

Determinants of Buying Intention in the TikTok Application



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ABSTRACT: The fierce business competition on TikTok requires sellers to carry out promotional strategies that can attract consumer buying interest in their products. This study was conducted to analyze the effect of live streaming, price perception, and customer reviews on buying intention in the TikTok application. In addition, this study also analyzes which variable has the most influence on buying intention in the TikTok application. The analysis method in this study uses the SmartPLS - SEM method (Partial Least Square - Structural Equation Modeling) with the analytical tools used, namely: validity test, reliability test, R-Square test, predictive relevance, and path coefficient test. The data used in this study are primary data obtained from distributing questionnaires to 100 respondents. The sampling method in this study is non probability sampling with purposive sampling technique. The results showed that the live streaming had no effect on buying intention, while price perceptions and customer reviews had an effect on buying intention.

KEYWORDS: buying intention, customer review, live streaming, price perception

I. INTRODUCTION

The rapid development of the internet has changed the way people communicate and conduct business. In Indonesia, with the rapid growth of the internet, changes in existing business practices are needed to improve performance and stay active. According to Kotler and Armstrong (2019), the high level of competition in local and global businesses requires companies to gain a competitive advantage in order to compete. Nowadays, the internet is closely related to human life, serving as a medium of communication and transaction, providing a wealth of information for purchase at any time. The amount of information on the internet makes it easy for users to search for services, compare prices and types of products according to their wishes, and know where to get products. Consumers can easily make purchases without having to meet directly with the seller, a concept known as e-commerce (Meiditia, Suprpto & Rokhmawati, 2016). According to Maulana and Kurniawati (2014), e-commerce is electronic commerce that utilizes communication networks, such as computer networks, to carry out business processes. This process uses a web browser to introduce, offer, sell and buy products. The benefits of e-commerce include expanding market reach and simplifying the buying and selling process, allowing consumers to save time and making shopping more practical because it is done via the internet (Wijaya & Astuti, 2018).

Syarifah and Karyaningsih (2021) and Harli, Mutasowifin, and Andrianto (2021) show that consumer buying interest is influenced by online customer reviews and ratings. Sutanto and Aprianingsih's (2016) research also states that online customer reviews are one of the factors that trigger purchase intention. According to research by Nurrahmanto and Rahardja (2015), ease of use has a positive influence on purchase intention, which means that ease of use is one of the important considerations for people when choosing to shop online compared to offline (Ayuningrum & Idris, 2016).

According to a report by We Are Social (Figure 1), the number of internet users in Indonesia had reached 213 million people by January 2023. This figure is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year (See Table 1). The number of internet users in Indonesia increased by 5.44% compared to the previous year (year-on-year/yoy). In January 2022, the number of internet users in Indonesia only reached 202 million people. This trend shows that Indonesia's internet users have increased yearly for the past decade. The number of internet users in the country has increased by 142.5 million since January 2013, when the number was only 70.5 million people.

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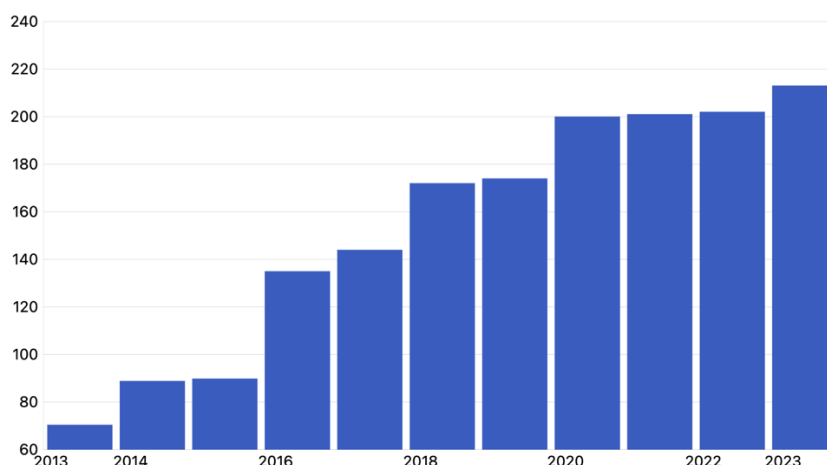


Figure 1. Number of Internet Users in Indonesia

A survey conducted by the Populix team shows that 86 percent of respondents have shopped through social commerce. The most used platform is TikTok Shop (45 percent), followed by WhatsApp (21 percent), Facebook Shop (10 percent), and Instagram Shop (10 percent). TikTok Shop is most used by women, especially those aged 18-25, while men aged 36-45 also use the platform. Populix notes that in the future, women aged 18-25 will continue to dominate TikTok Shop users.

