

THE INFLUENCE OF TIKTOK LIVE STREAMING, CONTENT MARKETING ON THE DECISION TO PURCHASE NIKE SHOES IN FEB UGJ STUDENTS



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Abstract

With the very rapid development of technology using smartphones at this time, one of which is online shopping, consumers tend to shop via live streaming, one of which is available on the TikTok application with a variety of content. Therefore, this research aims to determine the influence of TikTok live streaming and content marketing on the decision to purchase Nike shoes among FEB UGJ students. The analytical method used in this research is multiple linear regression analysis and quantitative methods, using the SPSS application program data processing. Primary data was collected by distributing questionnaires to 105 FEB UGJ students. The research results show (1) There is a positive and partially significant influence between TikTok Live streaming on the decision to purchase Nike shoes for FEB UGJ students. (2) There is a partial positive and significant influence between Content marketing on the decision to purchase Nike shoes for FEB UGJ Students. (3) There is a significant positive influence simultaneously between TikTok live streaming and content marketing on the decision to purchase Nike shoes for FEB UGJ students.

Keywords: Live Streaming, Content Marketing, Purchase Decisions

INTRODUCTION

With the rapid development of technology using smartphones at this time, one of which is online shopping, we get facilities to fulfill our daily lives, without leaving the house we can buy goods via social media. Social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and community. Apart from that, technological developments also continue to change consumer behavior through new forms of interaction between customers and businesses (Cambra-Fierro et al., 2021). In this process, information about product attributes, consumption experiences, and life values is needed, so that consumers can know whether the quality of the product provides them with a satisfactory consumption experience that helps to realize their ideal living conditions (Z. Chen et al., 2019). Krishen et al (2021) in his research explains that in this era of disruptive technology, many marketers and practitioners have developed approaches to engage with consumers and increase brand awareness through the use of communication messages by utilizing digital technology and collaboration between these actors. One of them is Tiktoshop, which is a platform that allows you to connect with other people and businesses on it

Social media like TikTok not only provides entertainment but also offers features that can be used to make shopping easier for the millennial generation. Tiktoshop makes it easy for everyone to start a business with TikTok, this can be done by live streaming or adding product links to videos. Live streaming strategies have emerged as an effective marketing channel powered by new technology and provided via computers or smartphone devices (Chen & Lin, 2018). Apasrawirote & Yawised (2022) define a marketing context, live-streaming is an electronic media platform that is broadcast online in real time to convey messages to a target audience for certain specific purposes. A study by Kemp (2020) shows that younger consumers are more likely to access live streaming easily via mobile applications than to make purchases by other means. This implies that such business owner-managers are more likely to formalize their strategies to offer the best experience to their audience and engage with customers directly. Therefore, users of TikTok as a platform that provides live streaming as well as shopping have increased rapidly in the last 4 years.

