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Revealing The Role of Live Streaming, Content Marketing and Perceived Customer Quality as Attracting Purchase Intentions (TikTok Shop Bandung)

ABSTRACT

The evolution of social media platforms like TikTok has introduced novel digital marketing phenomena: live streaming sales, content marketing, and enhanced product quality perception. This study aims to determine the impact of live streaming sales, content marketing, and perceived product quality on consumer purchase intention in TikTok Shop, both individually and collectively. The research employs a quantitative approach, utilizing a sample of 384 respondents determined by the Lemeshow formula. Data collection was conducted via questionnaires distributed through Google Forms. Non-Probability Sampling with Purposive Sampling was used for sample selection. Measurement employed the Semantic Differential Scale, with data processing facilitated by Smart PLS software. Results indicate that Live Streaming has a positive but insignificant effect, while Content Marketing and Perceived Product Quality demonstrate positive and significant impacts on Purchase Intention. The study also reveals a collective influence of Live Streaming, Content Marketing, and Perceived Product Quality on Purchase Intention in TikTok Shop Bandung City. These findings provide crucial insights into digital marketing dynamics and consumer behavior within the context of social media-based e-commerce, particularly on the TikTok Shop platform. The research contributes to understanding the evolving landscape of digital consumer engagement and purchase decision-making in the era of social commerce.

Keywords: Live Streaming, Content Marketing, Perceived Product Quality, Purchase Intention, SEM PLS

4 INTRODUCTION

The development of technology and the internet has significantly changed the business landscape and consumer behavior. In Indonesia, the number of internet users reached 215,626,156 people

(APJII, 2023), making the country a very potential market for online businesses. One platform that is experiencing rapid growth is TikTok, with Indonesia having the second largest user base in the world at 106.52 million active users

(DataIndonesia.id, 2023). This phenomenon reflects shifting consumer preferences in consuming digital content and interacting with brands. TikTok has experienced rapid growth in Indonesia, making it the second-largest country in the world after the United States. With 106.52 million active users as of October 2023, Indonesia recorded a 6.74% increase in three months. This growth reflects TikTok's huge potential as a digital marketing platform in Indonesia, providing significant opportunities for merchants to increase brand awareness and reach new consumers through live streaming and content marketing strategies. (DataIndonesia.id, 2023).

TikTok has evolved from just an entertainment platform to a potential e-commerce channel. By launching the TikTok Shop feature, the platform offers an integrated shopping experience, allowing users to purchase products directly from video content. According to (Rahmawaty et al., 2023) In the development of technology and accompanied by the increase in the population using the internet, various kinds of online buying and selling sites or applications began to appear (Triputranto et al., n.d.) such as TikTok Shop.

TikTok's collaboration with Tokopedia further expands the reach of local sellers, combining the power of social media and e-commerce. This creates a unique shopping ecosystem where entertainment, creativity, and commercial transactions converge, providing new

opportunities for sellers and innovative shopping experiences for consumers.

Table 1 Consumers' Most Favored Online Shopping Platforms

No.	Platform	Nilai
1	Shopee	89
2	Tokopedia	51
3	TikTok Shop	41
4	Lazada	34
5	Facebook/Instagram Shops	19
6	Bukalapak	9
7	WhatsApp/Line for Busines	9
8	Blibli	7
9	Situs online	5
10	Platform online lain	2

Source: Databoks, 2024

In Table 1 TikTok Shop, as a new feature of the TikTok app, offers a unique shopping experience by combining entertainment and e-commerce. The platform leverages TikTok's popularity to create an interactive and engaging shopping ecosystem. Although TikTok Shop is ranked as the third most popular online shopping platform with 41% of consumers, still behind Shopee (89%) and Tokopedia (51%) (Databoks, 2024), it shows significant growth potential in Indonesia's e-commerce market.

In an effort to increase consumer buying interest, TikTok Shop relies on several innovative digital marketing strategies. Live streaming sales is one of the featured features that allows sellers to interact directly with potential buyers, provide real-time product demonstrations, and answer consumer questions instantly. This strategy aims

to create a more personalized and interactive shopping experience.

Content marketing also plays a crucial role in TikTok Shop's marketing strategy. Through creative and engaging content, sellers can promote their products in a way that is more organic and less disruptive to the user experience. The effectiveness of content marketing in influencing consumer purchase intention has been an interesting research topic, with mixed results across different contexts and industries.

According to (Diawati et al., 2022) suggests that consumers typically evaluate multiple factors prior to making a purchase. These considerations often include the product's price point, its perceived advantages, overall quality, and feedback from other buyers. While digital marketing strategies play a significant role, the study emphasizes that consumers' perception of product quality remains a crucial element in shaping their buying decisions. This underscores the complexity of consumer behavior, where both marketing approaches and intrinsic product attributes contribute to the final purchasing choice. In the context of online shopping, where consumers cannot see or touch the product directly, a positive perception of quality is very important to build trust and encourage buying interest.

