



Influence Of It Affordance On Purchase Intention On Shopee Live Feature In Surabaya City

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ABSTRACT

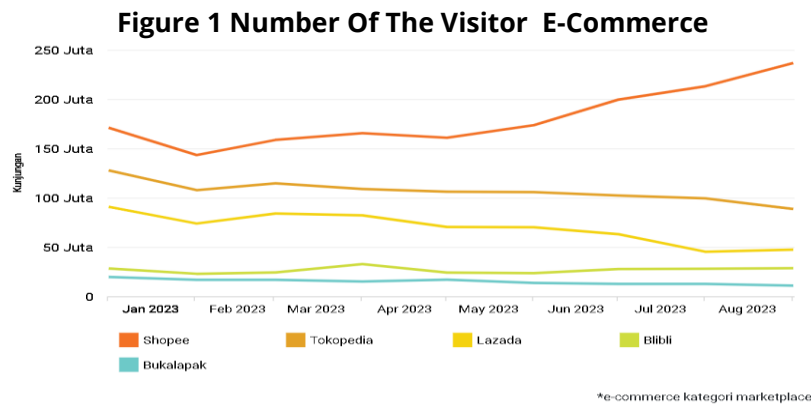
Purchase Intention on the shopee live feature. The population used is residents of Surabaya City with criteria determined before the study, therefore the sampling technique uses purposive sampling so that a sample of 100 respondents is obtained. Data analysis techniques use validity tests, reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests, multiple linear regression analysis, hypothesis tests (F test and t test), which are processed with SPSS 27. The calculation results of the F test show a calculated F value of 44.613 and a table F value of 2.689 with a signification value of $0.001 > 0.05$, then the variables Visibility Affordance, Metavoicing Affordance, and Guidance Shopping Affordance simultaneously affect Purchase Intention. The result of the multiple linear regression calculation is $Y = -0.746 + 0.107 X_1 + 0.274 X_2 + 0.577 X_3 + e$. Based on the results of this study proves that visibility affordance has no partial effect on purchase intention, metavoicing affordance has partial effect on purchase intention, guidance shopping affordance has partial effect on purchase intention.

INTRODUCTION

The digital economy has served as one of the drivers of national economic stability amidst today's global challenges. According to a study by Google Temasek, Bain & Company, the value of Indonesia's digital economy by 2022 is \$77 billion or 22% higher (yoy) and is predicted to almost double to \$130 billion by 2025. (FEDK2023). Several factors are driving the growth of the digital economy in Indonesia. One factor is the change in public consumption behavior from offline to online. This is demonstrated by a research conducted by Sirclo and Katadata Insight Center in 2021 entitled "Navigating Indonesia's E-commerce: Omnichannel as the Future of Retail" that 74.5 percent more consumers shop online than offline. This is also supported by a study from We Are Social quoted by CNBC Indonesia that, as many as 178.9 million Indonesians shop online between 2022 and early 2023 and the estimated value of online purchases of RI citizens throughout 2022 is US\$55.97 billion or Rs 851 trillion. This phenomenon is accompanied by the increased appearance

of e-commerce services such as Shopee, Tokopedia, Bukalapak, Lazada, Bli-Bli. Indonesia contributes to 52% gross merchandise value (GMV) ecommerce in Southeast Asia.

Shopee is one of the e-commerce most loved by the Indonesian public. By September 2023, Shopee had an average of 237 million visits. Its competitor, Tokopedia, scored 88.9 million visits, Lazada 47.7 million, and Blibli 28.9 million. The number of visits to Shopee's e-commerce in September exceeded 38% from the beginning of the year.



Source: Databoks 2023

LITERATURE REVIEW

Marketing

Marketing is a vital business activity that is carried out to improve and maintain the survival of a company. According to KBBI another meaning that is consistent with the previous understanding of marketing is the process of conduct in the marketing of goods; it is about spreading among the public in general. Then according to Kotler and Keller (2019) Marketing is the process of creating, communicating, and delivering value aimed at understanding the needs and desires of consumers for products and services, thus creating customer relationships that produce sales.