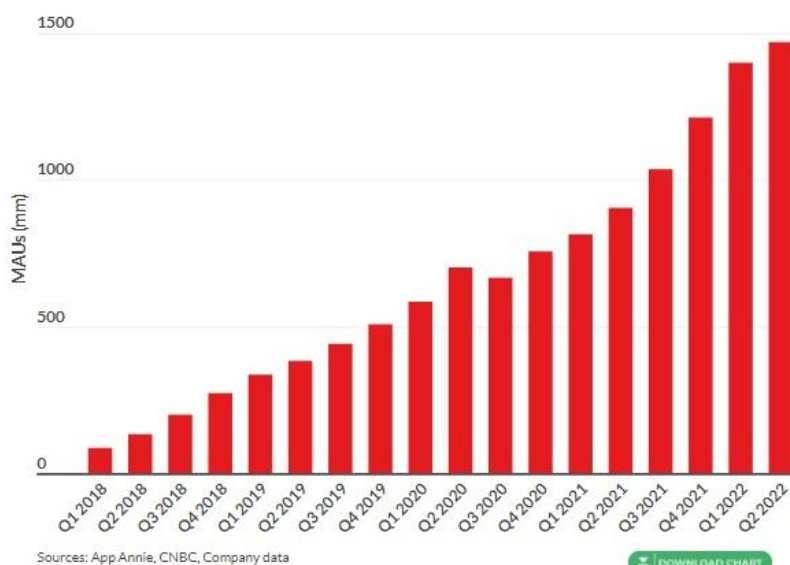


Figure 1
TikTok users 2018-2022

In the context of product marketing, using live streaming alone is not enough. This must be accompanied by content marketing to attract consumers and decide to buy in the end. Content marketing This is a marketing strategy to plan, distribute, and produce creativity to attract the right target audience and become customers. Content marketing refers to the invitation of a business or marketer to engage consumers at appropriate times during their purchasing decision process, including generating, allocating, sharing, and approaching content, all to create an incentive for consumers to purchase a product or service (Järvinen & Taiminen, 2016). This strategy also creates content that can add more value to what consumers are looking for (Liu & Huang, 2015). In markets with many competitors, content marketing can be a valuable strategy for businesses to differentiate themselves from competitors. Content marketing plays an important role in retaining the target audience. Therefore, this research will focus on the role of live streaming and content marketing in purchasing decisions for Nike products on the TikTok Shop application.

Much research has been carried out regarding live streaming in the last 3 years, but there have been inconsistencies in the research results, research conducted by (Deva, Azazi, & Pebrianty, 2024; Pongratte et al., 2023) stated that live streaming has a significant

influence on purchasing decisions. With the live streaming feature, it makes it easier for customers to get more detailed information about products because the seller (streamer) displays the product in real-time. Customers feel comfortable buying products during live streaming compared to just looking at image catalogs, while research conducted by (Saputra & Fadhilah, 2022) states the opposite, that live streaming does not have a significant effect on purchasing decisions, or it can be concluded that making purchasing decisions is influenced by other variables besides live streaming. Apart from that, previous studies focused more on the influence of live streaming on purchasing decisions and did not focus on content marketing variables, even though there is an alignment between live streaming and content marketing which is the reason we took these two variables in this research.

Live streaming and content marketing are marketing in the era of disruption, therefore old, conventional business methods will be replaced and crushed by today's business methods (Muthiarsih, 2019). Therefore, this research will focus on Live streaming and Content marketing on purchasing decisions for Nike products. This research will be carried out on FEB UGJ students in Cirebon City as a population gap that has never been carried out in this area before.

LITERATURE REVIEW

Live Streaming

Currently, there are many definitions of live-streaming E-commerce models in academic circles. Many researchers have defined E-commerce live streaming from aspects of its development background, elements, forms and characteristics. Wongsunopparat & Deng (2021) argues that E-commerce live streaming is a business model that directly connects users and product sales through live streaming based on E-commerce and live streaming networks as a means. Live streaming is a new model of E-commerce marketing with strong interaction and sociality, where companies and businesses can narrow the distance between users and products through live streaming to achieve precise marketing. Live streaming can also provide sight, sound, and movement to convey information (Yen, 2018), thereby increasing the authenticity of information and enriching information content (Hsu et al., 2013). Live streaming also offers video and text directly video and text simultaneously.

Customers can interact with sellers and other customers while watching live videos. Thus, Live streaming facilitates real-time interactivity between live broadcast participants.

There are three indicators to measure live streaming according to (Netrawati et al., 2022) that is: a) Perception of product quality; b) Host credibility; c) Discount.

Content Marketing

According to Holliman & Rowley (2014), content marketing is known for creating, distributing, and sharing relevant, engaging, and timely content to engage customers at the right point in their consideration process, thereby encouraging them to convert it into business-building results. Content marketing is the active role of consumer participation to share and be active in the media space of interest (Kilgour et al., 2015). Content Marketing aims to build strong relationships with customers through continuous conversations to convince them of their prospects over time. Companies can demonstrate their expertise and strengths through the content they deliver so that customers can be convinced that their offerings are valuable and worth purchasing (Hollebeek & Macky, 2019). Compared to traditional marketing, digital marketing technology is more affordable and easier to use. With content marketing, even SMEs can achieve effective marketing campaigns and access to targeted customers with good content (Li et al., 2022).

There are six indicators to measure content marketing according to Tableessy (2022) that is: a) Relevance; b) Accuracy; c) Worth; d) Easy to understand; e) Easy to find; f) Consistent.

Buying Decision

Purchasing decisions are how consumers make decisions between several brands, and ultimately buy in the way they prefer or the process carried out by consumers in determining the goods or services to be purchased based on various considerations (Kotler, 2019). Purchasing decisions are determined through the process of replacing the benefits and value received by consumers (Wang, 2014). Kotler in (Shandrina & Yoestini, 2022) Purchasing decisions are the process of gathering knowledge to evaluate several choices, whether two or more and deciding on one of them.