Although previous research has explored the effect of live streaming, content marketing, and perceived product quality on purchase intention,

the results found are still mixed and contradictory. (Hafizhoh et al., 2023) found that live streaming has a significant effect on consumer purchase intention, while (Bimantoro Aji et al., 2024) stated the opposite. Similarly, (Dwita, 2022) reported a significant effect of content marketing on purchase intention, while (Hardiyannah et al., 2023) did not find a significant effect.

The gaps in the results of previous studies, as well as the position of TikTok Shop which is still below other e-commerce platforms, indicate the need for further research to understand the dynamics of consumer buying interest in this platform, especially in Bandung City. The selection of Bandung as the research location is based on its characteristics as a large city with a tech-savvy population and relatively high purchasing power. This study aims to analyze the effect of live streaming sales, content marketing, and perceived product quality on consumer purchase intention of TikTok Shop in Bandung City. By understanding the factors that influence consumer purchase intention, it is expected to provide valuable insights for sellers at TikTok Shop to optimize their marketing strategies and increase the competitiveness of this platform in the Indonesian e-commerce market.

The approach used in this research is quantitative method with descriptive analysis and verification analysis. Theories that support this research include theories of consumer behavior, digital marketing, e-commerce, and social commerce.

Data will be collected through an online survey of TikTok Shop users in Bandung City, using a structured questionnaire that measures the research variables. These variables include the dimensions of Live Streaming according to (Damayanti, 2024), namely the assessment of product quality, trust in the host, and special offers; the Content Marketing dimension according to (Kristofer, 2023) including reader cognition, sharing motivation, persuasion, decision making, and life factors; the dimension of perceived product quality according to (Pumomo & Sari, 2021), consisting of performance, product characteristics, conformity to specifications, reliability, durability, service, and results; and the dimension of Purchase Intention according to (Agustini et al., 2022), this study examines purchase intention through a multifaceted lens, encompassing four distinct aspects: the drive to explore, preference formation, transaction readiness, and the inclination to recommend. By synthesizing these varied dimensions, our investigation seeks to offer a nuanced and holistic understanding of the key elements shaping consumers' buying intentions within the TikTok Shop ecosystem. This comprehensive approach allows for a deeper exploration of the complex interplay between various factors influencing consumer behavior in this emerging digital marketplace.

The results of this study are expected to make a practical contribution to business people at

TikTok Shop in designing more effective marketing strategies. In addition, this research also aims to make a theoretical contribution to the development of digital marketing science, especially in the context of social commerce in Indonesia. A deeper understanding of the factors that influence purchase intention on platforms like TikTok Shop can help develop a more comprehensive marketing model for the digital era.

RESEARCH METHODS

The methodology employed in this study adopts a quantitative paradigm, utilizing both descriptive and verificative analytical techniques to investigate the relationships between predictor and outcome variables. For data analysis, we leverage the Structural Equation Model (SEM) framework implemented through SmartPLS software. SEM, as noted by (Khotimah Harahap, 2020) represents a sophisticated multivariate approach designed to explore interconnections among latent constructs. Complementing this, the Partial Least Square (PLS) method offers a malleable modeling approach, adept at maximizing the explanatory power of variable relationships. This combinatorial analytical strategy enables a robust examination of the complex dynamics at play within our research context.

The study population consisted of active TikTok purposive sampling technique, namely the selection of respondents based on certain criteria. Determination of the number of samples using the Lemeshow formula, resulting in 384 respondents. Data was collected through a questionnaire instrument distributed by google form.

Intention of 0.573 These values indicate that each variable has good discriminant validity, which means that the measurement instrument can effectively distinguish between one construct and another in the research model. Thus, it can be concluded that all of these variables are valid and suitable for use in further research, because they have met the discriminant validity requirements needed in statistical analysis.

RESULT AND DISCUSSION

Validity and reliability are shown in table 1 below:

Table 2 Result of Construct Validity and Reliability

Vbl	Crbh_α	Cpst_Re	AVE
LS	0,902	0,921	0,593
CM	0,849	0,887	0,568
PKP	0,910	0,928	0,617
MB	0,938	0,946	0,573

*Vbl = Variable; Crbh_α = Cronbach's alpha; Cpst_Re = Composite Reliability; AV_E = AVE; LS = Live Streaming; CM = Content Marketing; PKP = Persepsi Kualitas Produk; MB = Minat Beli.