Online consumer reviews play an important role in shaping consumer perceptions and purchase intention. According to Kotler, Kevin, and Chernev (2022), consumers usually seek information and recommendations from others before making a purchase decision. Positive reviews can build trust and increase buying interest in a product or brand, while negative reviews can reduce buying interest. Therefore, online consumer reviews on TikTok Shop can influence users' purchase intention by providing useful information and views on product quality. Research by Harli, Mutasowifin, and Andrianto (2021), Waluyo and Trishananto (2022) shows that purchase intention is influenced by consumer reviews and ratings which can influence product purchasing decisions. However, research by Firdaus, Aisyah and Farida (2023) shows that customer reviews do not affect purchase intention through the trust variable.

Ramli and Silalahi (2020) state that price perception is one of the things that can cause sales to increase. However, in this study, price perception did not affect sales. Research by Saputra, Muhazirin and Panjaitan (2021) also shows that price perception does not affect consumer buying interest. Hasibuan and Siregar (2021) on the other hand state that price perception has a positive and significant effect on purchase intention. Previous research by Harli, Mutasowifin, and Andrianto (2021) found that ratings have a positive and significant influence on buying interest in health products on Shopee during the COVID-19 pandemic, where high ratings increase consumer buying interest. In online shopping, consumers often face risks because they cannot assess goods or services directly. They rely on product descriptions and images provided by sellers and seek information from reviews of other consumers who have purchased the goods or services. It was also found that online consumer reviews have a positive and significant influence on purchase intention. This is because these reviews are based on the direct experience of consumers who have previously purchased the product. In addition to star ratings, users can also see testimonials from other buyers. If the product has many 5 or 4-star ratings and positive comments, it is likely that the product meets expectations and needs. TikTok Shop also provides other facilities such as compensation in the form of discounts if the product received is not suitable or damaged, as well as refunds if the item is not available through notification from the seller.

Based on the results of previous research, it shows a variety of research results using the variables of price perception and customer reviews. On that basis, this study re-examines these variables. The purpose of this study is to analyze the effect of live streaming, price perceptions, and customer reviews on buying interest in the Tiktok application. The benefits and contributions of this research are to enrich existing research models, which use the variables of price perception, customer reviews and live streaming on buying interest, especially buying interest in the Tiktok application.

II. THEORETICAL FRAMEWORK AND SIMILAR RESEARCH STUDIES

AIDA Concept

According to Cholil (2020, p. 112) AIDA is a simple abbreviation that has been made long ago as a reminder of the four stages of the sales process, AIDA stands for Attention, Interest, Desire, and Action. It is a fairly simple model and can be used as a guide. The AIDA model (Attention, Interest, Desire, Action) is one of the most popular response hierarchy models for marketing as a guide in carrying out marketing activities. According to this model, promotional tools should attract attention, gain and

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encourage interest, arouse desire, and generate action. In building an effective communication program, the most important aspect is to understand the process of consumer response, for example in the case of consumers making promotional efforts that can influence consumer response. The AIDA theory states that purchasing decision making is a psychological process that consumers or buyers go through. The process begins with the stage of paying attention (Attention) to goods or services. Then, if he is impressed, he will move to the interest stage to find out more about the features of the product or service, which if the intensity of his interest is strong continues to the desire stage, because the goods or services offered are in accordance with his needs. If the desire and interest are so strong either because of internal encouragement or persuasive stimuli from outside, the consumer or buyer will make a decision to buy (Action to buy) the goods or services offered.

Live Streaming

Live streaming is content that is created live. Usually, live streaming is used for content playing games, singing, dancing, or focusing on entertainment content (Lin, You, & Chen, 2021). Live streaming, or live sales through social media is a promotional media that utilizes real-time two-way communication to attract consumer buying interest (Suhyar & Pratminingsih, 2023). TikTok live streaming is a feature merchants can use to promote their products to increase sales and retain consumers. Indicators of Live streaming according to Siregar (2021), (1) Immersion, meaning that there is a deep connection between consumer emotions when buying with live streaming so that consumers trust the store and make the decision to buy the product; (2) Presence, the presence of live streaming makes consumers feel closer and connected to the seller; (3) *Social Presence*, the seller has a greater chance of attracting consumers to try the seller's products and services; (4) Telepresence, someone who experiences it must be completely immersed in a remote place, able to influence and make changes to the environment, and feel as if they are there. The live streaming feature on TikTok allows consumers to follow and pay attention to detailed descriptions of the products being sold and to be interactive to provide opportunities for consumers to ask questions ranging from pros to cons.

