software and SEM (Structural Equation Model) from the AMOS statistical package version 26. Processing and analyzing research data.

RESULTS AND DISCUSSION

This research uses google form media to get respondents. The researcher got 200 participating respondents who live in DKI Jakarta. This study categorizes various samples based on gender, age, employment status, marriage, last education, and monthly income. Based on gender, it is known that the respondents who participated in this

study were filled with women, namely 130 respondents with a percentage of 65.0%. Then filled in by male respondents, amounting to 70 with a total percentage of 35.0%.

Based on occupation, the respondents who participated in this study based on employment status showed that the majority were university students, amounting to 117, with a total percentage of 58.5%. Then respondents with working status were 63 respondents with a total percentage of 31.5%. Then the respondents who have not or not working are 12 respondents with a total percentage of 6.0%. Closing is the respondents who opened their own business, as many as 8 respondents with a total percentage of 4.0%.

Based on the amount of expenditure each month, respondents who participated in this study based on the amount of income in one month the most indicated by respondents who had an income of Rp. 1,000,001 - Rp. 5,000,000, a total of 67 respondents with a total percentage

of 33.5%. Then followed by respondents who have an income of Rp. 500,001 - Rp. 1,000,000, a total of 49 respondents with a total percentage of 24.5%. Then followed by respondents who have an income of <Rp. 500,000, a total of 39 respondents with a total percentage of 19.5%. Then followed by respondents who earned an income of Rp. 5,000,001 – Rp. 10,000,000 in the number of 30 with a total percentage of 15.0%. Closing is that respondents who earn more than Rp. 10,000,000 are 15 respondents with a percentage of 7.5%.

In testing the validity of this study using SPSS. In this test, none of the variables have dimensions, and none of the indicators must be removed by the researcher. Validity test assessment criteria if the alpha <0.6 is considered not good, the alpha value of 0.7 is acceptable and 0.8-1 is good. In this study, the results of the validity test of each variable are 0.835-0.969, which can be said to be all valid indicators

Table 1. Validity and Reliability Test Result

Variables	Item	Factor Loading	Cronbach's Alpha
X1 Shopping Orientation	SO1	0,903	0,969
	SO2	0,934	
	SO3	0,906	
	SO4	0,956	
	SO5	0,957	
	SO6	0,958	
	SO7	0,792	
X2 Sales Promotion	SP1	0,842	0,913
	SP2	0,867	
	SP3	0,830	
	SP4	0,791	
	SP5	0,873	
	SP6	0,827	
Y1	T1	0,795	
	T2	0,792	

Variables	Item	Factor Loading	Cronbach's Alpha
Online	T3	0,807	
Trust	T4	0,709	
	T5	0,781	
	PI1	0,791	
Y2	PI2	0,785	
Purchase	PI3	0,790	0,845
Intention	PI4	0,791	
	PI5	0,778	

Source: Data processed by author (2022)

In the Confirmatory Factor Analysis (CFA) study, the results of the purchase intention variable fit test contained five measurable indicators "PI1-PI5" after testing the model, it was found that all indicators had met the requirements or criteria that must

be met. The results of this purchase intention variable study indicate that the probability value = 0.137, RMSEA = 0.058, GFI = 0.984, AGFI = 0.952, CMIN/DF = 1.675. So, it can be said that the purchase intention variable is fit.

Table 2. Purchase Intention Fit Test Results

Goodness of fit index	Cut of value	Result	Model Explanation
<i>Probability</i>	>0,05	0,137	Fit
<i>RMSEA</i>	<0,08	0,058	Fit
<i>GFI</i>	>0,90	0,984	Fit
<i>AGFI</i>	>0,90	0,952	Fit
<i>CMIN/DF</i>	<2,00	1,675	Fit

Source: Data processed by author (2022)

In the Confirmatory Factor Analysis (CFA) research, the shopping orientation variable fit test results contained seven measurable indicators "SO1-SO7" after testing the model, it was found that all indicators had met the requirements or criteria that must be met. The research results on the purchase

intention variable show that the probability value = 0.160, RMSEA = 0.070, GFI = 0.963, AGFI = 0.925, and CMIN/DF = 1.972. So, it can be said that the shopping orientation variable is fit. This means that the proposed research model fits the empirical data and has met the index.