Based on table 2 above, it shows that composite reliability gets the lowest value of content marketing of 0.887 and the composite reliability value is greater than the Cronbach's alpha value and both have a value above 0.7, which means it meets the reliable criteria and can be done in the structural model.

In table 2 above, it shows the AVE value of the Live Streaming variable > 0.5 of 0.593, for the Content Marketing value > 0.5 of 0.568, Perceived Product Quality > 0.5 of 0.617, and Purchase

Table 3 Hypothesis Testing Conclusion for all Research Hypothesis

Hyp	O_S	Std_D	T_Sta	P_Value
LS → MB	0,141	0,081	1,747	0,081
CM → MB	0,357	0,082	4,327	0,000
PKP → MB	0,205	0,070	2,928	0,004
R_Sq	R_Sq		R_Sq_A	
MB	0,415		0,410	

*Hyp = Hypothesis; O_S = Original Sample; Std_D = Standard Deviation; T_Sta = T Statistics; P_Value = P Value; LS = Live Streaming; CM = Content Marketing; PKP = Persepsi Kualitas Produk; MB = Minat Beli.

Examination of Table 3 also indicates that the Live Streaming variable exhibits a positive but non-significant effect on Purchase Intention. This is reflected in a path coefficient of 0.141, a t-statistic of 1.747 (below 1.96), and a P-Value of 0.081 (above 0.05). As a result, the second hypothesis (H2) is not supported. This outcome contrasts with the findings of (Putri et al., 2023) who

previously reported a significant influence of live streaming on consumer buying interest.

The analysis of hypothesis results, as presented in Table 3, reveals that the Content Marketing variable demonstrates a positive and significant impact on Purchase Intention. This is evidenced by a path coefficient of 0.357, a t-statistic of 4.327 (exceeding 1.96), and a P-Value of 0.000 (below 0.05). Consequently, the first hypothesis (H1) is supported. This finding aligns with the research conducted by (Ustadriatul Mukarromah et al., 2022) which posited a significant relationship between content marketing and consumer purchase intent.

Furthermore, Table 3 demonstrates that the Perceived Product Quality variable has a positive and significant impact on Purchase Intention. This is supported by a path coefficient of 0.205, a t-statistic of 2.928 (exceeding 1.96), and a P-value of 0.004 (below 0.05). Therefore, the third hypothesis (H3) is accepted. This result corroborates the research conducted by (Amalia et al., 2023) which identified a significant relationship between perceived product quality and consumer purchase intent.

The R-Square analysis presented in Table 3 offers insights into the predictive capacity of the independent variables on Purchase Intention. With an R-Square value of 0.415 and an Adjusted R-Square of 0.410, this model accounts for approximately 41% to 41.5% of the variation in consumer Purchase Intention. According to (Hair

et al., 2021) classification, this figure falls within the moderate range. In the context of consumer behavior research, this level of explanatory power can be considered substantial.

Based on R Square obtained R2 of 0.410 (41%). The number of independent variables (k) is 3 and the number of research samples (n) is 384 with a significance level α of 5%, the Fhitung and Ftable values can be obtained as follows:

$$F_{\text{Hitung}} = \frac{R^2 (n-k-1)}{(1-R^2)k}$$

$$F_{\text{Hitung}} = \frac{0.41 (384-3-1)}{(1-0.41)3}$$

$$F_{\text{Hitung}} = \frac{155,8}{1,77} = 88,02$$

$$F_{\text{table}} = F_{\alpha} (k, n-k-1)$$

$$F_{\text{table}} = F_{0.05} (2, 384-3-1)$$

$$F_{\text{table}} = F_{0.05} (2, 380)$$

$$F_{\text{table}} = 2,63 \text{ (Obtained from Table F)}$$

Because Fhitung is 88.02 > Ftable of 2.63, H04 is rejected and Ha4 is accepted, which means that there is an influence between the variables Live Streaming, Content Marketing, and Perceived Product Quality together on Buying Interest in TikTok Shop Bandung City.

The findings of this study provide deep insights into consumer behavior in the context of TikTok Shop in Bandung and the implications are significant in today's digital era. Content marketing was shown to have a significant

influence on consumer purchase intention, emphasizing the importance of creative and engaging content. Businesses need to capitalize on this opportunity by creating more personalized and interactive marketing campaigns. Authentic and relevant content can build a strong emotional connection with consumers, which in turn increases loyalty and drives purchases. By using the right content marketing, businesses can build a strong emotional connection with their target audience, especially relevant in the digital age where consumers are looking for content that is not only informative but also entertaining and inspiring.