Consumer Behaviour

Siregar (2023) defines consumer behavior as how people explore, buy, use, evaluate, and spend things to meet their needs and preferences. Then according to Caroline and Deoranto (2021) defines consumer behavior as the psychological processes that drive individuals to buy, use, and assess products and services.

Purchase Intention

Intention have a big influence in determining behavior According to (Jonsson, Källström, & Wallander, 2019) argue that intention is the motivation of an individual to consciously plan to commit an action or behavior. So intention can't happen when someone is unconscious. This is in line with the view (Rafsandjani, 2018) that the intention or intention to buy relates to a state of mind that reflects a buyer's plan to buy a particular brand within a certain period of time. Kotler and Ketler (2020) define purchase intention as a shopping behavior where a person chooses a product based on past experience, personal preference, or future use. Siregar (2023) identifies various markers of purchasing intent, such as transactional, reference, preferred, and explorative.

Live-Streaming Shopping

The term "live streaming" refers to an online multimedia application that allows simultaneous two-way communication between the streamer and the viewer using text, audio, and video. The audience gains a natural understanding of the personality, skills, and ideas of the streamer, as well as their professional or personal environment when they watch him act during the live broadcast of

Lu, & He, (2023). As a result of advances in mobile communication technology, new mechanisms have evolved that facilitate instant interaction between buyers and sellers called live-streaming shopping.

According to Liu & Cheung, (2016), previous live-streaming only focused on several platforms such as e-sports and video games. But now live streaming can also be felt in the e-commerce sector. E-commerce as one of the growing online shopping places also uses live-streaming features so, a new form of online shopping method has emerged: live-streaming commerce where live-streaming activities are combined with shopping and transacting activities. According to Hulu & Christiani (2023), Live-streaming shopping is the activity of sellers who offer products directly through digital media by communicating with buyers through digital platforms.

IT Affordance

According to Aladwani (2018), based on affordance theory, each environment has the possibility to perform certain actions. This term in technology refers to the dynamic relationship between individuals or users with technology. Affordance refers to "the potential for behaviors related to the achievement of immediate tangible results and arising from the relationship between an object (Permadi, 2022), e.g. information technology (IT) architecture and goal-oriented ones.

In information systems research, affordance refers to the possibility that an object encourages individuals to perform certain behaviors, in which case it could be related to the use of social media or e-commerce (Permadi 2022).

Visibility Affordance

Siregar (2023) visibility affordance is the capacity of technology to make product information visible to clients, which satisfies their needs for how to use the product they are about to buy or have purchased. According to visibility affordances, live streaming shopping allows customers to view and understand as much about the item as they would if they were in the store (Sun, 2019).

Metavoicing Affordance

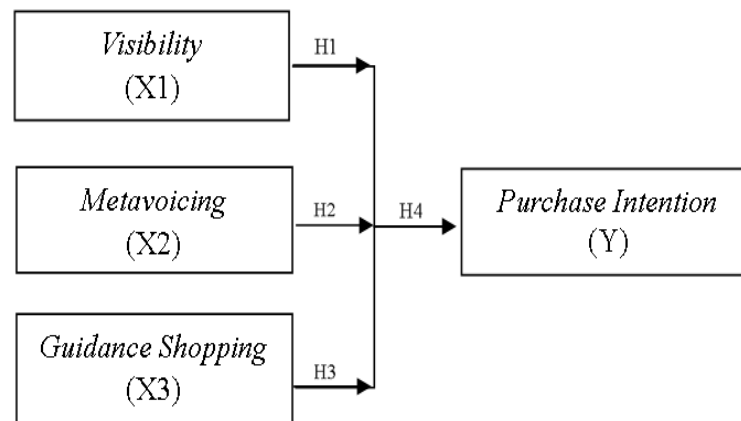
Metavoicing affordance meets the needs of customers to find valuable information about their target products. Metavoicing affordance provides a function for customers to post their comments. Cognitive ability refers to the possibility of live-streaming e-commerce to assist consumers in purchasing decisions, including guidance shopping, and Metavoicing (Lu, He, & Ke, 2023)

Guidance Shopping Affordance

The guiding shopping affordance offers specific guidance that is helpful to buyers. In immediate effect, streamers can modify their guidance to suit the unique tastes and needs of their audience. When the live streamer gives guidance, they address the particular requirements of each customer (Sun, 2019).