Table 3. Shopping Orientation Fit Test Results

Goodness of fit index	Cut of value	Result	Model Explanation
<i>Probability</i>	>0,05	0,160	Fit
<i>RMSEA</i>	<0,08	0,070	Fit
<i>GFI</i>	>0,90	0,963	Fit
<i>AGFI</i>	>0,90	0,925	Fit
<i>CMIN/DF</i>	<2,00	1,972	Fit

Source: Data processed by author (2022)

In the Confirmatory Factor Analysis (CFA) study, the sales promotion variable fit test results contained six measurable indicators, "SP1-SP6" after testing the model, it was found that all indicators had met the requirements or criteria that must be met. The research results on the

purchase intention variable show that the probability value = 0.331, RMSEA = 0.026, GFI = 0.984, AGFI = 0.962, and CMIN/DF = 1.138. So, it can be said that the sales promotion variable is fit. The proposed research model fits the empirical data and has met the index.

Table 4. Sales Promotion Fit Test Results

Goodness of fit index	Cut of value	Result	Model Explanation
Probability	>0,05	0,331	Fit
RMSEA	<0,08	0,026	Fit
GFI	>0,90	0,984	Fit
AGFI	>0,90	0,962	Fit
CMIN/DF	<2,00	1,138	Fit

Source: Data processed by author (2022)

In the Confirmatory Factor Analysis (CFA) study, the results of the online trust variable fit test contained five measurable indicators "T1-T5" after testing the model, it was found that all indicators had met the requirements or criteria that must be met. The research results on the

purchase intention variable show that the probability value = 0.651, RMSEA = 0.000, GFI = 0.993, AGFI = 0.980, and CMIN/DF = 0.663. So, it can be said that the trust variable is fit. This means that the proposed research model fits the empirical data and has met the index.

Table 5. Online Trust Fit Test Results

Goodness of fit index	Cut of value	Result	Model Explanation
Probability	>0,05	0,651	Fit
RMSEA	<0,08	0,000	Fit
GFI	>0,90	0,993	Fit
AGFI	>0,90	0,980	Fit
CMIN/DF	<2,00	0,663	Fit

Source: Data processed by author (2022)

The full model test results were carried out to determine whether all the variables involved in this study had met the requirements or criteria for the fit test results. The full model test results are shown in Table 6, which indicates that the model does not meet the criteria or does not fit. This is because there are indexes

that do not meet the requirements, namely Probability = 0.000 which should be > 0.05, GFI = 0.826 which should be > 0.90, AGFI = 0.786 which should be > 0.90 and the last CMIN/DF=2.149 which should be < 2.00. So, the researchers retested by making adjustments so that researchers could get a model that

met the appropriate criteria and could test the hypothesis.

Table 6. Full SEM Model Test Results

Goodness of fit index	Cut of value	Result	Model Explanation
<i>Probability</i>	>0,05	0,000	Rejected
<i>RMSEA</i>	<0,08	0,076	Accepted
<i>GFI</i>	>0,90	0,826	Rejected
<i>AGFI</i>	>0,90	0,786	Rejected
<i>CMIN/DF</i>	<2,00	2,149	Rejected

Source: Data processed by author (2022)

As can be seen in table 7, the researchers conducted a fit test in all SEM models. In this test, it was found that all indicators of each variable had to be deleted to meet the criteria for the full fit test of the SEM model. Two indicators must be removed in the shopping orientation variable, namely SO3 and SO7. Two indicators must be removed in the sales promotion variable, namely SP3 and SP5. One indicator that

must be removed from the online trust variable is T5. Two indicators must be removed in the purchase intention variable, namely PI4 and PI5. After carrying out the results of the fit test, the fit test model shows that the value of $P = 0.139$, $RMSEA = 0.028$, $GFI = 0.933$, $AGFI = 0.907$, and $CMIN/DF = 1.156$, then the results of the model fit test with all these variables can be said to be fit.