Price Perception

Perception is one of the terms used in the field of psychology. Perception is generally defined as a direct reaction or process in which a person becomes aware of various things through perception. According to Kotler and Armstrong (2019), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a series of benefits by owning or using a good or service. According to Ramli and Silalahi (2020) price perception is one of the things that can cause sales to increase. Kotler and Armstrong (2019) say that price perception is influenced by the following: (1) Affordability of a price; (2) Price compatibility with product quality; (3) Competitiveness of a price; (4) Price compatibility with the benefits of a product. It can be concluded that price perception is the opinion or observation of consumers regarding information about the amount of money used to buy a desired product or service, suitable for meeting daily needs.

Customer Reviews

According to Almana and Mirza (2013) electronic word of mouth in the form of online customer reviews and comments on online platforms has become increasingly important in recent years. Online reviews from satisfied customers are considered proof of the quality of the product being sold. Sellers can benefit from online reviews in two ways, namely about learning more about the target market and connecting with potential customers who may be interested in what is offered (Xie, Chihchien, & Shinyi, 2016). According to Lackermair, Kailer, and Kanmaz (2013), indicators of product reviews are, (1) Awareness, buyers or consumers know the product review feature on online shopping sites and use this information in the selection process; (2) Frequency, buyers often use the product review feature on online shopping websites as a source of information; (3) Comparison, before making a purchase, consumers read and compare reviews of each product they want to buy on online shopping sites; (4). Influence, the product evaluation function of online shopping sites affects product selection.

Buying Intention

One of the psychological aspects that influence behavior such as a person's motivation in buying a product or service is interest. According to Assael (2010), purchase intention is the consumer's tendency to buy a brand or take action related to a purchase, as measured by the likelihood of consumers to buy. Indicators of purchase intention are listed by (Ferdinand, 2002) as follows: (1). The purchase motive is an example of pure transactional interest; (2). A person's tendency to tell others about a product (or "reference interest"); (3) A person's primary interest in a product is indicated by the existence of a "preferential interest" that characterizes their purchasing habits. If something happens to the preferred product, only that Preferred Product can be used as a substitute; (4) Wanting to know more about the product and looking for evidence to support the outstanding qualities they have heard about. This is an example of exploratory curiosity.

Review of Previous Research

Here are some previous studies related to the problem being studied.

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Nugraheni and Sigit (2023), analyzed the effect of live streaming shopping on the tiktok application on buying interest in skintific. The questionnaire was in the form of a google form to 162 people, the sample in this study were Tiktok application users who used Skintific skincare products. This study provides information both partially and simultaneously that the variables Live streaming and price perception have a significant relationship or influence on buying interest. Research by Julia and Kamilah (2023), discusses the effect of Tiktok advertising, product quality and price on buying interest in scarlett whitening products. This study used multiple linear regression analysis with a sample size of 100 people. The results of this study indicate that the variables of advertising, product quality and price have a positive and significant effect on buying interest. Novihenti and Amin (2022), in their research analyzed the effect of online customer reviews, online customer ratings and ease of use of the Shopee online shop application on buying interest. The data analysis method used is multiple linear regression analysis. The sample in the study was 130 respondents with the technique of data collection method through distributing questionnaires. The results of this study indicate that there is a significant influence between online customer reviews, online customer ratings and ease of use on buying interest. Iffah, Farouk and Nugroho (2022), examined the effect of influencer marketing strategies and online customer reviews on purchase intention in Sociolla users. The results of this study indicate that influencer marketing and online customer reviews have an effect on purchase intention. Oryza and Nilowardono (2022) examined the effects of digital marketing, online customer reviews and ratings on consumer purchase intention through shopee. The survey was conducted on 106 respondents, namely Narotama University students who had made purchases through shopee. The results of this study indicate that digital marketing, online customer reviews and ratings have an effect on purchase intention.