METHODS

This study takes a quantitative causal approach, examining the causative relationship between independent variables such as visibility affordance, metavoicing affordance, and guidance shopping affordance and the dependent variable, purchase intention. Shopee application users who have or are using Shopee Live live streaming feature as an online shopping option more than twice among Surabaya residents are the study's population characteristic. This study Used nonprobability sampling with random Sampling technique used for sampling, with a sample of 127 respondents. The data collection method in this study was a questionnaire and the scale used was a Likert scale which was used to measure attitudes and opinions which contained strongly disagree(sts), disagree(ts), less agree(ks), agree(s), and strongly agree (ss).

Figure 2 Conceptual Frame Work

Based on the conceptual framework above (Figure 1), the hypothesis in this study is as follows:

- H1 : Visibility affordance significantly affects customer purchase intentions on live-streaming shopping Shopee Live partially
- H2 : Metavoicing affordance significantly affects customer purchase intention on live-streaming shopping Shopee Live partially
- H3 : Guidance Shopping affordance significantly influences customer purchase intentions on Shopee Live live-streaming shopping partially.
- H4 : Visibility affordance, Metavoicing affordance, and guidance shopping affordance significantly influence customer purchase intention on live-streaming shopping Shopee Live simultaneously

RESULTS

Data analysis in this study was carried out using multiple linear regression analysis with the help of SPSS (Statistical Program for Social Science). The research data was obtained from the answers to 100 respondents questionnaires from who have or are using Shopee Live live streaming feature as an online shopping option more than twice. Most of the respondents were dominated by women with a percentage of 59% and male respondents 41%. When we look at it in terms of age, the age ranges of respondents consist of several intervals, among others, in the age range of 15 to 20 years there were 13 respondents with a percentage of 13%; in the 21 to 30 age range there were 67 respondents with a percent of 67% ; in the ages range of 31 to 40 years, there were 14 respondents, with a proportion of 14%, among the ages of 41-50 years, four respondents were with a rate of 4%, among those over 50 years of age there were two respondents who had a percentual of 2%.

Validity Test

The validity test is a step in quantitative data analysis used to assess the extent to which a measurement instrument or questionnaire can be considered a valid or reliable tool for measuring the desired concept or variable. The validity test aims to determine the extent to which a measurement instrument actually measures what it is intended to measure. The following conditions follow the validity test:

1. r count r table, indicating that the question or indication is valid r count r table, indicating that the question or indication is false
2. Because the r table value of the degree of freedom (df) is $n-2$, the df value of this study is $35-2 = 33$ with a significance value of 0.05, the r table value is 0.1966. The results of testing the validity of this research questionnaire are as follows:

Tabel 1 Validity Test

Variable	Questions	r hitung	r table	Description
Visibility Affordance (X1)	X1.1	0,815	0,1966	valid
	X1.2	0,719	0,1966	valid
	X1.3	0,727	0,1966	valid
	X1.4	0,731	0,1966	valid
Metavoicing Affordance (X2)	X2.1	0.682	0,1966	valid
	X2.2	0.801	0,1966	Valid
	X2.3	0.811	0,1966	Valid
	X2.4	0.864	0,1966	Valid
	X2.5	0.831	0,1966	Valid
Guidance Shopping Affordance (X3)	X3.1	0.820	0,1966	valid
	X3.2	0.741	0,1966	Valid
	X3.3	0.645	0,1966	Valid
	X3.4	0.812	0,1966	Valid
Purchase Intention (Y)	Y.1	0.787	0,1966	Valid
	Y.2	0.838	0,1966	Valid
	Y3	0.856	0,1966	Valid
	Y.4	0.858	0,1966	valid

