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The Influence of Influencers, Live Streaming Features and Electronic Word of Mouth on Fashion Product Purchasing Decisions Bostanten Bag on the Tiktok Application

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Abstract

This research has a purpose analyze the influence of influencers, live streaming features, as well as e-WOM to product purchasing decisions Bostanten bag fashion product in the TikTok application. In the digital era, social media, especially TikTok, has become an effective platform for marketing products, especially in the fashion sector. The influence of influencers who have large audiences, interactions through live streaming features, and reviews and recommendations from other users via e- WOM believed has a role significant role in influencing constumer purchasing decisions. This study uses a descriptive quantitative approach approach for describe how these three variables influence the decision to purchase Bostanten bags. Data collected through the questionnaire distributed for respondents who actively used the TikTok application and had purchased fashion products through the platform. These findings give i to utility marketers optimize marketing strategies on TikTok by utilizing the influence of influencers, live streaming, and user reviews to increase consumer buying interest.

Keywords: Influencers, Live Streaming Features, Electronic Word Of Mouth, Purchase Decisions, Bostanten Bags

INTRODUCTION

The development of digital technology and the uses of social media has created great opportunities to the fashion industry in marketing their products (Reijmersdal &

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Dam, 2020). A platform that is increasingly popular among internet users is the TikTok application (Madonna et al., 2022). Initially known as an entertainment and social application, now tiktok too also played a main role in the world of e-commerce thanks for the newest feature, namely TikTok Shop (Sati & Kazancoglu, 2020). This feature can allow users to buy products directly from the videos displayed without requiring the user to out, thus creating a more interactive and enjoyable shopping experience. According to (Usman et al., 2024), social networking has become an effective marketing model for building business communications (Kurniawan & Nugroho, 2024). And Tiktok has also made social networking a very effective marketing tool to influence consumer purchasing decisions with interactive features such as live streaming, promotions by influencers, and e-WOM (Lengkawati & Saputra, 2021). A brand that uses this marketing tool is the fashion product Tas Bostanten (Trisnaningsih et al., 2022). Bostanten bags are the most popular fashion brand among TikTok users and one of the most promoted products on the TikTok application (Andrianto & Irawan, 2023). TikTok, which is known for its short video format, is not only a means of entertainment but also an effective platform for product promotion, especially in the fashion sector (Ambiya & Faddila, 2023). In the midst of intense competition in the world of e-commerce, know to factors in influence constumer purchasing decisions is very important (Mahendra & Edastama, 2022). A main factor that influences purchasing decisions on digital platforms is the influence of influencers, live streaming features, and eWOM (Sari & Prihartono, 2021).

Influencers, who have large audiences and influence on social media, are often used by brands to introduce and promote they products (Ariyanto et al., 2023). In the context of the TikTok application, influencers are capable to play main important role on moment which form shaping constumer perceptions of fashion products, including Bostanten bags (Putri & Nasution, 2021). The live streaming feature that allows direct interaction with the audience is also an effective marketing tool to attract attention and increase purchasing interest (Noviyanti et al., 2021). In addition, eWOM, which consists of reviews, comments and recommendations from other users, also contributes greatly to shaping consumer purchasing decisions (Coyle & Thorson, 2021).

RESEARCH METHODS

To carry out this research, the author used descriptive quantitative analysis research. Quantitative research is used to determine the magnitude of influence these variables have on consumer purchasing decisions. And descriptive is descriptive research that does not directly affect the research object, but aims to provide an in- depth

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picture of the phenomenon being studied. This research was used to see how influencers, live streaming, and e-WOM influence consumers' decisions to buy Bostanten fashion bag products on the TikTok application.

RESULTS AND DISCUSSION

Table 1. Validation Test Results for Variable X1

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Influencer (X1)	X1.1	0,05	0,739	0,199	Valid
	X1.2	0,05	0,729	0,199	Valid
	X1.3	0,05	0,779	0,199	Valid
	X1.4	0,05	0,702	0,199	Valid
	X1.5	0,05	0,752	0,199	Valid
	X1.6	0,05	0,594	0,199	Valid
	X1.7	0,05	0,726	0,199	Valid
	X1.8	0,05	0,655	0,199	Valid

Source: Primary Data Processing Results SPSS version 27, 2024

Table 2. Validation Test Results for Variable X2

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Live Streamimg (X2)	X2.1	0,05	0,801	0,199	Valid
	X2.2	0,05	0,815	0,199	Valid
	X2.3	0,05	0,710	0,199	Valid
	X2.4	0,05	0,791	0,199	Valid
	X2.5	0,05	0,836	0,199	Valid
	X2.6	0,05	0,746	0,199	Valid
	X2.7	0,05	0,778	0,199	Valid
	X2.8	0,05	0,797	0,199	Valid

Source: Primary Data Processing Results SPSS version 27, 2024

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Table 3. Validation Test Results for Variable X3

