

The Influence Of Shopee Live Advertising And Product Quality On Interest In Buying Clothing Products In Shopee E-Commerce

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Abstract

This study aims to determine the effect of shop live advertising and product quality partially or simultaneously on the buying interest of Economic Education Students at PGRI Wiranegara University. This research begins with the number of teenagers who are easily influenced by live shop advertisements and product quality in buying clothes, especially in shop e-commerce. The population in this study were students of economic education at PGRI Wiranegara University, with a sample of 70 students who used the shop application. The data collection technique used a questionnaire that was tested for validity and reliability. The data analysis technique used multiple linear regression, classical assumption test, T-test, F test, and coefficient of determination. The results of this study indicate that live shop advertising has a positive and significant effect on buying interest in clothing products for Economic Education Students at PGRI Wiranegara University; product quality partially has a positive and significant effect on buying interest in clothing products for Economic Education students at PGRI Wiranegara University. Shopee live advertising and product quality simultaneously have a positive and significant effect on buying interest in clothing products for Economic Education Students at PGRI Wiranegara University. The conclusion of this study is that the correlation coefficient value shows that 61.1% of the buying interest variable can be explained by the shop's live advertising variables and product quality. In comparison, the remaining 38.9% is explained by other variables that were not examined in this study.

Keywords: *Shopee Live Ads, Product Quality, Buying Interest.*

INTRODUCTION

Technological developments make the internet continue to grow and spread to all elements of society. One of the uses of internet media in business applications is electronic commerce (e-commerce) or often also called electronic commerce. E-commerce is an electronic business that focuses on business transactions by using the internet as a medium of exchange of goods or services. In Indonesia alone, market growth for e-commerce is increasing. This is proven by the increasing number of internet users who have great potential for e-commerce marketers. One of the most successful e-commerce companies in taking advantage of the e-commerce market opportunities in Indonesia is Shopee. Shopee is one of the leading online shopping centers in Asia. Shopee is the largest, most comprehensive, and cheapest e-commerce site in Indonesia. Offering a collection of more than 500 local and international brands and designers. Shopee customers can shop online from thousands of buying and selling facilities. It also provides many products, one of which is clothing. Shopee also offers free shipping vouchers, cashback, discounted products and several payment methods including COD (Cash On Delivery). to increase its sales Shopee presents the Shopee Live feature. In Indonesia the Shopee Live feature was launched on June 6, 2019 (Suriyanto, 2021).

Shopee Live new way for sellers to sell as well as interact with buyers through video live streaming on the Shopee Application.

Shopees' live in Indonesia have improved significantly in response to this right time and condition. This is evidenced by e-commerce users in Indonesia, such as Shopee, using the live

streaming platform as an important promotional tool to drive order intensity while creating a fun live shop experience to increase customer interaction.

From the description above, it can be seen that the marketing carried out by Shopee through its Shopee Live is a new type of digital marketing in the realm of Shopee e-commerce marketing with various details of the quality of the products offered so that it can lead to buying interest. Therefore, researchers are interested in examining the effect of Shopee Live advertising and product quality on buying interest, one of which is clothing products in Shopee e-commerce.

RESEARCH METHODS

This study aims to examine the effect of Shopee Live advertisements and product quality on buying interest in E-Commerce Shopee (the case for students of the Economics Education Study Program at PGRI Wiranegara University. The approach used in this research is quantitative. The type of this research is correlational because this study was designed to determine the influence of the independent variables (live shop advertising and product quality) on the dependent variable (purchasing interest).

The population in this study was all 234 students of the Economics Education Study Program at PGRI Wiranegara University, and the number of samples in this study was 70 students of the Economics Education Study Program at PGRI Wiranegara University from the total population.

Researchers took a sampling technique in the form of probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample (Sugiyono, 2018:82). Meanwhile, from the probability sampling technique, the researcher took the Stratified technique Random Sampling that is, sample members are taken from the population at random without regard to the strata in that population.

The instrument of this research uses a Likert scale. In comparison, the tool for data collection used by researchers is to use a questionnaire (questionnaire).

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

Testing this study using multiple linear regression analysis. In this study, there are 2 (two) independent variables, namely live shop advertising and product quality, as well as the independent variable, namely buying interest. The explanation is as follows:

Table. 1
Analisis regresi linier berganda

Model	Coefficients ^a		Standardized Coefficients	t	Sig.	
	Unstandardized Coefficients	Std. Error				
	B		Beta			
1	(Constant)	4.871	1.589		3.066	.003
	X1	.117	.058	.173	2.028	.047
	X2	.672	.083	.688	8.060	.000

a. Dependent Variable: Y

Sumber: Hasil Olah Data SPSS Versi 25

Based on the results of the multiple linear regression analysis above, that the value of buying interest is 4,871, if the variables of shopee live advertising and product quality are considered constant.

The value of the regression coefficient $X_1 = 0.117$

Shows that if student contributions to shopee live ads increase 100%, it will result in an increase in student buying interest of 0.117. The contribution made by advertising to buying interest is seen from the Unstandardized Coefficient.

The value of the regression coefficient $X_2 = 0.672$

Shows that if the contribution of students to product quality increases 100%, it will result in an increase in student buying interest of 0.672. The contribution made by product quality to purchase intention is seen from the Unstandardized Coefficient.