Source: Author Data Processing

The Pearson correlation value of each instrument is greater than the r table value of 0.1966 (N=100), and the 2-tailed correlation significance value of each instrument is less than 0.05. As a result, we conclude that each statement in the questionnaire is true, and the questionnaire is suitable for use in this study

Reliability Test

In testing the reliability test, it aims to determine whether or not there is consistency in responses to questionnaire statements, indicating that the questionnaire may be reliable. In this study Cronbach's alpha was used. Statements in this study were declared reliable because the independent and dependent variables were > 0.60 .

Tabel 2 Reability Test

Variabel	Cronbach's Alpha Hitung	Keterangan
Visibility Affordance (X1)	0.734	Reliable
Metavoicing Affordance (X2)	0.857	Reliable
Guidance Shopping Affordance (X3)	0.749	Reliable
Purchase Intention (Y)	0.852	Reliable

Source: Author Data Processing (2024)

Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		t _{hitung}	Sig.
	B	Std. Error		
Constant	-0,746	1,723	- 0,433	0,666
VA	0,107	0,137	0,780	0,437
MA	0,274	0.075	3,654	<0,001
GSA	0,577	0.138	4,172	<0,001

Source: Author Data Processing (2024)

Based on the data from the calculation results above, it can be concluded that the constant is - 0.746, so if the visibility, metavoicing, and guidance shopping is 0 (zero) and there is no change, the purchase intention has a decline. The visibility regression coefficient is 0.107 which is positive, which

means that if visibility affordance a one-unit increase in visible affordance was found to increase purchase intent by 0.107. The metavoicing regression coefficient is 0.274 which is positive, which means that if metavoicing affordance increases by one unit while other variables are constant, purchase intention will increase by 0.274. The guidance shopping regression coefficient is 0.577 which is positive, which means that if the guidance shopping affordance increases by one unit while other variables are constant, purchase intention will increase by 0.577.

Partial Test (t-Test)

It can be concluded that visibility affordance (X1) has no partial and significant influence on Purchase Intention (Y) based on the results of partial hypothesis testing, as shown in table 1 above, with a t count of 0,780 and a significance of 0.000, because the results of $-t \text{ table} \leq t \text{ count} < t \text{ table}$ ($-1,985 \leq 0,780 < 1,985$) and a significance of $0,437 > 0,05$ then H_0 is accepted and H_1 is rejected. The metavoicing variable affordance (X2), has a t count of 3,654 and a significance of 0.000, because the results of $t \text{ count} > t \text{ table}$ ($3,654 > 1,985$) and a significance of $0,000 < 0,05$, then H_0 is rejected and H_2 is accepted. The guidance shopping affordance (X3), has a t count of 4,172 and a significance of 0,000 because the results of $t \text{ count} > t \text{ table}$ ($4,172 > 1,985$) and a significance of $0,000 < 0,05$, then H_0 is rejected and H_3 is accepted.

Simultaneous Test (F-test)

Table 4 Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	520,238	3	173,413	44,613	<0,001 ^b
Residual	373,152	96	3,887		
Total	893,390	99			

Source: Author Data Processing

Based on the data obtained on the F test in this study, namely f count of 44.613 with a significance value of 0.000, because the results of $f \text{ count} > f \text{ table}$ ($44.613 > 2.698$) and a significance of $0,000 < 0.05$ then H_0 is rejected and H_4 is accepted so that visibility affordance (X1), metavoicing affordance (X2) and guidance shopping affordance (X3) have a simultaneous and positive influence on Purchase Intention (Y).

Coefficient of Determination

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0,763 ^a	0,582	0,569	1,972	2,061

Source: Author Data Processing

The above-mentioned calculations reveal that visibility affordance, metavoicing affordance, and guidance shopping affordance account for 58.2% of Purchase Intention. The remaining 41,8% of Buyer Intent is not affected by the variables examined here but by factors outside of this study.

