



The Effect Of Live Streaming Selling And Product Quality On Women's Fashion Repurchase Interest At Shopee

Arivia Ananda¹, Koerniawan Hidajat ²

^{1,2)} Universitas 17 Agustus1945 Jakarta

Email: ¹⁾ ariviaananda@gmail.com ²⁾ koerniawan.hidajat@uta45jakarta.ac.id

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ABSTRACT

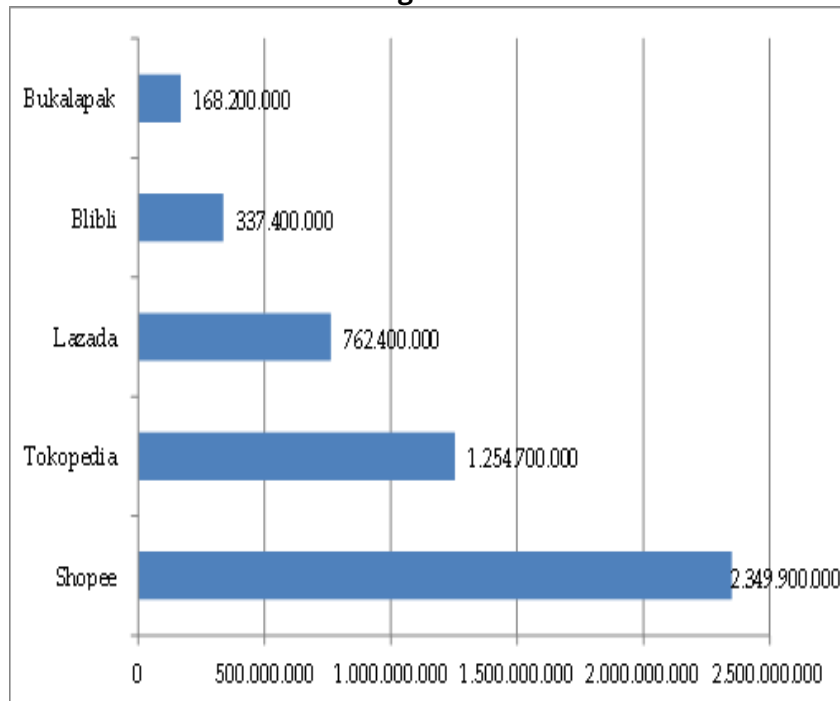
Online selling is nothing new in today's marketing system. Many people have been shopping online since they became familiar with the internet, so after the pandemic ended, people are already too comfortable with shopping online. In buying and selling products, the most common transaction is social networks such as Shopee because this application makes it easy for sellers to have a web page that can be connected to share information and communicate between sellers and buyers. Live Streaming has become a new trend in online shopping and the high competition for product quality is something that must be considered by sellers. The purpose of this study is to determine and explain the effect of live streaming selling and product quality on repurchase interest in women's fashion at Shopee. This research uses quantitative methods. Collecting questionnaire data with a Likert scale and using SmartPLS (Partial Least Squares) software to analyse the data. The results showed that live streaming sales affect repurchase intention and product quality does not affect repurchase intention in fashion products at Shopee.

INTRODUCTION

Fashion in Indonesia is a rapidly growing sector. Businesses in the fashion industry fashion industry need to update their effective advertising and promotion methods to increase sales through online sites and encourage consumers to shop online. Innovations and changes in fashion trends occur every year, and the competition in the fashion market is getting fiercer. Therefore, selling fashion products online is not an easy thing for beginners who are just starting out in online marketing. Moreover, online selling is not a new thing in today's marketing system. today. Since the internet became popular, many people have been using online shopping. So, after the pandemic ended, people have become too comfortable with with online shopping. However, photo and video promotion of products may be less popular nowadays Live streaming is a new online site-based shopping method that uses streaming capabilities to facilitate online shopping. that uses streaming capabilities to facilitate interactive

