

The Influence of Prices and the Application of Shopee Live Features on Consumer Purchase Decisions on the Shopee Marketplace in Kediri City



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ABSTRACT: The quicker innovative improvement makes businesses develop, one of which is E-Commerce. Ecommerce makes it simpler for buyers to shop. Cost is one important variables in customer purchase decision. To attract the attention of buyers, e-commerce is progressively creating its features, one of which is the Live Streaming Shopping feature that gives the impression of real life to customers. This study points to test costs and Live Streaming Features on Shopee Customer Purchasing Decisions in Kediri City. Information collection was carried out through the distribution of questionnaires distributed to 110 Shopee customers in Kediri City with random sampling techniques and the analysis method used was multiple linear regression with the assistance of SPSS tools. The results of the study found that price features a significant impact on customer purchasing decisions, while Live Streaming does not have a significant effect on buyer purchasing decisions, but partially Cost and Live Streaming Shopping Together have a significant impact on consumer purchase decision.

KEYWORDS: Price, Live Streaming, Purchase Decision

I. INTRODUCTION

Today's modern business world has experienced many changes in various types of businesses, extending from little and medium ventures to large-scale ones. These new businesses result in an increase in productive economic ventures, The level of competition between companies is getting harder as the company progresses. Therefore, a trading business must check the condition and performance of its business in order to survive and develop. Along with the development of increasingly sophisticated technology, there are also growing business opportunities, one of which is the existence of online trading sites or can be known as e-commerce. E-commerce is a flexible business because it can be used, and connects sellers and buyers anywhere without knowing the limitations of distance and time, it is because of the e-commerce It is connected to the internet network (Nurul Hakim et al., 2020). Shopee, a Singaporean startup that entered Indonesia since December 2015. Shopee is also an online store that sells various items such as cameras, sports equipment, household appliances, cosmetics, beauty tools, clothing, and vitamins, food, and drinks. In addition, Shopee is available in the form of mobile phones, which makes it easier for buyers to make purchases via mobile phones. In addition, Shopee makes it easier for sellers by facilitating secure payments for customers. To attract consumers in marketing, It is necessary to have an analysis of the factors that influence purchasing decisions, describing purchasing decisions as a problem-solving process carried out by a person to select the most appropriate behavior from two or more behavioral alternatives and considered as Actions (Rozi,t.t, 2021). Price is one of the important factors in making consumer purchasing decisions if the price of a product is affordable, competitive, in accordance with the quality and benefits offered. So it can be concluded that if pricing is getting better, it can improve purchasing decisions. Shopee continues to improve its features to become more modern and spoil clients. One of Shopee's innovative features is Shopee Live, which allows Sellers to make sessions streaming and promote stores and products directly to customers with locks in and informative content approximately product descriptions, details, specifications, and prices. Sellers can also display products sold on the Shopee online store regularly. In this study Features live streaming And price is used by the researcher as the independent variable, and purchasing decision is used as the dependent variable. Researchers are interested in the problem of " The Influence Of Prices And The Application Of Shopee Live Features On Consumer Purchase Decisions On The Shoppe Marketplace In Kediri City". Research has a very important urgency in the development of science. Research can provide new information that is useful for entrepreneurs / companies to attract consumer buying interest.

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II. LITERATURE REVIEW AND HYPOTHESIS

E-Commerce

E-commerce comes from two syllables, namely electronics and commerce. In short, electronics means the science of electronics, electronic devices, or we can say that things related to the world of electronics and technology and commerce are commerce or commerce (Purwati Sinulingga et al., t.t.).

E-commerce is the conveyance, sale, promotion and purchase of products or services using electronic means such as Computer systems, tv, websites and other web systems (Bernadeth et al., 2021).

Price

Cost is the amount of value that customers trade for the benefits of those who claim or use a product or service whose

Value is decided by the buyer and seller through bartering, or decided by the seller for the same cost to the buyer (Yoellian et al., 2020). Price also has a very important role in influencing the decision to purchase a product. (Endang et al., 2023).

