



ENDORSE INFLUENCERS, E-SERVICE QUALITY AND PERCEIVED EASE OF BUYING INTEREST THROUGH TIKTOK

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Abstract

This study aims to examine the role of influencer endorsements, e-service quality and perceptions of ease of buying interest through TikTok live streaming. The population in this study is adolescents and adults from the age of 15 years to over 30 years who use the TikTok application and have watched live streaming and shopped through the TikTok Shop feature. The sampling in this study amounted to 170 adolescents to adults, and used the purposive sampling method, then applied it with the Statistical Package for the Social Sciences (SPSS). The data analysis technique uses multiple linear regression analysis. Research shows that influencer endorsements, e-service quality, and perceived convenience have a positive and significant impact on buying interest through TikTok live streaming.

Keywords: *Endorse Influencer, E-service Quality, Perception of Ease.*

Introduction

The growth of data and communication technology that continues to grow gives rise to the development of internet technology. Internet usage in Indonesia this year 2022 soared by around 210 million people, while the number of internet users before the pandemic was only 175 million people, resulting in an increase of approximately 77% (Sati & Ramaditya, 2020). The ease of the digital age today makes changes and developments in the world of business and marketing because it facilitates the trade of services and goods in using the internet. Communication and data exchange in businesses that are tried through the internet also continue to grow. This matter continues to make it easier for consumers and producers to carry out partner ties in online businesses or e-commerce. The public can take advantage of innovative products and digital construction and use e-commerce video streaming (Setianingsih & Aziz, 2022).

Indonesia occupies the second position as the most Tik Tok users in the world where the most users are young people. The application that used to be just a place to find entertainment now officially presents a new feature, namely TikTok Shop. On April 17, 2021, the formal implementation of TikTok in Indonesia introduced a contemporary feature called TikTok Shop. This feature is an inovatif social commerce that can reach bookers, retailers, and

initiators to provide easy, exciting, and safe honorarium professionalism (Rifiani et al., 2022). Tiktok live shopping is a service from the TikTok application where sellers can interact with the audience directly or explain and review products that want to be marketed or traded. In the live session, sellers can also directly interact with potential buyers through the available comment column.

TikTok Live is one of the most effective streaming platforms for marketing products and shopping for beauty products, fashion, household needs, and so on. Sales with a live streaming system as a rising sales medium for a businessman in marketing his products through TikTok. Not only large stores that have known ki merek, but retailers and MSMEs that do not have stalls can also implement this marketing strategy. By using social media to recommend products spontaneously, both sellers and buyers together find profits. Buyers want to be more satisfied looking at the product directly. Moreover, direct shopping is synonymous with originality and accommodated purchases. Meanwhile, sellers find many benefits (Sa'adah et al., 2022). As a new trend of online shopping, live streaming has actually been proven to increase sales. One of them is being able to measure people's purchasing interest in products (Setianingsih & Aziz, 2022).

Digital economy researchers for Development of Economics and Finance (Indef) say the live shopping strategy has the same principles as storefronts (Febriyani, 2018). It is considered more attractive to consumers because the objects offered can be witnessed and described in more detail (Sa'adah et al., 2022). The shopping system continues to grow and is in demand by citizens. The benefits obtained from this marketing strategy are the drivers of the development of online commerce which continues to dominate the business world (Carvallo et al., 2022). To attract consumers and increase sales, sellers can carry out some guidelines, for example by making promotions, giving discounts or gifts, having a unique selling style or having distinctive characteristics that the audience likes so that the selling style is not boring. Indonesia is also a potential market for the growth of e-commerce listed live shopping. McKinsey said, Indonesians are one of the most passionate users of digital technology in the world.