There are four indicators to measure purchasing decisions according to Kotler & Keller (2012) that is: a) Buying stability after knowing product information; b) Deciding to

buy because of the most preferred brand; c) Buy because it suits your wants and needs; Bought because of recommendations from others

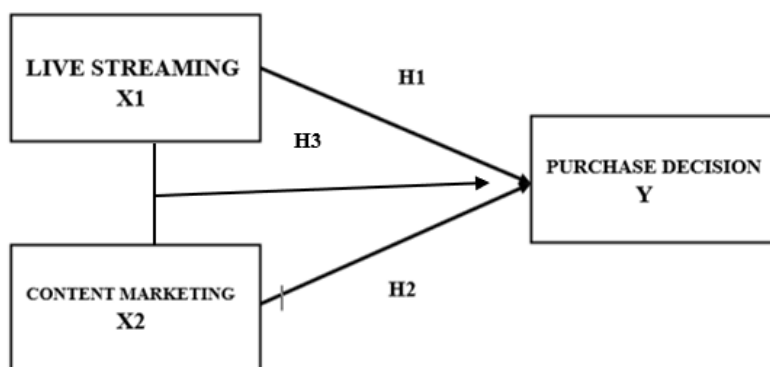


Figure 2
Research Framework

RESEARCH METHOD

The research methodology used in this research is a form of quantitative associative research. Associative research acc Sugiyono (2019) is a research problem formulation that asks about the relationship between two or more variables. Sugiyono (2019) Quantitative research is a method based on positive philosophy. This method is used to research certain populations or samples, collect data using research instruments, and analyze quantitative/statistical data with the aim of testing predetermined hypotheses.

The method used in sampling in this research was purposive sampling. Purposive sampling is a technique for determining samples with certain considerations. The author uses a purposive sampling technique because not all samples have criteria that match those determined by the author. Therefore, the author chose a purposive sampling technique by establishing certain criteria that must be met by the samples used in this research. The criteria set are having seen a TikTok live stream, buying Nike products, and being FEB UGJ student.

This research uses primary and secondary data sources. Primary data was collected via a Google Form questionnaire from TikTok shop consumers who had watched live streaming in the city of Cirebon. Measuring indicators on Google Forms uses a Likert scale. The Likert scale is a measuring tool used to assess the attitudes, opinions, and perceptions of a person or group regarding social phenomena (Sugiyono, 2019). Respondents express their

level of agreement or disagreement with statements by marking the selected answers, such as a checklist or cross. The questionnaire includes various statements. This research uses secondary data from various sources, such as literature, physical or electronic books, previous research journals, and literature reviews (Hair et al., 2019). The sample size is determined using the Hair Formula, where the minimum sample size is 5-10 times the indicator variable. Therefore, $N = 8 \times Q$, where N represents the sample size and Q stands for the Question. The total number of question indicators in this research was 13, so the sample used was 104, which we rounded up to 105 samples. In data processing using the SPSS application program.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

No	Flexible	Units	R Count	R Table	Information
1	Live Streaming	X1.1	0.507	0.190	Valid
		X1.2	0.400	0.190	Valid
		X1.3	0.365	0.190	Valid
2	Content Marketing	X2.1	0.212	0.190	Valid
		X2.2	0.445	0.190	Valid
		X2.3	0.369	0.190	Valid
		X2.4	0.420	0.190	Valid
		X2.5	0.249	0.190	Valid
		X2.6	0.455	0.190	Valid
3	Purchase Decision	X3.1	0.680	0.190	Valid
		X3.2	0.507	0.190	Valid
		X3.3	0.526	0.190	Valid
		X3.4	0.481	0.190	Valid

Based on the results of the validity test in Table 1, the calculated r-value is greater than the r-table value and all the information is valid and contributes to the positive correlation between the statements of each variable and the construct score.

Reliability Test

Table 2
Reliability Test Results

No	Variable	Cronbach Alpha	Limit Value	Information
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1	Live Streaming	0.774	0.60	Reliable
2	Content Marketing	0.846	0.60	Reliable
3	Purchase Decision	0.858	0.60	Reliable

Based on Table 4. Reliability test results, the results of the reliability test in this study produced a Cronbach's Alpha value for each variable > 0.60, so all variables used were declared reliable.