Table 7. Model Fit Indicator Statement

Goodness of fit index	Cut of value	Result	Model Explanation
<i>Probability</i>	>0,05	0,139	Accepted
<i>RMSEA</i>	<0,08	0,028	Accepted
<i>GFI</i>	>0,90	0,933	Accepted
<i>AGFI</i>	>0,90	0,907	Accepted
<i>CMIN/DF</i>	<2,00	1,156	Accepted

Source: Data processed by author (2022)

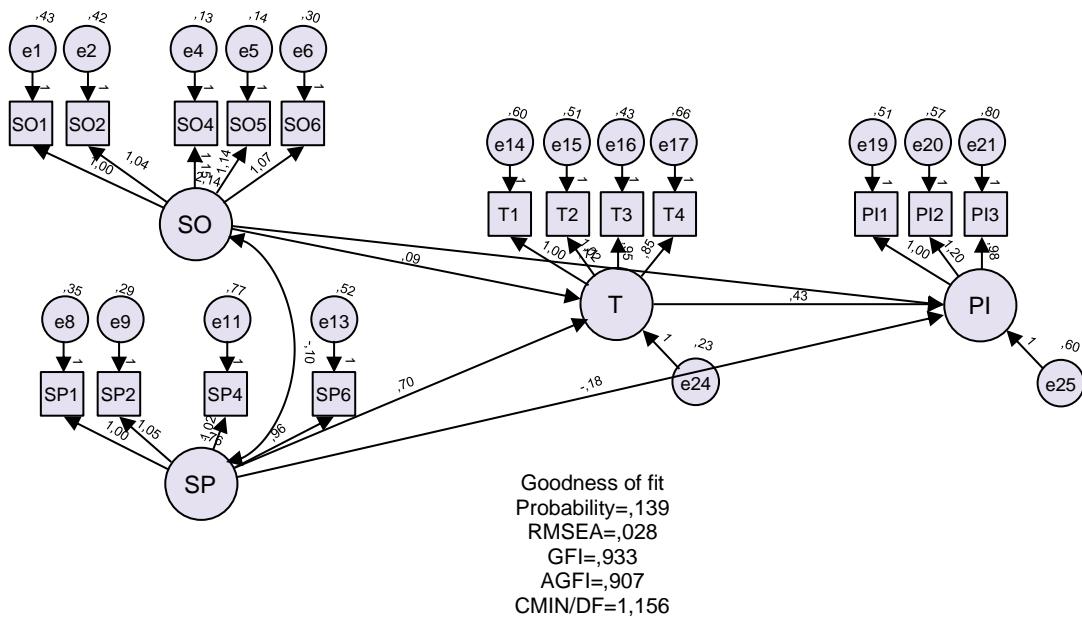


Figure 3. Full Fit Model SEM
Source: Data processed by author (2022)

Based on the results of hypothesis testing, Table 8 shows that the C.R value of the purchase orientation variable of this model's purchase intention is 3.451, which means it is greater than 1.96. These results indicate that the purchase orientation variable has a positive effect on purchase intention. The influence of these two variables is positive and significant. This shows that the first hypothesis, which states that the purchase orientation variable affects purchase intention, is accepted. The positive influence between the variables of purchase orientation and purchase intention is caused by the lifestyle or online shopping habits of each person and following online shopping trends that make it easier for everyone to buy without having to come directly to the store. the influence of consumer purchase intention increases. The results of this study are in line with previous research by Azifah and Dewi (2016), Yew and Kamarulzaman (2020), and Tiong (2021).

In the shopping orientation variable towards online trust, the C.R value of this model is 2.710, which means it is greater than 1.96. These results indicate that the shopping orientation variable has a positive effect on online trust. The influence between the two variables is positive and significant. This shows that the second hypothesis that the shopping orientation variable affects online trust is accepted. Among the purchase-oriented variables, there is a positive influence on online trust because consumers choose online stores that have previously shopped or already know the seller. Hence, consumers already have the confidence to buy online. This study's results align with previous research by Nurhidaya (2020).