Komariyah (2022), analyzed the effect of online customer reviews and ratings on Shopee's online purchase interest in female santri of the Salafiyah Syafi'iyah Seblak Islamic Boarding School. Data collection was carried out by distributing questionnaires to 60 respondents. The results of this study state that online customer review and rating each have a significant positive effect on purchase intention. Research by Wasitaningrum and Cahya (2022), discusses the effect of live streaming, brand image and product quality on consumer buying interest in scarlett whitening products. This study used a sample size of 100 people. The results of this study indicate that live streaming variables, brand image affect purchase intention, while product quality has no effect on purchase intention. Research by Handayani, Fitriadi and Pauzy (2022), discusses the influence of tiktok social media and e-wom on buying interest in the somethinc brand and its impact on purchasing decisions (Survey on TikTok users of Management Study Program students at Universitas Perjuangan Tasikmalaya). This study used a sample size of 100 people. The results of this study indicate that the TikTok social media variable has a significant effect on purchasing decisions through buying interest in the Somethinc brand to TikTok users, the e-WOM variable has a significant effect on purchasing decisions through buying interest in the Somethinc brand to TikTok users, TikTok social media variables and e-WOM have an effect on purchasing decisions through buying interest in the Somethinc brand to TikTok users. Harli, Mutasowifin and Andrianto (2021), in this study analyzed the effect of online consumer reviews and ratings on buying interest in health products on the Shopee e-marketplace during the COVID-19 pandemic in Jabodetabek. Respondents were 191 people. The results of the analysis show that the online consumer review and rating variables affect the purchase intention of health products with the rating variable having a more dominant influence.

Rohmatulloh and Sari (2019), conducted research to determine the effect of online customer reviews on buying interest with trust as an intervening variable at Shopee. The results of hypothesis testing, online customer review and trust directly have a significant effect on purchase intention. Meanwhile, online customer review on buying interest through trust as an indirect influence has a significant effect.

Relationship between Live streaming Variables and Buying Intention

Research conducted by Agustin (2023) shows that live streaming has a positive and significant influence on buying intention. Similarly, research conducted by Siswanto and Aryanto (2024) live streaming has a positive and significant effect on buying interest in the Shopee application. Live streaming on digital platforms like Shopee Live allows consumers to view, interact with, and even buy products during the sales process. Communicative and interactive live streaming can also increase the trust of potential buyers, thereby increasing customer purchase interest. The more accurate the live streaming strategy, the greater the impact on increasing customer purchase intent.

H1= There is an effect of live streaming on buying intention in TikToksop.

Relationship of Price Perception to Buying Intention

Previous research conducted by Wahyudianto (2020) shows that price perceptions have a positive and significant effect on consumer buying interest in ButuhBaju. In line with research conducted by Najmi (2021) which also shows that price perception has a significant effect on buying interest.

H2= There is an effect of price perception on buying intention in TikToksop

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Relationship of Customer Reviews to Buying Intention

Rohmatullah and Devilia's research (2021), shows that ratings have a positive and significant effect on purchase interest in the Shopee online marketplace. With these rating limitations, it still has an influence on consumer purchasing interest, because the rating shows the quality of a product. Similar to the results of research from Stefany (2022), that online customer ratings have a positive effect on buying interest.

H3= There is an influence of customer reviews on buying intention in TikTokshop.

III. RESEARCH METHOD

The objects in this study are live streaming, price perception, customer reviews, and purchase intention. On April 17, 2021, TikTok officially introduced a new feature known as TikTok Shop in Indonesia. This feature is a social commerce innovation that can include sellers, buyers, and creators, creating an easy, fun, and convenient shopping experience. TikTok Shop gives brands and sellers the opportunity to expand their business through short video content and live shopping features on their own TikTok business accounts or through collaborations with creators.

The research questionnaire was distributed through the researcher's social media and Menfees in the X application. The technique used is a non-probability sampling technique by purposive sampling. Calculation of the number of respondents who will be used as research samples. The population size in this study is very large and cannot be known with certainty, so to facilitate sample calculations, you can use the sampling formula put forward by Walpole, Myers dan Ye (2018):

$$n = \frac{Z^2 \alpha / 2}{4e^2}$$

Description:

n : Sample size at the error rate α ; α : Estimation error rate ($\alpha = 5\%$) = 0,05, dan $\alpha/2 = 0,025$

e : Maximum Error ($e = 10\%$) = 0,10 $z_{0,025} = 1,96$

The calculation of the sample size of this study is as follows: $n = \frac{z_{\alpha/2}^2 \cdot 4e^2}{\alpha} = \frac{1.962 \cdot 4(0.10)^2}{0.04} = 96.04$. The minimum sample is 96.04 people. However, in this study to complete, the sample was taken as 100 respondents.

The operational definition of variables is an explanation of each variable used in this study can be seen in Table 1.