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Electronic Word Of Mouth (X3)	X3.1	0,05	0,713	0,199	Valid
	X3.2	0,05	0,728	0,199	Valid
	X3.3	0,05	0,811	0,199	Valid
	X3.4	0,05	0,805	0,199	Valid
	X3.5	0,05	0,741	0,199	Valid
	X3.6	0,05	0,790	0,199	Valid
	X3.7	0,05	0,716	0,199	Valid
	X3.8	0,05	0,701	0,199	Valid

Source: Primary Data Processing Results SPSS version 27, 2024

Table 4. Validation Test Results for Variable Y

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Buying decision (Y)	Y1	0,05	0,675	0,199	Valid
	Y2	0,05	0,689	0,199	Valid
	Y3	0,05	0,674	0,199	Valid
	Y4	0,05	0,657	0,199	Valid
	Y5	0,05	0,700	0,199	Valid
	Y6	0,05	0,761	0,199	Valid
	Y7	0,05	0,748	0,199	Valid
	Y8	0,05	0,787	0,199	Valid
	Y9	0,05	0,850	0,199	Valid
	Y10	0,05	0,656	0,199	Valid
	Y11	0,05	0,574	0,199	Valid

Source: Primary Data Processing Results SPSS version 27, 2024

Is validation test results show that all variables are said to be valid because the coefficient value is > 5% significance level, or the total item score exceeds the Rtable value of 0.1996. Therefore, each item in this variable meets the specified criteria and can be used to measure research accurately.

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Table 5. Reliability Test Results

Variabel	Number of Statements	Cronbach's Alpha	Information
Influencer (X1)	8	0,859	Reliabel
Live Streaming (X2)	8	0,910	Reliabel
Electronic Word Of Mouth (X3)	8	0.855	Reliabel
Purchase Decision (Y)	11	0,899	Reliabel

Source: Primary Data Processing Results SPSS version 27, 2024

Each variable haven a Cronbach Alpha value of > 0.70. Is indicates that on statement item have a high level of reliability and trustworthy, so it is worthy of being continued to the next stage.

Table 6. Respondent's Gender

No.	Gender	Amount	Persentase
1.	Male	4	4.1 %
2.	Female	93	95.9 %
Amount		**97**	**100 %**

Source: Data processed, 2024

Therefore, it can be said that the majority of respondents on this research were women, as shown in data table 6. Male respondents only amounted to 4 people or 4.1% of the total questionnaires filled out, while women made up 93 respondents or 95.9% .

Table 7. Respondent's Age

No.	Age	Amount	Persentase
1.	17 – 25 Years	86	88,7 %
2.	26 – 35 Years	8	8,2 %
3.	36 – 45 Years	2	2,1 %
4.	> 45 Years	1	1 %
Amount		**97**	**100 %**

Source: Data processed, 2024

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It is said that respondents which participated on filling out the questionnaire were dominated by the 17-25 year age group, namely 86 respondents or 88.7%. The age group 26-35 years amounted to 8 respondents or 8.2%, aged 36-45 years amounted to 2 respondents or 2.1%, also aged over 45 years only 1 respondent or 1%. Therefore, it can be that the majority of respondents on this research came from the 17-25 year age group.

Table 8. Respondent's Job

No.	Job	Amount	Persentase
1.	Student/pupils	76	78,4 %
2.	Government employees	3	3,1 %
3.	Self-employed	7	7,2 %
4.	Etc	11	11,3 %
	Amount	**97**	**100 %**

Source: Data processed, 2024

Based on table 8, we can see how buyers of Bostanten bag products on the Tiktok Shop application who have filled out the questionnaire are 78.4% of respondents or 76 respondents, 3.1% or 3 respondents, civil servants, 7.2% self- employed. % or 7 respondents, and others as many as 11.3% or 11 respondents.

Table 9. Data Normalization Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		3,79493472
Most Extreme Differences	Absolute		,089
	Positive		,074
	Negative		-,089
Test Statistic			,089
Asymp. Sig. (2-tailed)[c]			,057
Monte Carlo Sig. (2-tailed)[d]	Sig.		,052
	99% Confidence Interval	Lower Bound	,046
		Upper Bound	,058

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS Primary Data Processing Results Version 27, 2024

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Regarding the One-Sample Kolmogorov-Smirnov test, it is known that the significance value is 0.057, which is > 0.05. This shows that the residuals in this research sample are normally distributed.

Table 10. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,787	4,069		1,422	,158		
	Influencer	,095	,098	,063	,971	,334	,943	1,060
	Live streaming	,342	,106	,284	3,226	,002	,515	1,943
	E-wom	,740	,116	,554	6,357	<,001	,526	1,900

a. Dependent Variable: Keputusan Pembeli

Source: SPSS Primary Data Processing Results Version 27, 2024

The VIF value for the Influencer variable is 1.060, the Live Streaming variable is 1.943, and the eWOM variable is 1.900. Because the VIF value for each variable is <10, it capable be concluded that there are absence matter multicollinearity between these variables.

It capable be concluded lest there is absence heteroscedasticity in this data study. This is shown by the distribution pattern of not formed that do not form a particular pattern and are also randomly distributed above and below the number 0.