While live streaming did not show a significant direct effect on purchase intent, its role in providing real-time engagement and quick responses to consumer queries is critical. Live streaming allows companies to interact directly with consumers, providing a more lively and interactive shopping experience. By perfecting the live streaming strategy, companies can more effectively meet consumer needs and build greater trust. In the context of fierce e-commerce competition, live streaming can be an effective tool to differentiate brands and create a unique shopping experience.

The perception of product quality that significantly affects consumer purchase intention indicates that businesses need to focus on providing high-quality products. Consumers who perceive that products have good quality will be more likely to

buy and become loyal customers. Companies must ensure that their products not only meet but exceed consumer expectations in terms of quality and reliability. In the long run, this will help build a strong brand reputation and increase consumer loyalty.

The integration of commercial social features such as live streaming and interactive content in TikTok Shop has the potential to create a more engaging and satisfying shopping experience. These features can help build consumer trust and loyalty which is crucial in the highly competitive e-commerce market. Businesses must continue to innovate and adapt quickly to changing trends and consumer preferences to remain relevant and engaging. In this context, a deeper understanding of the factors that influence purchase intent on platforms like TikTok Shop can help develop a more comprehensive marketing model for the digital age.

In the specific context of Bandung, where consumer dynamics may differ from elsewhere in Indonesia, it is important for businesses to adapt their strategies to local market conditions. Understanding consumer preferences and behavior in Bandung can provide valuable insights that can be used to develop more effective marketing and sales strategies. By doing so, businesses can be more responsive to the needs and expectations of local consumers, which can improve their competitiveness in the market.

Competitive pricing combined with high perceived product quality can increase consumer perceived value and drive sales. Companies should optimize their pricing strategies to create clear and compelling value for consumers. Overall, the findings of this study highlight the importance of innovative and adaptive marketing strategies in increasing consumer buying interest in TikTok Shop, particularly in Bandung City. Businesses that are able to implement these findings in their practices will have a greater chance of success in the dynamic and competitive e-commerce market.

CONCLUSION

To conclude, this study highlights the importance of live streaming, content marketing, and perceived product quality in influencing consumer purchase intention at TikTok Shop in Bandung City. Based on the results of the study, the dimensions of live streaming are highly rated with product assessment as the highest dimension. Therefore, it is recommended for companies to maintain and improve the quality of product valuation in live streaming sessions, as well as focus on improving other aspects of live streaming to achieve balance between dimensions. Using product valuation as a competitive advantage in marketing strategies would also be very beneficial.

Content marketing also received high ratings with reader cognition as the highest dimension. Therefore, companies are advised to continue developing content that stimulates readers' cognition, maintain effective content marketing strategies, and improve other aspects of content marketing to achieve a better balance between dimensions.

Perceived product quality is rated high with product characteristics as the highest dimension. Therefore, companies are advised to focus marketing strategies on the advantages of product characteristics, improve other aspects of product quality to create a more comprehensive perception, and make continuous innovations in product characteristics to maintain a competitive advantage.

Consumer purchase intention is rated high with exploratory interest as the highest dimension. It is recommended for companies to provide more information and content that encourages product exploration by consumers, design marketing strategies that stimulate consumers' curiosity and exploratory interest, and maintain a focus on aspects that encourage exploratory interest while improving other dimensions of purchase intention.

Although live streaming has a positive but insignificant effect on purchase intention, it is recommended for companies to evaluate and improve live streaming strategies to make its impact more significant. Integrating live streaming with other marketing strategies and conducting

further research to understand why live streaming does not have a significant influence and how to increase its influence is also important.

Conversely, content marketing has a positive and significant effect on purchase intention, so it is recommended to increase investment and focus on content marketing strategies, develop more diverse and high-quality content, and conduct regular analysis to understand the types of content that are most effective in increasing purchase intention.

Perceived product quality also has a positive and significant effect on purchase intention.

Therefore, companies are advised to continue to improve and maintain product quality, communicate product quality effectively through various marketing channels, and conduct regular customer surveys to understand their perceptions of product quality and make necessary improvements.

The three variables jointly influence consumer purchase intention at TikTok Shop, with content marketing having the strongest influence. It is recommended for companies to allocate more resources to content marketing strategies, optimize the synergy between content marketing, perceived product quality, and live streaming to increase purchase intention, and conduct further research to identify other factors that can increase purchase intention at TikTok Shop.

This study has several limitations that need to be considered. First, this research was only

conducted in Bandung City, so the results may not be generalizable to other regions. Second, this study only examined three variables, so it is possible that other factors also influence consumer buying interest. For future research, it is recommended to expand the scope of the research area and explore other variables that may have an effect. Further research can also use different research methods to gain a more comprehensive understanding of the factors that influence consumer buying interest in TikTok Shop.

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