DISCUSSION

The Simultaneous Influence Of Advertising Appeal, Product Quality, And Brand Equity On Purchase Decisions

Based on the results of research using the F test, it was found that the Fcount value was 47 and the Ftable was 2.66, indicating that $F \text{ count} > F \text{ table}$ ($44,613 > 2,698$). In a simultaneous analysis with a significance level of 5% or 0.05, it was found that the significance level was $0.00 < 0.05$, then H_0 was rejected and H_1 received. This means that simultaneously, visibility affordance (X1), metavoicing affordance (X2), and guidance shopping affordance (X3) have a significant effect on purchasing intention (Y).

Influence Of Visibility Affordance On Purchase Intention

Based on the results of research using the t test, it was found that the t count value was 0,780 and the t table was 1.985, indicating that $t \text{ count} < t \text{ table}$ ($0,780 < 1,985$). In a partial analysis with a significance level of 5% or 0.05, it was found that the significance level was $0.437 > 0.05$, then H_0 was received and H_1 rejected. This means that partially, visibility affordance (X1), have no significant effect on purchasing intention (Y).

Visibility Affordance does not affect the Purchase Intention. This can be influenced by the variety of goods sold by streamer. Although the variety is supported by good visibility, when people who watch live-streaming do not know or want a variety of products will affect the purchase intention of people who view.

Besides, according to research conducted by (Ramadhina & Mugiono, 2022) Purchase Intention is also influenced by packaging design. When the streamer already shows the product and its usefulness well and clearly, but the product has a poor packaging design, the viewers of live-streaming shopping will think twice before they intend to buy the item, which means there is no purchase intention.

Influence Of Metavoicing Affordance On Purchase Intention

Based on the results of research using the t test, it was found that the t count value was 3,654 and the t table was 1.985, indicating that $t \text{ count} > t \text{ table}$ ($3,654 > 1,985$). In a partial analysis with a significance level of 5% or 0.05, it was found that the significance level was $< 0,001$ that means < 0.05 , then H_0 was rejected and H_1 received. This means that partially, metavoicing affordance (X1), have no significant effect on purchasing intention (Y).

Metavoicing Affordance provides the potential to enable users to provide feedback about product content. The existence of Metavoicing is a variety. In the context of live-streaming shopping Shopee Live, the results of the research showed that the audience can communicate not only one direction with the streamer but also with the other audience in the chat room column by echo. This is in line with previous research by Chana and Yulia (2023) that metavoicing affordance partially has a positive influence on purchase intention live-streaming shopping Shopee Live.

Influence Of Guidance Shopping Affordance On Purchase Intention

Based on the results of research using the t test, it was found that the t count value was 4,172 and the t table was 1.985, indicating that $t \text{ count} > t \text{ table}$ ($4,172 > 1,985$). In a partial analysis with a significance level of 5% or 0.05, it was found that the significance level was $< 0,001$ that means < 0.05 , then H_0 was rejected and H_1 received. This means that partially, guidance shopping affordance (X1), has significant effect on purchasing intention (Y).

CONCLUSION

1. Visibility affordance does not affect the purchasing intention of customers on Shopee Live live streaming purchases partially
2. Metavoicing affordance significantly influences customer purchase intention on live-streaming shopping Shopee Live partially
3. Guidance Shopping affordance significantly influences customer purchase intentions on Shopee Live live-streaming shopping partially.
4. Visibility affordance, Metavoicing affordance, and guidance shopping affordance significantly influence customer purchase intention on live-streaming shopping Shopee Live simultaneously.

SUGGESTION

1. In order to refine research related to the fields studied in this study and developments related to this study, future researchers will consider other variables such as trust and telepresence.
2. For audiences who enjoy live streaming, it is important to pay attention to visibility as it can help

in the product selection process.

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