FACTORS INFLUENCING PRODUCT PURCHASE INTENTION IN TIKTOK LIVE STREAMING SHOPPING

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Abstract: Live streaming shopping allows customers to get the correct product information to get their attention and ultimately increase online purchase interest. As one of the new and emerging e-commerce in Indonesia, TikTok Shop provides a new way to approach potential markets to its coverage and boost their sales through this unique marketing stream. The primary data was gathered by conducting an interview with ten people and distributing the questionnaire to 170 respondents. Findings show that price awareness and perceived credibility have a positive effect on perceived attractiveness, while interactivity has a positive effect on argument quality. In addition, price awareness, perceived credibility, attractiveness, interactivity, and argument quality positively affect attitudes towards the product. Furthermore, interactivity has the most substantial effect among other variables in the relationship. Finally, attitude towards products has a positive effect on purchase intention.

Keywords: Live Streaming, Purchase Intention, Elaboration Likelihood Model (ELM)

Introduction

The rapid internet development has created an avenue for customers to share and seek product information from other customers (Ali, Hussin, and Dahlan, 2020). People nowadays get used to doing everything mobile. They just have to click from the application on their smartphones. They are checking the earliest news, ordering taxis, and even shopping. That is also because of the large number of internet users in Indonesia. Recorded to the survey conducted by APJII in 2020, internet users in Indonesia have grown by 73.7% over the population.

The evolving internet innovation has transformed online selling activity to be more reachable and efficient through e-commerce. According to Wong (2006), E-commerce is all the activities including buying, selling, and marketing the products or services through an online electronic system like radio, computer, or Internet. Even today, e-commerce technology has real-time fusion shopping in its ecosystem. The live streaming feature is believed to boost marketing campaigns and e-commerce economies (Sun et al., 2019). Live streaming lets customers get the correct product information to get their attention and ultimately increase online purchase interest.
interest. Live streaming has its advantages when compared to other online shopping strategies. First, it is difficult for customers to rely on information derived from static images on traditional e-commerce websites (Xu, Yan, and Zhang, 2019). Second, live streaming can provide images, sound, and motion to convey product information (Wongkitrungrueng and Assarut, 2020). Local and international e-commerce compete to adopt this feature on their respective platforms. For example, in 2021, TikTok penetrated the Indonesian market with its live streaming and short video-based e-commerce TikTok Shop.

TikTok has become one of the fastest-growing short video platforms in the world (Kaye, Chen, and Zeng, 2021). Short-form video usually starts with 15 seconds to 1 minute and can be uploaded or shared with mutual. The short video lets users easily capture memorable moments (Zhang, Wu, and Liu, 2019). According to research done by L. Ceci (2022) TikTok's daily active user in Indonesia has become number two globally after the United States. The data shows that there are more than 22 million Indonesian users. It shows how popular TikTok between all Indonesian citizens. One of the reasons TikTok users in Indonesia are rising is because the platform itself a new way to interact with followers, and they can get easily viral quickly Internet.

There is a lot of opportunity in Indonesia’s TikTok market because of that high daily active users. The development of TikTok in Indonesia and the large number of users have made TikTok adopt TikTok Shop to the Indonesian market. There are two main selling activities: live streaming short video. Livestreaming is a feature where a creator can record video in a real time real-time session and be viewed by others and potential followers can also interact in live streaming with comments sections and give reaction to react way can create an active interaction between the host and the viewers.

In TikTok livestreaming session (TikTok LIVE), viewers, in this case, is potential customer could ask instantly the host for the details of the products in comment section. If they do not want to proceed the order, they could put the product to the cart and check out later. In practice, many exclusive promotions can be provided by TikTok and sellers on Live. This keeps people interested in staying longer while watching the video or session. Therefore, there is also present a more passive selling activity in TikTok, the activity is making such a short video to be uploaded in the account. It can be product knowledge, promotion, giveaway or a live streaming announcement. Along with the live streaming and short video feature, there is another affiliate marketing feature that targets micro-influencer to help promote selected brands. This feature enable seller to join collaboration with the requested content creator (influencer). The influencer then starts to sell the product via their own live streaming and making short video plplatforms promote the product. With the right influencer, it can affect the customer's engagement towards the product or even the brand itself.