Populix conducted an inspection regarding the prevalence of Indonesians in using social commerce platforms, Indonesian people apparently prefer to shop on social media platforms. From the survey results, 86% of Indonesians have shopped through social media platforms with and spread across most social media. The most frequently used platforms in Indonesia are TikTok Shop at 45%, then Whtsapp at 21%, Facebook Shop at 10% and Instagram Shop at 10% (Sa'adah et al., 2022). By utilizing shop and live shopping features on the TikTok application, the local brand Roughneck 1991 managed to increase sales up to 10 times from before when conducting live stream activities for 3 consecutive days (Priambodo & Prabawani, 2016). Then the Garnier Indonesia and Maybelline Indonesia brands increased 160% and 223% respectively compared to the previous week during Live shopping (Purwanto & Sahetapy, 2022). And in the 10.10 program, which is a ha rbolnas event, Tik Tok Shop managed to record an increase in sales of up to 354% compared to the previous week during

the period 4 to 10 October 2022 (Putri & Widodo, 2022). Based on these data, it can be concluded that the TikTok live streaming trend is very influential on someone's buying interest.

According to (Rifiani et al., 2022) buying attention is a buyer's opinion that arises as a reaction to an entity that describes the customer's willingness to make a purchase. There are several aspects that influence a person's buying interest, namely influencer endorsements, e-service quality and perceived convenience. Influencer endorsers are people who can exert influence based on knowledge, expertise, and integrity over followers and usually influencers get profits from YouTube and Instagram (Afandi et al., 2021). E-Service Quality is the quality of service from all forms of characteristics of objects and services that display the potential to satisfy customer needs, both obvious and hidden (Omas et al., 2022). While the perception of convenience according to (Nurmalia & Wija, 2018) as someone believes that using technology will be free from one business. Convenience means that there is no difficulty or no effort when using the technology.

Based on the above phenomenon, it is concluded that this study discusses the increase in buying interest through Tik Tok Live Shopping in consumers who are influenced by influencer endorsements, e-service quality and perceptions of ease of buying through TikTok Shop.

Method

This research uses a type of quantitative research. Data was collected using a questionnaire through a Google Form link through social media Facebook, WhatsApp, and Instagram to Tik Tok users in Solo Raya. The questionnaire in this study assesses the views of respondents who are interested in buying interest through Tik Tok Live Streaming with various factors. The population in this study is Tik Tok application users who have watched or purchased products/goods via live streaming. The sample in this research is 170 respondents who use tik tok live streaming. The sampling technique used is purposive sampling. The age of the respondents is limited to the age of 15 years and above, assuming the respondents aged 15 years have grown up entering high school (SMA) and are able to think rationally so as to allow them to make good decisions.

Result

Research Findings

Validity Test

Validity checking is carried out to prove whether the distributed statement items can be used as an explicit assessment tool (Febriyani, 2018). Based on the validity test tested on each variable, if the item statement of the variable is declared valid.

Reliability Test

The reliability test is tried to review the persistenceness of previously proven items and test the data whether it is reliable or not. The calculation of the reliability test can be seen from obtaining the cronbach alpha score of each variable ≥ 0.60 or not. So it can be explained that the results of the reliability test in this research complete the criteria, because all the score items are ≥ 0.60 .

Normality Test

From the analysis of the test data normality with kolmogorov Smirnov was fulfilled due to the value of Asymp. Sig. $0.632 \geq 0.05$ then the data is considered normal distribution.

Multicollinearity Test

The results of the multicollinearity test of tolerance numbers are at ≥ 0.10 and VIF numbers ≤ 10 . So it is said that there is no multicollinearity between variables.

Heteroscedasticity Test

The results of heteroscedasticity testing showed a significant value of ≥ 0.05 so that all data were said to be symptom-free of heteroscedasticity.