Live Streaming

Live streaming is a real-time audio and video broadcast of a program via the internet which gives the audience the feeling that they are watching the event live (Miftahul, 2023).

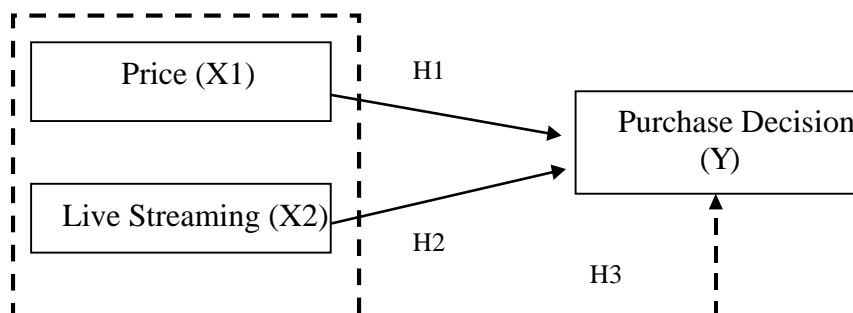
Users are an important component in the development of live streaming platforms because they are an important tool for promotion and conversion as a purchasing option (Primadewi et al., 2022)..

Purchase Decisions

Purchasing choices are a person's purchasing behavior in deciding a item choice to realize satisfaction according to needs

and wants (Erlyna et al., 2020). Purchasing decisions are a step for customers to make a final decision, namely buying or not buying (Lidiawan & Laely, 2022).

Conceptual Research and Hypothesis



III. METHODS

Types of research

This research uses a quantitative approach. Quantitative research methods are research that uses statistical data processing tools, so that the information obtained and the results obtained are in the form of numbers. Quantitative research places a lot of emphasis on objective results, whereas by distributing questionnaires it is possible to obtain information objectively and test it through a process of validity and reliability (Sidik, 2021). This quantitative study points to find out how influence price and live shopping features have on decisions. Consumer purchases on the Shopee online shopping application in the city of Kediri.

Location and Research Period

The questionnaire was distributed to various social media via the Google Form application. The research period was Carried out from the time this proposal was prepared in January 2024 to April 2024

Data source

Primary data is collected specifically from the information source. To get this information, analysts distributed surveys, or questionnaires. According to (Hafni Sahir t.t., 2022.) A survey, moreover called a questionnaire, may be a arrangement of question instruments arranged based on measuring instruments for investigate factors. Information collection using a survey is very effective, respondents as it were need to choose the answers that have been provided.

Secondary data is used by researchers to obtain information from journals, books, electronic media and other documents that Are not directly available.

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Operational definitions

Price is something that's given up and traded to get the products or services. (Nasution et al. 2020).

Live streaming is a real-time audio and video broadcast of a program over the internet that gives viewers the feeling that They are watching the event live. C.-C. Chen and Lin in thesis (Miftahul, 2023).

Purchasing decisions are described as a problem solving process carried out by someone to choose the most appropriate behavior from two or more alternative behaviors and are considered as actions. (Subkhan and Eva Fikria STIE Widya Wiwaha, 2022).

Data analysis method

If the research uses Multiple Linear Regression, one of the statistical requirements that must be met is the classical Assumption test.:

1. Normality Test

The normality test points to decide whether confounding or residual factors within the regression model have a normal conveyance. , in this study, the normality test was combined with statistical tests with a significance level of 0.05. The Kolmogorov-Smirnov test was used to perform both tests. According to the multicollinearity test, it points to decide whether the regression model shows a correlation between independent variables.

2. Multicollinearity Test

According to the multicollinearity test, it points to decide whether the regression model shows a relationship between independent variables. . The most common cut-off value used to indicate the presence of multicollinearity could be a tolerance of less than 0.10 or rise to to a VIF of more than 10 (Effiyaldi,2022.)

3. Heteroscedasticity Test

The heteroscedasticity test is to see whether there's an imbalance of variance from one residual to another observation. In case the variance from the residual from one observation to another is constant, it is called homoscedasticity, and if the variance from the residual from one observation to another is different, it is called heteroscedasticity (Setiawati, 2021).