and informative online shopping, that is interactive and informative. According to Lo et al (2022), live streaming provides unprecedented real-time interaction between sellers and consumers, facilitating data collection and effectively reduce perceived distance (Lo et al., 2022). By using Live streaming, sales representatives can provide focussed services to customers and answer customers' questions through a comment screen. and answer customer questions through the comment screen. This can have a directly on customer purchases (Zhou et al., 2019). The high level of competition in the field of online fashion requires business owners to pay attention to the quality of the products they sell. pay attention to the quality of the products they sell. It is important for business owners to keep up to date with the latest fashion trends, including materials, designs, and colours. colours. These new trends can attract consumers' attention and encourage them to buy certain fashion products. to buy certain fashion products. Fashion products that resonate with consumers' personalities also play an important role in maintaining repeat purchases from consumers in the fashion industry. Retaining customers who are interested in buying again is one of the challenges in online business. According to Ridwan et al (2020), liking something that encourages someone to pay for it in cash or in other ways is known as repurchase interest. pay for it in cash or in other ways is known as repurchase intention. (Ridwan et al., 2020). The experience experienced by a consumer when buying an item affects the decisions made by other consumers when buying the same item. other consumers when buying the same item. Therefore, sellers must have the ability to create products that meet the wants and needs of customers. customers. The most popular e-commerce applications in Indonesia are as follows:

Figure 1 E-Commerce With The Highest Number Of Visitors In Indonesia



Sumber: (Ahdiat, 2024)

In buying and selling products, the most common transaction is social networks such as Shopee because this application makes it easy for sellers to have a web page that can be connected to share information and communicate between sellers and buyers. Based on Figure 1, Shopee is ranked 1st with a total of 2,349,900,000 visitors. Shopee is an online marketplace application that allows making transactions (buying/selling) quickly and easily via mobile phones. The products offered by Shopee are of various kinds ranging from fashion to daily consumer

needs. Based on previous research by Chan and Asni (2022), live streaming is proven to have an influence on purchase intention (Chan & Asni, 2022). Supported by research by Rahmawaty et al (2023) states that live streaming is proven to have an influence on repurchase intention (Rahmawaty et al., 2023). Vito Rizaldi Yuda Sputra's research (2023) revealed that product quality is proven to have a significant influence on repurchase interest (Vito Rizaldi Yuda Sputra, 2023). The results of research from Fakri and Indra Astuti (2023) also show that there is a direct influence on repeat purchase intention (Fakri & Indra Astuti, 2023). Supported by research from Betari et al (2022), they stated that there is an effect of product quality on purchase intention (Betari et al., 2022). However, researchers found differences in the results of Putra et al (2023), the research shows that live broadcast has no significant effect on purchase intention (Adam Pratama Yudya Putra et al., 2023). From the differences in the results of previous studies, researchers are interested in examining the effect of live streaming and product quality on repurchase intention. The uniqueness of this study is the latest and updated research on Shopee e-commerce.