Test t

Tabel 1. Test Results t

Variabel	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,261	0,265		4,751	0,000
<i>Endorse Influencer</i>	0,327	0,071	0,266	4,607	0,000
<i>E-Service Quality</i>	0,774	0,079	0,545	9,834	0,000
<i>Persepsi Kemudahan</i>	0,298	0,077	0,182	3,876	0,000

Source : Data processed (2022)

In accordance with what is contained in Tabel.1 Test results t, it can be concluded that the regression model obtained is :

$$Y = 1.261 + 0.327 X_1 + 0.774 X_2 + 0.298 X_3 + e$$

Analysis The t test or partial test shows the results on the Sig table provided that the significant value is less than 0.05. The results of the t test in this research can be seen if influencer endorsements, e-service quality and perceived convenience have a positive and significant impact on buying interest in TikTok live streaming. Next, the coefficient of determination test was tried, this test was tried to ascertain how big the variables of influencer endorsement knowledge, e-s ervice quality and the perceived ease of influencing the variables of buying attention on tiktok live streaming.

Coefficient of Determination Test

The magnitude of the value of the coefficient of determination is 0.732. This value illustrates if the knowledge of influencer endorsements, e-service quality and perceived convenience is 73.2% of buying interest in TikTok live streaming. Another 26.8% was influenced by other variables outside the study.

Discussion

Based on the results of the tests that have been tried, it appears that the influencer endorsement variable against the repurchase attention variable has a positive and significant effect. This is indicated by a coefficient point of 0.000 indicating that the hypothesis (H1) is proven. Influencer endorsements that have a significant influence on buying interest through live streaming, define that when consumers have obtained a deeper description of the goods demoed by influencers can be an attraction for the audience to own the item. So that customers feel trust in the products offered by influencers, then there is a customer trust in the product brand, because the trust of a brand can influence buyers. (Putri & Widodo, 2022) Brand trust as readiness to rely on the ability of a product to perform its functions. This research is in line with (Afandi et al., 2021), (Rifiani et al., 2022) and (Purwanto & Sahetapy, 2022) this research has shown that consumer buying interest is influenced by influencer endorser factors in terms of experience and appearance.

Based on the value of the tests that have been carried out, it appears that the e-service quality variable against the variable of buying interest through TikTok live streaming has a positive and significant impact. This is indicated by a coefficient score of 0.000 which shows that the hypothesis (H2) is accepted. E-service quality that significantly affects buying attention through live streaming, explains that when consumers have obtained a deeper description of the quality, comfort and safety of an application, it can be an attraction for audiences to choose these features in shopping choices. This research is in accordance with research (Damayanti, 2019), (Putri Tunggadewi & Pudjoprastyono, 2022) and (Nurmalia & Wija, 2018) that e-service quality has an impact on purchase interest, this means that the more effective e-service quality is, the higher the buying interest felt by consumers.

Based on the test results in table 1, it appears that the variable of perceived ease of use over the variable of repurchase interest has a relevant impact. It is characterized by a coefficient value of 0.000 which signifies that the hypothesis (H3) is accepted. The assumption of ease of use that has an impact on buying attention through live streaming, illustrates that consumers have gained an understanding of the use of something that can be easily used and easily understood so that interest in choosing something can be an attraction for the audience to own the item. This research is in line with research (Priambodo & Prabawani, 2016), (Apriyani & Suharti, 2017), and (Silaen & Prabawani, 2019) is the

assumption that convenience has been proven to have an impact or influence on attention through 2 causal pathways, namely: direct consequences on attention and indirect effects on attention through the assumption of perceived usefulness. Direct influence and consequences show that the assumption of convenience can be a meaningful aspect to improve can be a recipient.

Conclusion

This research explains how influencer endorsements, e-service quality and perceived ease of buying interest through TikTok live streaming on TikTok Shop. From this study, it can be concluded that: Influencer Endorsement has a significant impact on consumer buying interest. So it can be said that the more attractive the image of influencers can affect buying interest during TikTok live streaming and be able to attract the attention of the audience. The more attractive the image of the influencer, the higher the consumer buying interest. E-service quality has a significant impact on consumer buying interest. So it can be said that the better the quality of services provided, the higher the consumer buying interest through TikTok live streaming. And the perception of convenience has a significant impact on consumer buying interest. So it can be said that the easier it is to use the feature, the higher the interest in consumer buying interest. In this case, the researcher suggested that future research be able to add and collaborate with other variables that can increase consumer buying interest and reach a wider population.

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