Normality test

This test is carried out on the dependent and independent variables of the regression model to determine normality. Data distribution patterns that meet normal characteristics or are close to normality in SPSS indicate a strong regression model. From the table below it can be seen that the Kolmogorov-Smirnov significance value is greater than 5% or 0.05 at a confidence level of 0.26. So, it is understood to indicate that the data is within the normal distribution range.

Table 3
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		105
Normal Parameters, b	Mean	0E-7
	Std. Deviation	2.25072198
Most Extreme Differences	Absolute Positive	.144
	Absolute Negative	.083
	Positive	-.144
Kolmogorov-Smirnov Z		1,475
Asymp. Sig. (2-tailed)		.026

- a. Test distribution is Normal.
- b. Calculated from data.

Multicollinearity Test

The multicollinearity test is carried out as a correlation test between the independent variables or dependent variables in the regression model. Given the data in the table below, it is revealed that the tolerance value exceeds 0.1 and the VIF is below 10. This analysis indicates that there are no multicollinearity problems seen in the observed variables.

Table 4
Multicollinearity Test

Coefficients^a

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
(Constant)	.081		
1 Live Streaming	.000	.585	1.709
Content Marketing	.000	.585	1.709

a. Dependent Variable: Purchase Decision

Multiple Linear Regression Test

Table 5
Multiple Linear Regression Analysis – Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,561	2,018		1,765	,081
1 Live Streaming	,318	,060	,465	5,295	,000
Content Marketing	,251	,064	,342	3,893	,000

a. Dependent Variable: Purchase Decision

Based on the results of statistical calculations using the SPSS program as in Table 5. multiple linear regression analysis - coefficients, the following multiple linear regression equation is obtained:

$$Y = \alpha + b_1 X_1 + b_2 X_2$$

$$Y = 3.561 + 0.318X_1 + 0.251X_2$$

From the multiple linear regression equation above, it can be concluded as follows:

- 1) The α (positive) value is 3,561, indicating that purchasing decisions of 3,561 increase by one percent if live streaming (X1), and content marketing (X2) have fixed values. This means that live streaming (X1), and content marketing (X2) have a one-way relationship.
- 2) Live Streaming (X1) coefficient value (positive) is 0.318, meaning that every time Live streaming increases by one percent, purchasing decisions increase by 31.8%. This means that live streaming and purchasing decisions have a one-way relationship.

- 3) Content Marketing (X2) coefficient value (positive) is 0.251, meaning that every time content marketing increases by one percent, purchasing decisions increase by 25.1%. This means that content marketing and purchasing decisions have a one-way relationship.

T Test (Partial Test)

Table 6
Partial Test Results (t Test) – Coefficients
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,561	2,018		1,765	,081
1 Live Streaming	,318	,060	,465	5,295	,000
Content Marketing	,251	,064	,342	3,893	,000

a. Dependent Variable: Purchase Decision

- 1) The t-count value was 5.295 > 1.976 t-table and the sig value was obtained. 0.000 < 0.05 alpha, which means live streaming has a partially significant effect on purchasing decisions at the Tiktok shop for Nike products among FEB UGJ students
- 2) The t-count value was 3.893 > 1.976 t-table and the sig value was obtained. 0.000 < 0.05 alpha, which means content marketing has a partially significant effect on purchasing decisions at the TikTok shop for Nike products among FEB UGJ students.

F Test (Simultaneous Test)

Table 7
Simultaneous Test Results (F Test) – ANOVA^a

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	615,791	2	307,895	59,611	,000b
1 Residual	526,838	102	5,165		
Total	1142.629	104			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Live Streaming, Content Marketing

Based on Table 7 above, the findings from this test show that there is a significant relationship between Live streaming and Content marketing purchasing decisions at the Tiktok shop for Nike products among FEB UGJ students, with F-count $59,611 > 2.31$ F-table and sig. $0.000 < 0.05$ alpha.

Discussion

H1: The Influence of TikTok Live Streaming on Nike Shoe Purchasing Decisions among FEB UGJ Students

Based on the tests that have been carried out, the results show that Tiktok Live Streaming has a significant positive effect on purchasing decisions with a sig value ($0.00 < 0.05$) and a t table of $5,295 > 1.976$ so hypothesis one is supported. It can be concluded that the better the live streaming is, the more purchasing decisions will increase, and vice versa. The live streaming feature on TikTok can influence consumer purchasing decisions, provide real-time product information, and fulfill the live streaming principles recognized by TikTok application users. The above results are in line with previous research conducted by (Deva et al., 2024; Kamay & Dwihantoro, 2024; Pranadewi et al., 2024).