Table 1. Operational Definition of Variables

No	Variable	Definition	Indicator
1	Live streaming(X1)	A method for creating real time audio or video on different types of networks. Like a television or radio program that is broadcast at that very moment. According to Alfiyansah, Faijurahman, and Ramdani (2021) Live streaming is used to introduce products directly.	1. Interactivity Effect 2. Visualization Effect 3. Effects of Entertainment 4. Effect of Professionalization
2	Price perception (X2)	A consumer assessment of the comparison between the amount of sacrifice and what will be obtained from a product or service. (Zeithaml, 1988)	a) Price affordability b) Price compatibility with product quality c) Price compatibility with benefits
3	Customer review(X3)	Direct opinion from a person and not an advertisement (Farki, Baihaqi, & Wibawa, 2016)	- Useful information provided - Few negative reviews - The information provided is very important
4	Buying intention (Y)	Kotler, Keller and Chernev (2022, p. 5) Buying intention is consumer behavior that arises in response to an object that shows a person's desire to make a purchase.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest

The data collection method is by distributing questions through a questionnaire on google form which is distributed to tiktok / tiktokshop users via social media. Respondents chose one of the answers provided in the questionnaire. The questionnaire score weights are: strongly agree (score 5), agree (score 4), hesitate (score 3), disagree (score 2), strongly disagree (score 1). The measurement scale in this study is a Likert scale. Data processing in this study used Smart PLS-SEM (Partial Least Square-Structural Equation Modeling) software.

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The measurement model consists of three stages, namely: (a) Convergent Validity Test. The correlation meets convergent validity when the loading value is greater than 0.7; (b) Discriminant Validity Test, testing discriminant validity by comparing the value of the cross loading table. Another method for assessing discriminant validity is to compare the square root of average variance extracted (AVE) value for each construct with the correlation between the construct and other constructs in the model. If the square root AVE value of each construct is greater than the correlation value between the construct and other constructs in the model, it is said to have good discriminant validity value (Ghozali, 2018).

Measuring the reliability of constructs with reflexive indicators can be done in two ways, namely Cronbach Alpha and Composite Reliability or often called Dillon-Goldstein's. To assess construct reliability, using a composite reliability score must be greater than 0.07. (Ghozali & Latan, 2015).

Structural model testing can be done to test the relationship between latent constructs (Hair, Hult, Ringle, & Sarstedt, 2017). The structural model can be tested with several evaluations: (a) R-Square (R^2) test, R-Square is the coefficient of determination on endogenous constructs. The R-Square value is 0.75 (strong), 0.50 (medium) and 0.25 (weak); (b) F-Square (F^2) test, F-Square can measure the effect of latent variables on other variables. The f-square effect value is 0.35 (large), 0.15 (medium) and 0.02 (small); (c) *Predictive Relevance* (Q^2), $Q^2 > 0$ indicates that the model has predictive relevance and if $Q^2 < 0$ indicates that it lacks predictive relevance; (d) Model Fit, when applying CB-SEM, a value of less than 0.08 is generally considered a good fit (Hair, Hult, Ringle, & Sarstedt, 2022). Similarly, on the SMART PLS website, the Standardized Root Mean Square (SRMR) value is no more than 0.10 or 0.08.

In this study, there are two effects used to test the hypothesis in this study, (1) Direct Effect is the effect of one variable on another without passing through intermediary variables as a link. The direct factors of this study are the effect of live streaming on purchase intention ($X1 \rightarrow Y$), price perception on purchase intention ($X2 \rightarrow Y$), and customer reviews on purchase intention ($X3 \rightarrow Y$); (2) Total Effect is the sum of the direct effect and indirect effect. The total effect of this study is live streaming, price perception, and customer reviews on purchase intention ($X1, X2, X3 \rightarrow Y$). The direct effect is expressed as a path coefficient, while the total effect is expressed as a total effect. Calculation and testing using the SmartPLS bootstrapping method, which represents the p-value.

IV. RESULT AND DISCUSSION

In this study, a sample of 100 respondents was obtained through distributing online questionnaires using Google Form. Respondents are those who know or have an interest in buying products through the TikTok application and live in the Jabodetabek area. The profile of respondents in this study includes gender, age, income or pocket money per month, domicile, and employment status. The following is the profile of respondents who filled out the questionnaire.

Most of the respondents were female, namely 59 people (59%), while the percentage of men was 41 people (41%). This questionnaire was distributed to Menfees in application X and the author's social media, this shows that the majority of respondents who follow Menfees in application X and the author's social media are women. This is expected because most of the followers on social media are women. Of the 100 respondents who filled out the questionnaire, most of the respondents were aged 17 - 23 years, 49 people (49%), 24 - 30 years, 43 people (43%), and age > 31 years, 8 people (8%).