Partial Test (t-test)

Table. 2

Uji Parsial

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.871	1.589		3.066	.003
	X1	.117	.058	.173	2.028	.047
	X2	.672	.083	.688	8.060	.000

a. Dependent Variable: Y

Sumber: Hasil Olah Data SPSS Versi 25

The Influence of Shopee Live Ads on Buying Interest

From the value of the data about the effect of advertising on purchase intention, the account value is $2.028 > 2.000$ table with a significant probability on the shop live advertising variable $0.047 < 0.05$. Then H_0 is rejected, and H_a is accepted, meaning there is influence.

Effect of Product Quality on Purchase Intention

From the value of the data about the effect of product quality on purchase intention, the account value is $8,060 > 2,000$ table with a significant probability on the shop live advertising variable $0.00 < 0.05$. So it can be said that there is a substantial effect of product quality on online shopping interest through the shop application for students of the Economics Education Study Program at PGRI Wiranegara University.

Simultan Test (Uji F)

Table 3.

Uji Simultan

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	341.933	2	170.966	52.528	.000 ^b
	Residual	218.067	67	3.255		
	Total	560.000	69			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sumber: Hasil Olah Data SPSS Versi 25

Berdasarkan tabel diatas dapat di ambil kesimpulan bahwa hasil perhitungan statistik menunjukkan nilai Fhitung $52.528 > F_{tabel} 3,132$. Nilai signifikan $0.000 < dari 0.05$. Maka H_0 ditolak dan H_a di terima artinya ada pengaruh.

Coefficient of Determination (R²)

Table. 4
Koefisien Determinasi (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.611	.599	1.804

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Sumber: Hasil Olah Data SPSS Versi 25

Based on the table above, it can be seen from the R square value of 0.611 (61.1%). These results indicate that 61.1% of the variable Purchase interest can be explained by the Shopee Live advertisement variable and product quality. At the same time, the remaining 38.9% is explained by other variables not examined in this study.

Effect of Shopee Live Advertising on Purchase Intention

The results in this study were obtained $sig < a (0.047 < 0.05)$. So this study succeeded in proving the first hypothesis which states that live shop advertisements have a significant and significant effect on the intention to buy clothes in an e-commerce shop. Because $sig < 0.05$, then H_0 is rejected or H_a is accepted, and the sig value is obtained from the results of multiple linear regression tests.

Ads that are well displayed and made by shoppers can inform, persuade and remind consumers in a good and interesting way so that consumers get stimulation from these advertisements that encourage consumers to take buying actions. The results of this study are in accordance with the theory stated by Peter and Olson 62 in Shinta (2012, p.2), advertisements that consumers like appear to create positive brand attitudes and a desire to buy more than advertisements that are not known.

The results of this study are also in accordance with Kurnia's research (2013) on Padang State University students on the im3 starter card, which shows a positive and significant influence of advertising variables on online buying interest. The results of research from Wilma (2013) on Padang State University students on Samsung Galaxy smartphone products also show that there is a positive and significant effect of advertising variables on online buying interest.

Effect of Product Quality on Purchase Intention

The results in this study were obtained $sig < a (0.000 < 0.05)$. So this study succeeded in proving the second hypothesis which states that product quality has a significant and significant effect on the intention to buy clothes at an e-commerce shop. Because $sig < 0.05$, then H_0 is rejected or H_a is accepted, and the sig value is obtained from the results of multiple linear regression tests.

Kotler and Keller (2012: 143) state that product quality is the ability of an item to provide appropriate results or performance even beyond what the customer wants. The results of this study are in accordance with the theory stated by (Sudirjo, 2018), which shows the quality of goods is proven to influence (significantly) the buyer's purchasing income. Promoting is proven to have a (significant) effect on the buyer's purchasing income.

The Influence of Shopee Live Advertising and Product Quality on Purchase Intention

From the results of the F test above, the Fount value is $52,528 >$ Table 3.132. Significance value $0.000 < 0.05$. This means that simultaneously all the independent variables in this study which consist of shop live advertising variables and product quality affects the interest in buying clothes at e-commerce shops among students of the economics education program at the PGRI Wiranegara university.

The results of research from Wilma (2013) on Padang State University students on Samsung Galaxy smartphone products also show that there is a positive and significant effect of advertising variables on online buying interest. The results of this study are also in accordance with Kurnia's research (2013) on Padang State University students on im3 starter cards, which show a positive and significant effect of advertising variables on online buying interest.

The R square value is 0.611 (61.1%). These results indicate that 61.1% of the buying interest variable can be explained by the shop's live advertising variable and product quality. In comparison, the remaining 38.9% is explained by other variables not examined in this study.

CONCLUSION

Based on the data obtained and the results of data processing in this study, the following conclusions can be drawn:

1. The Shopee Live Advertising Variable partially has a positive and significant effect on the intention to buy clothing products in the e-commerce shopee for Students of the Economics Education Study Program at PGRI Wiranegara University
2. The Product Quality Variable partially has a positive and significant effect on the intention to buy clothing products in the e-commerce shopee for Students of the Economics Education Study Program at PGRI Wiranegara University.
3. The Shopee Live Advertising Variables and Product Quality simultaneously have a positive and significant effect on the interest in buying clothing products in the e-commerce shopee for Students of the Economics Education Study Program at PGRI Wiranegara University.

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