LITERATURE REVIEW

Live streaming is a real-time video and audio broadcast of an event over the Internet (Chen & Lin, 2018). As the focus of viewing shifted from television to mobile platforms, promotional activities with live streaming activities began to grow (Abdillah, 2022). Live streaming refers to the efforts of sellers to inform, communicate, promote, market their products and services over the Internet (Wahyuningrum, 2018). According to Natasya and Setyawan (2022), Live streaming is the process of creating and maintaining relationships with customers through online activities that enable the exchange of goods, services, and ideas that meet the goals of both parties (Natasya & Setyawan, 2022). Indicators of live streaming selling are interaction, real-time, and promotional tools (Safira & Novie, 2024). Interaction, namely live streaming as a means of two-way communication between sellers and buyers so that buyers can get clearer information about products. Real-time uses the live chat feature, so that potential buyers can ask questions and sellers can answer them during the broadcast. Promotional tools used as promotional media, namely sellers who carry out promotions such as through discounts. A product's ability to perform its functions, such as durability, reliability, and accuracy, is known as product quality. Sellers must continuously improve the quality of their products because high-quality products can make customers feel satisfied, which in turn will encourage them to buy the product again. (Kotler & Armstrong, 2016). Product quality is a factor that can persuade consumers to buy products (Dreyfus et al., 2022). Ensuring product quality has a very positive impact on customers (Psarommatis et al., 2020). The indicators of product quality in this study are form, reliability, convenience, and design. Form is the ability of a product's appearance to fulfil the functional aspects that consumers consider. Reliability is the ability of a product to function over a period of time. Ease is the ease of product quality according to the standards given. Design is a product with beauty that is presented to consumers. Repurchase interest is described as a consumer attitude that occurs in response to an object that shows consumer encouragement to make repeat purchases (Nainggolan, 2018). According to Ridwan et al (2020), repurchase interest is a happy attitude towards a product, encouraging individuals to get it by paying cash or other means (Ridwan et al., 2020). Repurchase interest has indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest (Purbohastuti & Hidayah, 2020). Transactional interest is a person's interest in transacting to obtain a product. Referential interest is a person's interest in recommending an item / product to others. Furthermore, preferential interest is a person's interest in buying an item that he has consumed as the only choice that can only be replaced if something happens to his favourite product, and exploratory interest is a person's interest in always digging up information about the product he likes and looking for information that supports its positive features.

METHODS

The method in this study uses quantitative research methods. This research is a quantitative explanation type, which is a research method that describes the location of the variables studied and the influence between one variable and another. and the influence between one variable and another. According to Sugiyono (2013), quantitative data research methods are based on positivism, or 'concrete data'. The research results contain numbers that are measured by statistics as a computational test tool and then associated with the problem under study to draw conclusions (Sugiyono, 2013). Researchers collected data in this study through a questionnaire survey. The nature and source of data in this study are primary data in the form of responses from respondents who are interested in making repeat purchases through the Shopee application via Google Form. Survey is a data collection technique in which the researcher provides a list of written statements or questions to respondents (Kartono & Halilah, 2018).

Researchers used a purposive sampling method to determine the sample in this study, namely setting certain criteria and taking samples from the population. The requirements for respondents to become members are a woman aged 21 to 45 years who has shopped for fashion products or is interested in repurchasing live streaming through the Shopee application in Jakarta.

To assess respondents' opinions in this study using a Likert scale, which measures respondents' responses in five points. The sample in the study used Hair's formula, a calculation based on the total indicators multiplied by 5 to 10. So, the sample in this study was at least 55 respondents (11 indicators multiplied by 5) and at most 110 respondents (11 indicators multiplied by 10).

SmartPLS SEM (Partial Least Squares-Structural Equation Modeling) software is used to process data in this study. SmartPLS also has the ability to perform analyses for testing and showing the relationship between variables. The analysis was conducted through several steps. Firstly, respondent data was presented, including gender, age, and type of employment. Then data validity and reliability testing is used to test the research instrument and the relevance of respondents' responses (Heryanto et al., 2023). Furthermore, the strength of the model is tested with the r square test, hypothesis, and discussion of research results.

Validity Test

The focus of measuring the outer model is to determine how well the indicators can reflect the variables. For the validity test, Convergent Validity is used with an outer loadings value greater than 0.7.

Reliability Test

Composite reliability, Cronbach's Alpha, and Discriminant Validity are the reliability testing tools used. The reliability test was carried out using composite reliability and Cronbach alpha. According to Ghozali & Laten (2018) the indicators used are reliable if the resulting composite reliability and Cronchbach alpha values are above 0.7. Meanwhile, discriminant validity is seen with an AVE value greater than 0.5 (Ghozali & Laten 2015, 2018).