The ability of businesses to increase customer engagement during live streaming will undoubtedly attract more attention from viewers, who will ultimately decide to purchase the product. In Tiktok shop live streaming, the seller (streamer) must be able to increase trust first by building good interactions with the audience, having a deep understanding of the product to answer questions in real-time, and providing entertainment so that the audience remains involved without getting bored. Apart from that, streamers need to provide detailed product information so that viewers can get a clear understanding of the products offered. Apart from that, another supporting factor for the existence of live streaming which is quite influential is the special promo carried out by the seller (Streamer) during the live streaming. With interactive and interesting presenters, as well as discounts or special prices when making purchases on TikTok live streaming. Viewers will feel more connected to the Nike brand and feel confident in Nike products after interacting with speakers or product users via live streaming. The price factor also needs to be considered, which is tailored to student pockets but can look stylish and comfortable to support learning activities on campus.

H2: The Influence of TikTok Content Marketing on the Decision to Purchase Nike Shoes among FEB UGJ Students

Based on the tests that have been carried out, the results show that Tiktok Content Marketing has a significant positive effect on purchasing decisions with a sig value ($0.00 < 0.05$) and a t table of $3,893 > 1.976$ so hypothesis two is supported. It can be concluded that the more content marketing is carried out well and creatively, the more purchasing decisions will increase, and vice versa, in other words, this implies that as the implementation of marketing content increases, the strength of the relationship between marketing content and purchasing decisions also increases. This is in line with research conducted by (Septiana, 2024; Azizah et al., 2024; Santy & Andriani, 2023; Simorangkir & Hikmah, 2024).

Content marketing is a part of digital marketing that aims to attract, engage, and convert potential consumers by creating valuable content. Content marketing aims to create value and distribute relevant and consistent information to attract a target audience to generate profits. The presence of content marketing can help customers communicate effectively with other customers so that marketers' goals of communicating with customers are achieved more easily. This implies that as a company's implementation of marketing content increases, so does the strength of the relationship between marketing content and purchasing decisions. However, with the increasing diversity of marketing content in various forms, it must also be supported by quality products and benefits that have been proven directly by affiliates or other users who have tried the product, so that consumers will be satisfied and willing to be involved in purchasing.

H3: The Influence of TikTok Live Streaming and Content Marketing on Nike Shoe Purchasing Decisions among FEB UGJ Students

Based on the tests that have been carried out, the results show that Live Streaming and Tiktok Content Marketing have a significant positive effect on purchasing decisions with a sig value ($0.00 < 0.05$) and F-count $59,611 > 2.31$ F-table so that hypothesis three is supported. When Live Streaming and Content Marketing are broadcast simultaneously and in real-time and consumers can see directly the product they want to buy, it will become a stimulus in making purchasing decisions. Of course, live streaming and content marketing are two things that are highly correlated with each other. When doing live streaming, the

seller must also provide content that is visual, audio, video, and easily accessible anywhere, this will build relationships with the audience. who are hungry for information. This makes it easier for consumers to make purchases (Eka et al., 2023). Apart from the live streaming and content marketing displayed, streamers must also be able to provide good service to customers, thereby creating customer satisfaction and loyalty (Alfiansyah et al., 2024).

CONCLUSION

Based on the results and discussion, it can be concluded: (1) There is a partial positive and significant influence between TikTok Live streaming on the decision to purchase Nike shoes for FEB UGJ Students. This shows that if this live streaming is carried out well, purchasing decisions will increase. (2) There is a partial positive and significant influence between Content marketing on the decision to purchase Nike shoes for FEB UGJ Students. This shows the more content marketing is executed well and creatively, the more purchasing decisions will increase (3) There is a significant positive influence simultaneously between TikTok live streaming and content marketing on the decision to purchase Nike shoes for FEB UGJ students.

As for suggestions for future researchers, it is hoped that they can develop this research by adding other variables that can influence purchasing decisions, developing research subjects to expand the theories related to the variables used, and using other data analysis techniques that can be used as a reference for research. in the future and increase knowledge, especially in management science in the field of marketing.

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