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Characteristics

The characteristics of respondent are Shopee users in Kediri City who have made purchases using the Shopee application and have made transactions via the Live Shopping feature. From distributing the questionnaire, the researcher obtained 127 respondent data and after carrying out the analysis there were 110 respondent data that met the sample criteria. Following are the characteristics:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	86	78.2		78.2
≤ 25	11	10.0	78.2	88.2
≥ 36	13	11.8	10.0	100.0
26-35	13	11.8	11.8	
Total	110	100.0	100.0	

the majority of respondents were under 25 years old at 78.2%, then 26-35 years old at 11.8% and under 36 years old at 10%. Based on gender:

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Male	40	36.4	36.4	36.4
Female	70	63.6	63.6	100.0
Total	110	100.0	100.0	

Source: (Primary Data obtained by researchers in 2024) the majority of respondents were 63.6% female and 36.4% male.

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Descriptive Analysis of Respondents' Answers

Based on the results on the influence of price (X1) and live streaming features (X2) on consumer purchasing decisions (Y) on the Shopee marketplace. Based on the results of multiple linear regression testing using SPSS for Windows version 23.0 obtained the following results:

Coefficient

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	6.401	1.335		4.795	.000
	Price	.526	.084	.536	6.233	.000
	Livestreaming	.133	.080	.143	1.664	.099

a. Dependent Variable: Consumer Purchase Decisions

The results show that price has significant influence on the purchasing decisions of Shopee consumers in Kediri City. This is proven by statistical testing in the linear regression test which was carried out and obtained a significant value $(0.05) > 0.00$ and a T table value $(1.982) < T$ count (6.233) . The results of this research show that the Live Streaming feature does not have significantly effect for Shopee Consumer Purchasing Decisions in Kediri City. This is proven by the results of statistical tests in the linear regression test value : Sig $(0.05) < (0.99)$ and a T table value $(1.982) > T$ count (1.664) .

Based on data processed using SPSS23, the following results were obtained:

Table Test Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615a	.378	.366	1.369

a. Predictors: (Constant), Livestreaming, Harga

Source: (Primary Data processed by researchers in 2024)

Based on result, it can be concluded that the value in the Adjusted R Square is 0.366, it means that the influence of Price (X1) and Live Streaming (X2) on Consumer Purchasing Decisions (Y) Shoppe in Kediri City is 36.6% and is in the Moderate category. The results of the analysis above can be interpreted that respondents assume that if the price and *features of Live Streaming* are combined such as discounts on Live streaming, it affects consumer purchasing decisions. This means that Price and *Live Streaming Shopping* Together both affect the Purchasing Decisions of Shopee Consumers in Kediri City

CONCLUSIONS

Based on the results for the research of The Influence Of Prices And The Application Of Shopee Live Features On Consumer Purchase Decisions On The Shoppe Marketplace In Kediri City through the distribution of questionnaires, conclusions can be obtained:

1. Price has a significant impact on Shopee Consumer Purchasing Decisions in Kediri City, can be interpreted that respondents consider the prices offered on the Shopee marketplace to be considered affordable and in accordance with the products offered, according to consumer assumptions, according to the quality and benefits received by consumers and respondents consider that the prices offered on the Shopee Marketplace are able to compete with prices on other marketplaces
2. Live Streaming Shopping does not have a significant impact on Shopee Consumer Purchasing Decisions in Kediri City, can be interpreted that respondents consider Live streaming on the Shopee marketplace less helpful for buyers to get information about products, Live streaming on the Shopee marketplace does not provide a real sense of interaction for consumers in shopping, Live streaming on the Shopee marketplace does not provide offers and discounts
3. However, if Price and Live Streaming Shopping are combined, they have a significant impact together on the Purchasing

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Decisions of Shopee Consumers in Kediri City. The results of the analysis above can be interpreted that respondents assume that if the price and features of Live Streaming are combined such as discounts on Live streaming, it affects consumer purchasing decisions

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