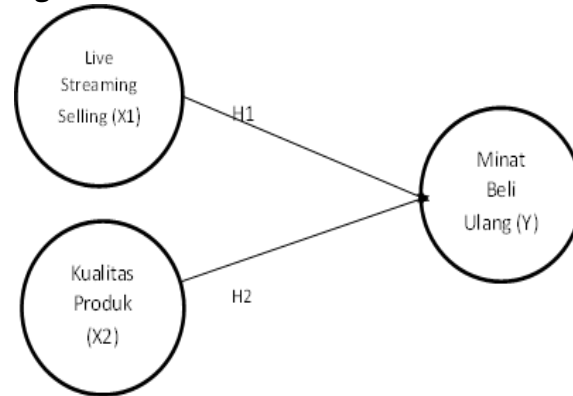
Inner Model Test

To determine the extent to which the relationship between latent variables is based on substantive theory, it is recommended to conduct an inner model test. The R Square value for endogenous variables in this study is used to explain the predictive power of the proposed model. The R Square value for endogenous variables is categorised as strong if it is more than 0.67, moderate if it is more than 0.33 but less than 0.67, and weak if it is more than 0.19 but less than 0.33. The judgement is based on the R Square value.

Hypothesis Testing

The evaluation continued with bootstrapping to evaluate the path value. Testing is done with a t-test and a p-value of 0.05 (5% alpha) then it is concluded to be significant and vice versa.

Figure 2 Illustration Of The Research Model



Source: researcher data (2024)

Test the first hypothesis (h1):

Ho: no effect between x1 on y ha: there is an influence between x1 on y

Test the second hypothesis (h2):

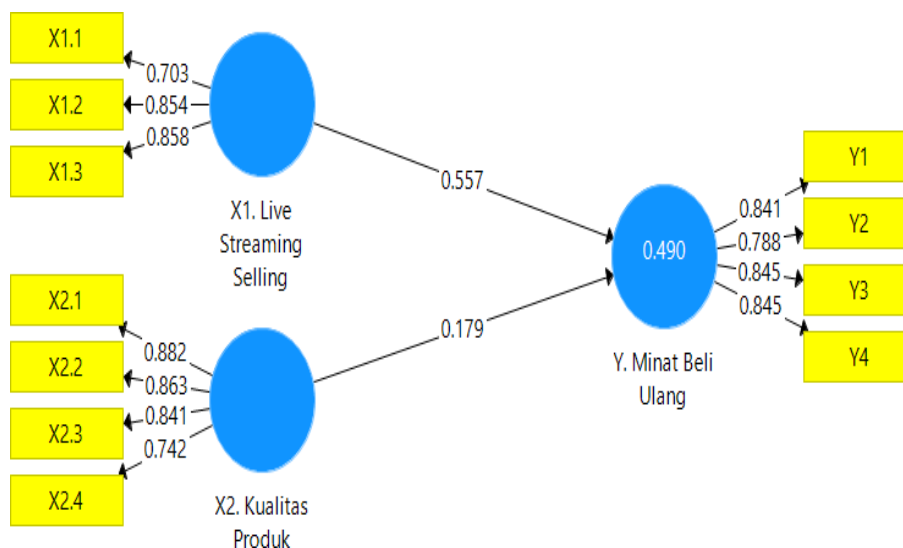
Ho: no effect between x2 on y

Ha: there is an influence between x2 on y

RESULTS

The results of research tests with PLS (Partial Least Square) show the results of validity, reliability, inner model, and research hypothesis testing. Validity and reliability, in the form of outer loading test results, Cronbach alpha, composite reliability, discriminant validity, and Average Variance Extracted (AVE). Inner Model in the form of R-Square results. Test the research hypothesis using the T-Statistic and P-Value Test.

Figure 3 Path Coefficient



Source: SmartPLS Data Processing Results (2024)

Figure 3 is the path coefficient from the results of data processing with SmartPLS 3.2.9 (Partial Least Square) which shows that Live Streaming Selling (X1) contributes a value of 0.557 units in encouraging Repurchase Interest (Y) and Product Quality (X2) contributes a value of 0.179 in encouraging Repurchase Interest (Y).