A previous study that covers livestreaming feature is done by Caet et al., (2018) to see the relationship of motivation towards the behavioral objective of the viewers in the live streaming session. The results are shown that the objective of viewers to watch live streaming is related with sustainability of personal examination, this means a power to replace a censor presence without having to touch the product (Cai et al., 2018). It is also important to an e-commerce to start using live streaming to increase a censor attribute and enlarge product information to the customer (Cai and Wohn, 2019). Live streaming phenomenon is also delivering an experience to the product that need fit size and product quality detail compared to the traditional e-commerce where customer perceive high uncertainty. Uncertainty happens because people
might wonder if they look good to wear specific dress or clothes or they might be unsure about the trustworthiness of a seller. On the other side, live streaming e-commerce could remove this uncertainty by providing information that relevant.

Host plays an important role in the live streaming (Lu and Chen, 2021). Host attractiveness and how they communicate to the seller are believed to be the internal factors to impact the attitude of the customer. Host also develop interactivity to convey the customer to watch longer and stay until the end of the session (Hou et al., 2020). Interactivity and presence are system features that should be considered as they enable smooth and effective way of communication (Liu, Bao and Zheng, 2019). In addition, the sale might occur allegedly because the customer received information from what was conveyed by the host when interacting, such as the quality of the material, size number, or recommendations made by the host.

Practically, live shopping behavior routes into two ways of different customer (Cai et al., 2018). The first type is the one that constructs their decision toward the product quality and argumentation in using the product, whereas others purchase created by the influence of the host appearance itself. In becoming live streaming seller, it is important to know which type of customer that they would encounter. This research is aimed to identify the relationship of the six determinants, which are perceived credibility, price awareness, perceived attractiveness, argument quality, interactivity, and attitude toward product on purchase intention in TikTok Shop.

**Literature Review**

This chapter will explain the concept of Interactivity, Perceived Credibility, Perceived Attractiveness, Argument Quality, Livestreaming Shopping Attitude Towards Product, Price Awareness, and Purchase Intention.

**Interactivity**

Interactivity means to the customer's subjective definition of high-quality interaction between the seller. It also refers to how people interact in a real-time (Steure, 1993). Interactivity is a key element of one effective online communication (Davison, Ou and Martinsons, 2013)

Previous study shows that interactivity has three components: (1) control, or parties that being charged with the process of information change that has active control, (2) two-way, or the communication differs to reciprocal way, (3) synchronicity, means the parties have degree in which they are synchronous in communicate (Liu and Shrum, 2002). In e-commerce, interactivity places a critical role in building a high-quality connection between the seller and the customer (Davison, Ou and Martinsons, 2013).

**Perceived Credibility**

The source of credibility model was created by Hovland and Weiss in 1951. The degree to which the receiver believes the source has the necessary expertise and/or experience to offer impartial information is referred to as credibility (Belch and Belch, 2013). Source Credibility refers to a communicator's favorable characteristics that influence the receiver's acceptance of the message (Ohanian, 1990). This source's credibility and persuasiveness are determined by two factors: knowledge and dependability (Hovland & Weiss, 1953; Belch and Belch, 2013).

Internalization occurs when a receiver accepts the viewpoint of a reputable communicator because they feel the source's information is true (Belch & Belch, 2013).
Perceived Attractiveness

Perceived of Attractiveness is seen as an element of the source valance model (Siegel et al., 1986). According to Ohanian (1990), attractiveness refers to how sophisticated, gorgeous, elegant, and sensual the source is. Attractiveness source motivates consumers to purchase things (Riggio and Friedman, 1986). Persuasion occurs when the source of beauty motivates the receiver to desire some form of connection with the source, and the recipient adopts comparable ideas, attitudes, preferences, or behavior (Belch and Belch, 2013). Familiarity, likeability, and likeness are all factors that contribute to attraction (Belch and Belch, 2013).

Argument Quality

Argument quality is defined as a piece of information that is crucial to establishing the true genuine merits of the position taken (Petty et al., 2001). It also could define as the power of persuasive argumentation (Eagly and Chaiken, 2007). By definition, argument quality means the ability of someone to persuade and convince. In the live streaming context, the one that communicates to the customer is the host. Strong argument quality with a high trustworthiness personality could give a greater impact to the customer (Chu and Kamal, 2008).