This questionnaire was distributed to Menfees in the X application and the author's social media, it can be concluded that the characteristics of respondents based on the most dominant age are 17 - 23 years old. Most respondents have a job status as private / public employees as many as 36 people (36%), Students / Students as many as 34 people (34%), and Entrepreneurs as many as 30 people (30%). This shows that the majority of respondents who know or are interested in buying at Tiktok Shop who live in Jabodetabek are private / public employees. Most respondents have a monthly income / pocket money of Rp. 3,000,000- Rp. 5,000,000 as many as 36 people (36%), Rp. 1,000,000 - Rp. 3,000,000 which is 26 people (26%), > Rp. 5,000,000 as many as 19 people (19%), and < Rp. 1,000,000 as many as 19 people (19%).

Respondents who live in Depok are 30 people (30%), in Bogor are 13 people (13%), in Jakarta are 21 people (21%), in Tangerang are 20 people (20%), and in Bekasi are 16 people (16%). This questionnaire was distributed to Menfees in the X application and the author's social media because the majority of respondents live in the Depok area, this shows that the majority of respondents who know or are interested in buying in the TikTok shop application who live in Jabodetabek are dominated by the Depok area.

Respondents' responses

The live streaming uses 8 items. Agreeing statements have the highest score of the statement "I buy products through live streaming because I feel entertained, with the results of 47% who strongly agree, 43% who agree, 7% who are neutral, 3%

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who disagree, and 0% who strongly disagree. It can be concluded that most respondents strongly agree with the statement that they buy products because they feel entertained by live streaming.

The price perception uses 6 statement items. The statement agreeing has the highest score, namely the statement that the price offered is in accordance with the budget, as many as 41% who stated strongly agree, 39% who stated agree, 12% who stated neutral, 7% who stated disagree, and 1% who stated strongly disagree. It can be concluded that most respondents agree that the price offered is in accordance with the budget. The next statement which also received a score of 41% strongly agreed, namely the statement that the product price reflects quality. As many as 12% stated neutral, 6% disagreed, and 0% strongly disagreed.

The customer review consists of 8 statement items. The highest value acquisition is in the statement that online reviews increase the effectiveness of online shopping. The results showed that 44% strongly agreed, 42% agreed, 10% were neutral, 4% disagreed, and 0% strongly disagreed.

The buying intention uses 8 statement items given to 100 respondents. In the statement item 'I ask product information to people who have shopped at TikTok shop' got the highest percentage, namely 48% who strongly agreed, 45% who agreed, 6% who stated neutral, 1% who stated disagree, and 0% who stated strongly disagree.

Measurement Model (Outer Model)

The convergent validity test is one of the tests in the outer model. Convergent validity testing is used to assess or measure the extent to which a construct can explain the correlation of each indicator using the AVE (Average Variance Extracted) value contained in each construct. The minimum acceptable AVE value is > 0.50 . The convergent validity test results for live streaming are in the interval 0.712 - 0.814, all values are above the AVE value of 0.606; Price perception has a value in the interval 0.701 - 0.836 is above the AVE value of 0.610; Customer reviews have a value in the interval 0.707 - 0.774 is above the AVE value of 0.561; Buying intention has a value in the interval 0.734 - 0.862 is above the AVE value of 0.621. These results indicate that the AVE value for each variable has a value above 0.50, so it has met the AVE criteria.

Discriminant Validity Test

Based on the results of data processing, it is found that each indicator of the research variable has the largest cross loadings value. The cross loadings value of the Live streaming indicator on the latent variable is greater than the cross loadings value of other latent variables, which ranges from 0.719 to 0.825. For the cross loadings value of the price perception indicator on the latent variable, it is greater than the cross loadings value of other latent variables because it has a cross loadings value, which ranges from 0.701 to 0.836, and the cross loadings value of the customer review indicator on the latent variable is greater than the cross loadings value of other latent variables, which ranges from 0.707 to 0.774. Thus, all dimensions of variable X can be declared valid. The cross loading value of the purchase intention indicator on the latent variable is greater than the cross loading of other latent variables, which ranges from 0.734 to 0.862, all variables can be declared valid.