Outer Loading Results

Table 1 Outer Loadings Results

	X1. Live Streaming Selling	X2. Kualitas Produk	Y. Minat Beli Ulang
X1.1	0,703		
X1.2	0,854		
X1.3	0,858		
X2.1		0,882	
X2.2		0,863	
X2.3		0,841	
X2.4		0,742	
Y1			0,841
Y2			0,788
Y3			0,845
Y4			0,845

Table 1 is the Outer Loading value of each indicator. The table shows that all indicators show a loading factor value of more than 0.7 so it can be concluded that the Outer loading of Live Streaming Selling (X1), Product Quality (X2), and Repurchase Interest (Y) is in accordance with the rule of thumb.

Validity and Reliability Test Results

Table 2 Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1. Live Streaming Selling	0,731	0,750	0,849	0,653
X2. Kualitas Produk	0,853	0,866	0,901	0,696
Y. Minat Beli Ulang	0,851	0,861	0,899	0,690

Inner Model Test Results

Table 3 Inner Model Test Results

	X1. Live Streaming Selling	X2. Kualitas Produk	Y. Minat Beli Ulang
X1. Live Streaming Selling			1,000
X2. Kualitas Produk			1,000
Y. Minat Beli Ulang			

Hypothesis Test Results

Table 4 Hypothesis testing results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1. Live Streaming Selling -> Y. Minat Beli Ulang	0,557	0,561	0,107	5,226	0,000
X2. Kualitas Produk -> Y. Minat Beli Ulang	0,179	0,183	0,127	1,411	0,159

DISCUSSION

H1 = Live streaming selling has an effect on repurchase intention Accepting the first hypothesis test H_a , which states that there is an influence between variable X1 on variable Y. T Statistics Live Streaming Selling $5.226 > 1.96$ T table value, P Value $0.000 < 0.05$ 5% significance level. These results indicate that (X) Live Streaming Selling has a positive effect on Repurchase Interest (Y). This indicates that the better the live broadcast interaction when displayed, it will increase the interest for customers to buy. For customers, live broadcast interaction cannot be separated from how the Host's delivery when promoting the products they sell is real and their focus is to prioritise Hosts who can bring out social quality during live streaming through good promos.

The results of this hypothesis test are in accordance with research from Chan and Asni (2022) and Rahmawaty et al (2023) that live streaming selling has the ability to influence repurchase intention (Chan & Asni, 2022) (Rahmawaty et al., 2023). H2 = Product quality has no effect on repurchase intention Rejecting the second hypothesis test H_a , which states that there is an influence between variable X2 on variable Y. T Statistic $1.411 < 1.96$ T value, P Value $0.159 > 0.05$ significance value of 5%. This shows that customers may not be interested in buying low quality products.

This is also because when the product reaches consumers, the quality of the product is not in accordance with what is broadcast on live streaming so that repeat purchases do not occur and many products from other companies offer similar product quality and generally respondents are more selective in choosing the product they buy. The results of this hypothesis are not in accordance with the research of Vito Rizaldi Sputra (2023) from and Betari et al (2022) which shows product quality is able to influence repurchase interest (Vito Rizaldi Yuda Sputra, 2023) (Betari et al., 2022). The results of this hypothesis are similar to research conducted by Kasman et al (2023) with results showing product quality has no significant effect on Lazada repurchase interest (Kasman et al., 2023) and Antonia's research (2022) which provides research results that product quality has a negative and insignificant effect on purchase intention in the Blibli marketplace (Antonia, 2022).

CONCLUSION AND SUGGESTION

Respondents from this study were 110 respondents with the criteria of female customers who have purchased products or are interested in repurchasing live streaming through the Shopee application in Jakarta. The conclusions of this study are based on the results of hypothesis testing conducted using SmartPLS as follows:

1. Live streaming selling has an effect on repurchase interest, if the streamer builds and maintains good relationships with customers in live streaming, customers have an interest in repurchasing Shopee products.
2. Product quality has no effect on repurchase interest, so shopee product quality still has to be improved in order to increase customer repurchase interest.

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