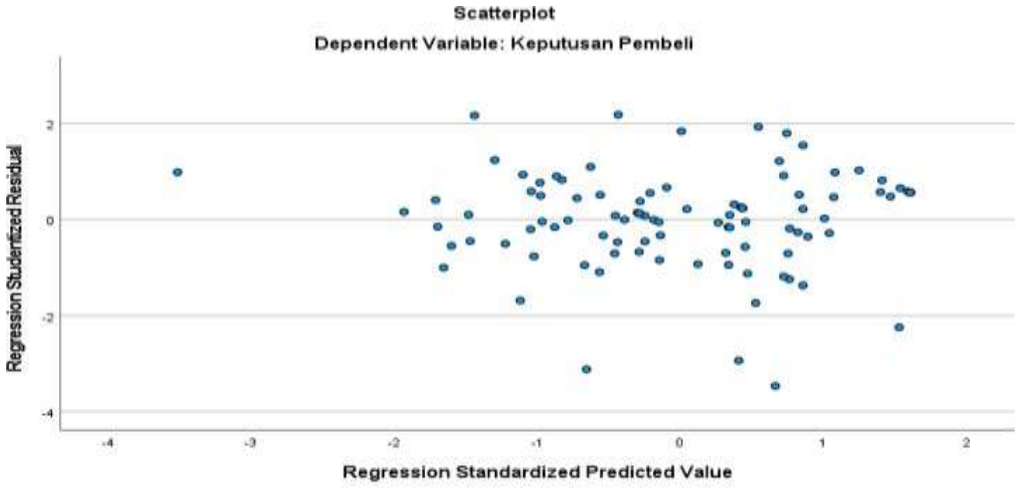


Figure 1. Heteroscedasticity Test
Source: SPSS Primary Data Processing Results Version 27, 2024

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Table 11. Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,787	4,069		1,422	,158
	Influencer	,095	,098	,063	,971	,334
	Live streaming	,342	,106	,284	3,226	,002
	E-wom	,740	,116	,554	6,357	<,001

a. Dependent Variable: Keputusan Pembeli

Source: SPSS Primary Data Processing Results Version 27, 2024

$y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

$y = 5,787 + 0,095 (X1) + 0,342 (X2) + 0,740 (X3) + 4,069$

Table 12. Simultaneous Regression Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2342,195	3	780,732	52,518	<,001[b]
	Residual	1382,547	93	14,866		
	Total	3724,742	96			

a. Dependent Variable: Keputusan Pembeli

b. Predictors: (Constant), E-wom, Influencer, Live streaming

Source: SPSS Primary Data Processing Results Version 27, 2024

It know that the Fcount value is 52.518 > Ftable is 2.703, also the Sig value. worth 0.001 < 0.050. Therefore, it capable concluded that the alternative hypothesis (Ha) is accepted.

Table 13. Simultaneous Regression Test (t Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,787	4,069		1,422	,158
	Influencer	,095	,098	,063	,971	,334
	Live streaming	,342	,106	,284	3,226	,002
	E-wom	,740	,116	,554	6,357	<,001

a. Dependent Variable: Keputusan Pembeli

Source: SPSS Primary Data Processing Results Version 27, 2024

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Based on the results obtained of the t test, the variables influencer, live streaming, and eWOM show a significance value of <0.05 as well as a tcount > ttable (with ttable of 1.661). Matter show indicates that each variable have a significant influence in this resear

Table 14. Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,793[a]	,629	,617	3,856

a. Predictors: (Constant), E-wom, Influencer, Live streaming

Source: SPSS Primary Data Processing Results Version 27, 2024

The results from coefficient determination analysis test, an R-Square value of 0.629, shows that 62.9% from dependent variable capable explained on the independent variable. Meanwhile, remainder 37.1% on explained by other variables outside the variables used on this study.

CONCLUSION AND SUGGESTIONS

Conclusion

The research conclusions are below:

1. The Influencer variable (X1) does haven't a significant influence for decision to purchase Bostanten fashion bag products on the Tiktok application.
2. The Live Streaming variable (X2) have a significant influence for purchasing decisions for Bostanten fashion bag products on the Tiktok application.
3. The eWOM variable (X3) have a significant influence for purchasing decisions for Bostanten fashion bag products on the Tiktok application.

Suggestions

Suggestions for this research:

1. Bostanten should collaborate with influencers who have a relevant audience in their target market, such as influencers who are active in the fashion and lifestyle fields, because they tend to be interested in high-quality bags. Considering the significant

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influence of live streaming in this research, Bostanten must continue to carry out live streaming more regularly and enthusiastically. Using a high-quality camera and microphone is also important for producing clear video and audio. In addition, it is important to greet the audience and respond to their comments directly so that they feel more confident about the quality of Bostanten bag products. Apart from live streaming, eWOM also have positive influence for purchasing decisions. Therefore, Bostanten needs to respond to customer complaints and input quickly and professionally to maintain the product's good reputation and image.

2. For subsequent research, suggestions for developing research by analyzing more factors that can influence purchasing decision variables, using different data analysis methods, and adding more other variables for more comprehensive and quality research results.

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