Reliability Test

Composite reliability testing aims to measure how respondents answer research questions. Composite reliability testing can be seen from the Cronbach's alpha value. A Cronbach's alpha value between 0.60-0.70 is considered acceptable in research and a value of 0.70-0.90 is considered satisfactory to good. The following is an assessment of the Cronbach's alpha results:

Table 2 Reliability Test Result

Variable	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	Description
Live streaming	0.907	0.911	Reliable
Price perception	0.874	0.901	Reliable
Customer Review	0.843	0.846	Reliable
Buying intention	0.913	0.918	Reliable

Based on the table 2, it can be seen that the value on Composite Reliability of all variables has a value ≥ 0.70 and its Cronbach's Alpha is 0.60. It can be concluded that all variables have a high level of reliability and have been tested for reliability.

Structural Model (Inner Model)

The assessment of the structural model (Inner Model) is carried out by testing the R-Square and Bootstrapping values. R-Square is used to determine and measure how much influence the independent variable has on the dependent variable. Based on the results of data processing, it is known that the R-Square value for the Purchase Interest variable is 0.435. These results indicate that the percentage of the influence of live streaming (X1), price perceptions, and customer reviews (X3) on purchase intention

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(Y) is 43.5%, while the remaining 56.5% is influenced by other variables outside this study. In the structural model with latent variables, the R-Square value of 0.435 shows moderate results.

The f^2 effect size (f-square) value is a measure used to evaluate the relative impact of an influencing variable (exogenous) on the affected variable (endogenous). Below are the results of the F-Square test, which can be seen in Table 3 as follows:

Table 3 F-Square Test Result

Variable	Buying intention	Description
Live streaming	0.005	No Effect
Price perception	0.076	Weak
Customer review	0.481	Influential

Hypothesis testing

Hypothesis testing is done by analyzing the path coefficient using the bootstrapping procedure in SmartPLS to understand the effect of the relationship between the independent variable and the dependent variable. The results of the Structural Research Model can be seen in Figure 2 below:

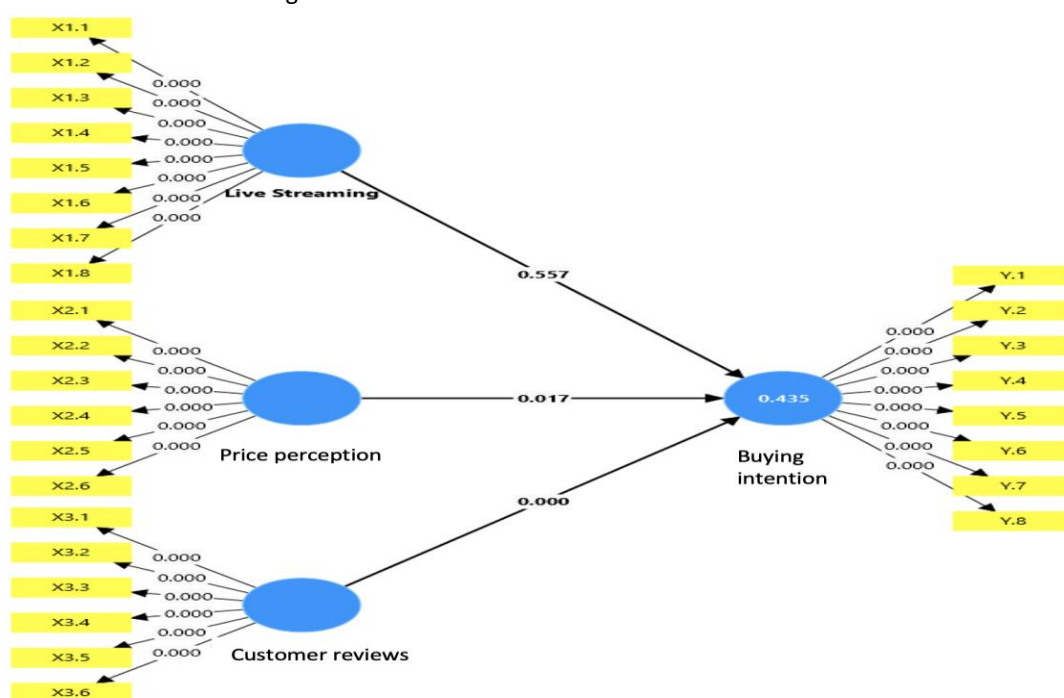


Figure 2. Structural Model

Path Coefficient

Hypothesis testing in this study can be seen from the results of data processing path coefficient and total effect. The results of the path coefficient calculation are presented in Table 4 as follows:

