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The Influence of Advertising and Live Streaming Shopping on The Shopee Application on Buying Interest in Wardah Products in Yogyakarta City

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ABSTRACT

Wardah products still have to have a way to maintain and increase their sales in Shopee e-commerce, in order to become the number one product that is most superior and become the product that is most interested by the public. The problem of this study is that the sales level of Wardah products is lower than other beauty brand products, the Wardah brand has not been able to become the first choice product for consumers, the marketing strategy carried out to maintain consumer buying interest is still lacking, consumer buying interest in Wardah products is lower than other beauty brand products. This research is a survey research, with a quantitative method approach. In survey research, information is collected from respondents using a data collection tool, namely a questionnaire. This research was conducted in Yogyakarta City. The population of this study are all users of Wardah products in Yogyakarta City who buy their products online. The number of samples in the study were 112 respondents. The collected data were analyzed using multiple linear regression with the help of SPSS version 26 software. The results showed that (1) advertising has a positive and significant effect on purchase intention with the regression coefficient having a positive value of 0.224 with a t-count value of 3.615 and a significance level of 0.000 smaller than 0.05, (2) live streaming shopping has a positive and significant effect on purchase intention with a regression coefficient having a positive value of 0, 254 with a t-count value of 6.246 and a significance level of 0.000 less than 0.05, and (3) together advertising and live streaming shopping have a positive and significant effect on buying interest as evidenced by the statistical results of Fcount of 62.234 and a significance value of 0.000 less than 0.05. Likewise, the Adjusted R Square value obtained a value of 0.525, which means that the advertising and live streaming shopping variables have an influence of 52.5% on buying interest.

Keywords:

Product Quality, Price Perception, Brand Image, and Purchase Decision

1. Introduction

The number of people who are more interested in shopping online makes opportunities for companies and business owners to do online marketing. Some digital marketing platforms that can be utilized by companies and businesspeople include Instagram, Facebook, E-Commerce, and Website. E-Commerce is one of the most widely used platforms by companies and business owners to sell their products. The amount of e-commerce in Indonesia, the most widely accessed e-commerce is Shopee. Based on SimilarWeb data, Shopee was visited by 158 million visitors in Q1 2023 and 167 million visitors in Q2 2023 (goodstats, 2023).

Based on sources from seller.shopee.co.id (2023), the features in the Shopee application include live streaming shopping, namely Shopee live and Shopee video, seller affiliate programs, affiliate marketing solutions, Shopee ads, promotional features, and Shopee flash sales. This Shopee feature is used to build closer relationships by increasing interactivity between business owners and consumers so that in the end consumers purchase the desired product. Some features in Shopee, Shopee advertising features and live streaming shopping are features that can be maximally utilized to reach buyers and increase sales. Body care and cosmetic products are one of the categories that dominate the most purchases, so that sales of beauty products at Shopee can be more profitable (bisnis.solopos.com, 2023).

There are 10 brands that are people's favorites which can be seen based on their total sales. Wardah is one of the brands included in the 10 categories by occupying the seventh position with total sales of IDR 18.3 billion. Wardah brand sales are still far behind compared to other cosmetic brands. Sales of Wardah products seen from the graph can be stated that sales are low compared to other beauty brands. Reduced buying interest can be one of the factors for low sales. If buying interest decreases, then the chances of consumers buying the product will also be lower. In more detail, this can be seen in the figure below.



Source: compass.co.id (2022).

One of the e-commerce options used by Wardah is Shopee. Wardah joined Shopee since 2017 until now. Sales of Wardah products in the Shopee application are quite superior, but Wardah still has to have a way to maintain and increase its sales in Shopee e-commerce, in order to become the number one product that is superior and become the product most interested by the public.



Source: Researcher Modification (2023).

Judging from the graph above, sales every month in 2023, Wardah ranks third out of the many beauty brands on Shopee. This can be interpreted that the sales of Wardah products on Shopee are lower than the Madam Gie and Skintific brands. Wardah can maximize sales and become the first brand chosen by consumers in Shopee e-commerce, so it must further maximize marketing strategies by utilizing Shopee features, in this case, it is hoped that the Wardah brand can influence more consumer buying interest so that product sales will increase. This phenomenon is very interesting to be raised as a research topic with the title **“The Influence of Advertising and Live Streaming Shopping on The Shopee Application on Buying Interest in Wardah Products in Yogyakarta City”**.