On the sales promotion variable to online trust, the C.R value of this model is 8.588, which means it is greater than 1.96. These results indicate that the sales promotion variable has a positive effect on

online trust. The influence between the two variables is positive and significant. This shows that the third hypothesis that the sales promotion variable affects trust on the internet is accepted. The effect of these two variables is that if the seller markets the product at a lower price, then the product sent by the seller will have no defects or defects, even though the product has a lowered price. This can affect sales promotion and consumer confidence. This study's results align with previous research by Nanngin, Barus, and Wahyoedi (2020).

On the sales promotion variable on purchase intention, the C.R value of this model is -1.122, which means it is smaller than 1.96. These results indicate that the sales promotion variable has no effect on purchase intention. The influence between the two variables is negative and not significant. This indicates that the fourth hypothesis, which postulates the advertising variable in purchase intention, is rejected. Sales promotion does not affect the purchase intention variable because the offers used by the seller do not attract consumers' interest, usually campaigns used at certain hours of

the day, for example, 00:00, or the advertised product does not. Has a discount or product The seller does not have a free shipping voucher, so the sales promotion does not affect the consumer's purchase intention. This study's results align with previous research by Yuvita, Wahab, and Sulastri (2019).

The online trust variable on purchase intention, the C.R value of this model, is 2.327, which means it is greater than 1.96. These results indicate that the online trust variable has a positive effect on purchase intention. The influence between the two variables is positive and significant. This shows that the fifth hypothesis that online trust variables affect purchase intention is accepted. There is an influence between these two variables because when consumers buy online and the products are marketed according to the products sent, there are no errors in the product, and the consumer's personal information is stored, where consumer trust can affect online purchase intentions. The results of this study are in line with previous research by Azifah and Dewi (2016), Tiong (2021).

Table 8. Hypothesis Test Results

Hypothesis	Track			C.R.	P	Result
H ₁	<i>Shopping Orientation</i>	→	<i>Purchase Intention</i>	3,541	***	Accepted
H ₂	<i>Shopping Orientation</i>	→	<i>Online Trust</i>	2,710	0,007	Accepted
H ₃	<i>Sales Promotion</i>	→	<i>Online Trust</i>	8,588	***	Accepted
H ₄	<i>Sales Promotion</i>	→	<i>Purchase Intention</i>	-1,122	0,262	Rejected
H ₅	<i>Online Trust</i>	→	<i>Purchase Intention</i>	2,327	0,020	Accepted

Source: Data processed by author (2022)

CONCLUSION

All hypotheses can be accepted based on the results of the hypothesis test of C.R and Probability values. Thus, this study has several managerial implications. On the Shopping Orientation variable, most of the respondents got a response from the respondents with positive answers on the indicator "Shopping on social media when live streaming is easier for consumers" this statement was responded positively by 40.5% of the respondents. For this reason, social media must maintain supporting features such as a "call to action" in every promotional content or can also add links to each product's promotional video content.

The findings of this test prove that Sales Promotion variables mostly get responses from respondents with positive answers. The statement with the highest positive response stated, "When sellers advertise their products on social media live streaming, it always attracts my attention to buy the products being sold." This statement was responded to positively by the respondents 58.0%. For this reason, sellers must maintain and increase consumers' interest in promoting products by adding discounts or free shipping vouchers for consumers who buy products when they promote their products on live streaming.

The results of this study indicate that the variable Online Trust mostly gets a response from the respondents with positive answers. The statement with the highest positive response stated, "I believe that online shopping on the seller's social media live streaming can provide good service when selling." This statement was responded to positively by the respondents amounting to 61.0%. For this reason, the seller must maintain and improve service or response to

consumers by responding to consumer statements about the product quickly, clearly, and in detail.

The results of this study indicate that the variable

Purchase Intention mostly gets responses from respondents with positive answers. The highest positive response statement stated, "I am interested in buying the product when the seller is live streaming on social media." This statement was responded to positively by the respondents 58.0%.

So, the seller must maintain and improve product quality, such as selling original or original brands, answering every consumer statement about the product clearly and in detail, by adding discounts and free shipping vouchers when sellers promote their products on live streaming.

Academically, this research seeks to enrich the study of marketing a product by utilizing technological advances through social media. This research can also enrich knowledge in online marketing, services, and online shopping on social media.

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