Table 4. Path Coefficient Test Result

Relationship between variables	Original sample (O)	T-statistics (O/STDEV)	P-values	Description
Live streaming -> Buying intention	-0.069	0.113	0.540	insignificant
Price perception -> Buying intention	0.272	0.113	0.017	Significant
Customer reviews -> Buying intention	0.555	0.094	0.000	Significant

DISCUSSION

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The results of the data analysis are described in the following discussion:

A. The influence of live streaming on buying intention

The result of the path coefficient testing the relationship between the Live streaming variable and Purchase Intention has a T-statistic value of $0.113 < T\text{-table } 1.96$ and has a P-value of $0.540 > 0.05$. From these results, the H_0 statement is accepted and H_1 is rejected. In this study also states that user perceptions of the existence of TikTok Shop Live Streaming also tend to be high so that it does not affect the benefits felt by users of the application to carry out shopping activities. The higher consumer confidence in the value of a product, the greater the likelihood of consumer buying interest in a product. This also shows that the live streaming feature has no contribution to the purchase interest of a product in the TikTok Shop application. However, Tiktok shop still provides a live streaming feature to provide two-way communication between realtime so that consumer buying interest increases. Live streaming according to Kotler and Armstrong (2019) can be used for various purposes, including marketing, entertainment, and education. Live streaming on the application Tiktok is in the good category, this is presented in the percentage of good values on each live streaming indicator, namely Attractiveness, Trustworthiness, Expertise, Product Usefulness and Purchase Convenience. The large contribution of live streaming indicates that customers have their own interest when they want to buy a product, especially in products that are sold cheaper during live streaming. This is in line with Rahmawati's research (2023) which states that live streaming has no effect on purchase intention. The results of this study are not in line with research conducted by Ilham (2024) which shows that live streaming has an effect on shopee consumer buying interest in Jambi University students.

B. The Effect of Price Perception on Buying Intention

The results of the path coefficient testing the relationship between the price perception and buying intention have a T-statistic value of $0.113 < T\text{ table } 1.96$ and have a P-value of $0.017 > 0.05$. From these results, the H_0 statement is rejected and H_2 is accepted. This shows that perceived price has a direct effect on buying interest.

This study shows that the perception of product prices at TikTok shop is in accordance with the quality expected by consumers, has accuracy in the quality of its products, and affects consumer perceptions, and also consumers recommend products to others, and are influenced by positive reviews. The results of this study are in line with the results of research by Julia and Kamilah (2023), also Nugraheni and Sigit (2023) which state that price perception has an effect on buying intention.

C. The Effect of Customer Reviews on Buying Intention

The results of the path coefficient testing the relationship between the customer review and buying intention have a T-statistic value of $0.094 < T\text{ table } 1.96$ and have a P-value of $0.000 < 0.05$. From these results, the H_0 statement is rejected and H_3 is accepted. This shows that customer reviews have a direct effect on purchase intention. Customer reviews, also known as a sales method that allows buyers to obtain information about products from customers who have experienced the benefits of these products. This study is in line with the research of Machmed and Ritonga (2021) which shows that customer reviews, especially those provided by Umsida students, have a significant positive influence on customers' desire to buy products at Tiktok shop. This suggests that previous customer reviews influence customers' desire to purchase the product. The results show that customer reviews have an important role in shaping customer perceptions and their purchasing decisions. Therefore, the customer review variable from this study confirms that customer reviews have a significant influence on the purchase intention of Tiktok shop customers.

CONCLUSION AND IMPLICATION

Based on the results of the study, it can be concluded that price perceptions and customer reviews affect buying interest in the Tiktok application. Live streaming does not affect buying interest in the TikTok application. This can be clarified that price perceptions and customer reviews have a more dominant role in driving consumer buying interest than the live streaming feature. These findings highlight the importance for sellers on Tiktok to focus on competitive pricing strategies as well as managing their product reputation through positive reviews from customers. While live streaming has great potential, its use needs to be carefully evaluated and integrated with other marketing strategies. The results of this study also provide implications for researchers, policymakers, and consumers in understanding the market dynamics on TikTok and taking relevant steps to capitalize on the potential of this platform.

Suggestions for the company based on the findings in this study, namely, to make live streaming on TikTok Shop more effective, it is necessary to improve the quality of content. This can be achieved by designing content that is not only entertaining but also provides useful information for the audience. For example, by presenting product usage tutorials or live demos, viewers

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will be more interested in buying. This research can be further developed by enriching or adding research variables, such as product quality, promotion, and customer satisfaction.

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