2. Method

This research is a study using survey techniques, with a quantitative method approach. The population in this study were all users of Wardah products in Yogyakarta City who bought their products online. The sample of this study was 112 people from the population of Wardah product users in Yogyakarta City. This study uses primary data, namely data collected by distributing questionnaires or online questionnaires to consumers who live in Yogyakarta and have used or often use Wardah products who buy online. The measurement used in this study is using an odd Likert Scale.

3. Results and Discussion

3.1 Result

3.1.1 Normality Test

Table 3. 1 Normality Test Result

<i>One-Sample Kolmogorov- Smirnov Test</i>	Significance	Description
<i>Asymp. Sig. (2-tailed)</i>	0,200	Normal

Source: Processed data 2024.

In the Kolmogrof-Sminorv test, data is said to be normally distributed if the significance result is more than 0.50 and if the significance result is less than 0.50, the data is said to be not normally distributed. So based on table 3.1 above, the significance value is $0.200 > 0.50$ which indicates that the data in this study is normally distributed.

3.1.2 Linearity Test

Table 3. 2 Liniearity Test

Variable	Significance	Description
Advertising	0,375	Liniear
Live Streaming Shopping	0,217	Liniear

Source: Processed data 2024.

Based on the test results of table 3.2 above, the linearity test results between advertising and purchase intention are 0.375 and between live streaming shopping and purchase intention are 0.217. Based on the significance value of deviation from linearity, all of them are > 0.05 , which means that all X variables in this study have linearity to Y.

3.1.3 Multicollinearity Test

Table 3.3 Multicollinearity Test

Variable	Tolerance	VIF	Description
Advertising	0,637	1,570	Non Multicollinearity
Live Streaming Shopping	0,637	1,570	Non Multicollinearity

Source: Processed data 2024.

Based on the test results shown in table 3.3, the tolerance value of all variables is more than 0.1 and the Variance Inflation Factor (VIP) value of all variables is less than 10, it can be concluded that there is no multicollinearity in the variables in the study.

3.1.4 Heteroscedasticity Test

Table 3.4 Heteroscedasticity Test

Variable	Sig.	Description
Advertising	0,241	No Heteroscedasticity
Live Streaming Shopping	0,218	No Heteroscedasticity

Source: Processed data 2024.

In table 3.4 above, the resulting significance value is greater than 0.05 for all tested variables. This shows that the data in this study is not indicated by heteroscedasticity and passes the test.

3.1.5 Multiple Linear Regression Analysis

Table 3.5 Multiple Linear Regression Analysis

Variable	Regression Coefficient (b)	Std. Error Beta	t-count	Sig.
(Constant)	9,902	2,062	4,802	0,000
Advertising	0,224	0,062	3,615	0,000
Live Streaming Shopping	0,254	0,041	6,246	0,000

Source: Processed data 2024.

Based on table 3.5 above, multiple linear equations can be arranged as follows.

$$Y = 9.902 + 0.224X_1 + 0.254X_2 + e$$

Where:

Y : Purchase Interest

X1: Advertising

X2 : Live Streaming Shopping

The interpretation of the regression equation above is as follows.

- The constant of 9.902 indicates that if all independent variables are constant 0, then the magnitude of Y is 9.902.
- Advertising (X1) has a regression coefficient of 0.224. This explains that advertising (X1) has increased by 1, the purchase intention (Y) will also increase by 0.224, if the other independent variables are constant. The regression coefficient is positive, which means that the relationship between advertising (X1) and purchase intention (Y) is linear. So that the increase in advertising (X1) will be linear with the increase in buying interest (Y).
- Live Streaming Shopping (X2) has a regression coefficient of 0.254. This explains that live streaming shopping (X2) has increased by 1, the Purchase Interest (Y) will increase by 0.254, if the other independent variables are constant. The regression coefficient is positive, which means that the relationship between live

streaming shopping (X2) and purchase intention (Y) is linear. So that the increase in live streaming shopping (X2) will be linear with the increase in buying interest (Y).

3.1.6 Hypothesis Test

A. T Test

Tabel 3. 6 T Test

Variable	Coefficient	Significance	Description
Advertising	0,296	0,000	Positive Effect
Live Streaming Shopping	0,512	0,000	Positive Effect

Source: Processed data 2024.

The t test can be seen from the results of multiple linear regression testing. If the significance value is smaller than 0.05, it can be concluded that the independent variable partially has a significant effect on the dependent variable. An explanation of the t test of each independent variable is as follows.

a. Advertising

Based on the table above, the advertising variable has a significance value of 0.000, which means it is smaller than the predetermined significance value of 0.05. Apart from being seen from the level of significance, to determine the partial influence of each independent variable on the dependent variable, it can be seen from the amount of the t-count value compared to the t-table. In this study, the t-table value is +/- 1.98197, for a t-count value of 3.615. So the hypothesis that states "Advertising has a positive effect on Buying Interest in Wardah products in the Shopee application" can be accepted.

b. Live Streaming Shopping

Based on the table above, the live streaming shopping variable has a significance value of 0.000, which means it is smaller than the predetermined significance value of 0.05. Apart from being seen from the level of significance, to determine the partial influence of each independent variable on the dependent variable, it can be seen from the amount of the t-count value compared to the t-table.

In this study, the t-table value is +/- 1.98197, for the t-count value on the live streaming shopping variable is 6.246. So the hypothesis which states that "live streaming shopping has a positive effect on buying interest in Wardah products in the Shopee application" can be accepted.

B. F Test

Tabel 3. 7 F Test

Model	F	Sig.	Description
Regression	62,234	0,000	Simultaneous Effect

Source: Processed data 2024.

Based on the calculation results displayed in table 3.7 above, the significance value of 0.000 < 0.05 indicates that advertising and live streaming shopping simultaneously have a significant effect on buying interest in Wardah products at Shopee. In line with these results, the calculation of the F-count value shows a value greater than F-table where 62.234 > 3.08, this strengthens the conclusion that all independent variables in this study are proven to affect the dependent variable together (simultaneously).

C. Coefficient of Determination (R^2)

Tabel 3. 8 Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,730 ^a	0,533	0,525	3,256

Source: Processed data 2024.

Based on the test results presented in table 4.16 above, the coefficient of determination (R^2) value is shown in the Adjusted R Square value of 0.525 or 52.5%. This figure means that in this research regression equation model, purchase intention as the dependent variable can be proxied by advertising and live streaming shopping as an independent variable by 52.5%, while the remaining 47.5% is influenced by other factors not included in the research regression model this time.

3.2 Discussion

3.1.1 The Effect of Advertising on Purchase Intention

The hypothesis stating that advertising has an influence on buying interest in this study is accepted, this is based on the results of the t test (partial) which shows a significance value less than the error limit. This is evidenced by the regression coefficient has a positive value of 0.224 with a t-count value of 3.615 and a significance level of 0.000 less than 0.05 (Sig.<0.05), so this study succeeded in proving the first hypothesis which states that “advertising has a positive and significant effect on buying interest in Wardah products in the Shopee application”.

3.1.2 The Effect of Live Streaming Shopping on Purchase Intention

The hypothesis stating that live streaming shopping has a positive and significant effect on buying interest in this study is accepted, this is based on the t test (partial) where the significance value is less than the error limit. This is evidenced by the regression coefficient has a positive value of 0.254 with a t-count value of 6.246 and a significance level of 0.000 less than 0.05 (Sig.<0.05), so this study has succeeded in proving the second hypothesis which states that “live streaming shopping has a positive and significant effect on buying interest in Wardah products in the Shopee application”.

3.1.3 The hypothesis which states that advertising and live streaming shopping simultaneously have a positive and significant effect on buying interest

The hypothesis is accepted, this can be proven by the results of the F test calculation that the significance value is 0.000 < 0.05 in line with the calculation of the F-count value shows a value greater than F-table where 62.234 > 3.08 so that the results of this calculation indicate that advertising and live streaming shopping simultaneously have a significant effect on buying interest.

4. Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn.

- Advertising has a positive and significant effect on buying interest in Wardah products in the Shopee application, meaning that the better and more positive the advertisement, the better the buying interest in Wardah products in the Shopee application.
- Live streaming shopping has a positive and significant effect on buying interest in Wardah products in the Shopee application, meaning that the better and more positive live streaming shopping is, the better the buying interest in Wardah products in the Shopee application will be.
- Based on the results of the F-hitung test in this study, it is concluded that advertising and

live streaming shopping together or simultaneously have a positive and significant effect on buying interest, this is evidenced by the F-hitung value of 62.234 and the sig value. 0.000 is smaller than 0.05.

- D. Based on the results of the coefficient of determination in this study, the Adjusted R² value is 0.525. This value can be interpreted that the variables of advertising and live streaming shopping have an influence of 52.5% on purchase intention, while the remaining 47.5% is influenced by other factors that are not included in the regression model of this study.

Conflict of interest

The funders had no role in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results.

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