Livestreaming Shopping Attitude Towards Product

Attitude in psychological definition refers to a mental and emotional entity which rely to a person (Muchison, 1935). Attitude is a belief system established with the use of information processing techniques (Fishbein and Ajzen, 1975). It could be formed from a person’s past and present. However, attitude happens to be stronger prediction rather than normative effect (Ryan and Bonfield, 1980). In the live-streaming shopping, attitude toward the product is believe come from two motivation: (1) utilitarian motivation, that means the person seek for the product because of its functionality, instrumental, and practical for the needs, (2) Hedonic motivation, it differs when someone face a subjective and emotionally satisfying experience related to the shopping activity (Cai et al., 2018).

Price Awareness

In general, price refers to the value of items purchased with money or the amount of money worth exchanging for a given product or service (Kotler and Armstrong, 2016). According to Stanton (1997), there are four pricing indicators: price competitiveness, affordability, price to quality, and price to benefit. Each indicator's definition provides a unique perspective on the degree of pricing (Stanton, 1997). Price awareness can also be described as a consumer's reluctance to pay for a supermarket item with distinguishing qualities if the price difference is not worth enough in comparison to the difference or if the price difference is too high (Batra and Sinha, 2000). Consumers in various countries and product brands may have varying levels of price sensitivity.

Purchase Intention

Kotler & Keller (2008) defined purchase intention to something that arises after receiving a stimulus from the product he sees, from there an interest arises to try the product until the desire to buy it arises in order to have it. Meanwhile, according to Assael (2001), buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making purchases. Thamrin (2003) states that purchase intention is part of the component of consumer behavior in consuming attitudes, the tendency of consumers to act before deciding to buy.
Elaboration Likelihood Model

Elaboration likelihood model (ELM) is a persuasive communication model that was first developed by Richard E. Petty and John T. Cacioppo in 1986. In the ELM model, the underlying assumption is that each person will process the message conveyed to him in a different way (Petty and Cacioppo, 1986). ELM predicts how and when individuals will be affected or not affected by the intent and content of the messages given to them (Littlejohn & Foss, 2008). When someone gets a message, ELM will model how the characteristics of the message will affect the formation of his attitude and then how he behaves (Ho and Bodoff, 2014). In one situation, people judge a message deeply, carefully and with critical thinking, but in other situations, they take the message quickly without considering the arguments underlying the message. (Griffin, 2006).

![Elaboration Likelihood Model](image)

Figure 1: Elaboration Likelihood Model (Petty and Cacioppo, 1986)

Research Design

Conceptual Framework

In this research, Elaboration Likelihood Model (ELM) will be the basis for the author to assess and examine the variables that will be used to determine the effect on purchase intention in the live streaming session. Price awareness, perceived popularity and perceived attractiveness is were added to be the peripheral route of customer receiving message and affecting their attitude towards the product. In other side, the central route would be only interactivity and argument quality. Then the writer assumed there is a relationship between perceived attractiveness and argument quality towards the attitude of the customer. Meanwhile, according to relevant research and previous study, attitude towards the product also added to predict purchase intention.
Research Hypothesis

H1: Perceived Credibility has a significant positive influence on perceived attractiveness towards purchase intention.

H2: Price awareness towards product has a significant positive influence on perceived attractiveness towards purchase intention.

H3: Interactivity has a significant positive influence on building a comprehensive argument quality towards live streaming shopping.

H4: Perceived Attractiveness has a significant positive influence on live streaming shopping attitude towards product purchase intention.

H5: Argument Quality has a significant positive influence on live streaming shopping attitude towards product purchase intention.

H6: Live streaming attitude towards product has significant positive towards purchase intention

Research Methodology

In this study, the author will identify the influence and relationship between interactivity and argument quality on fashion products in live streaming shopping. Simultaneously, this relationship can help identify other variables which are also assumed to have an effect on buying interest in fashion products, live streaming shopping, subjective norms, perceived behavioral control, live streaming attitude, and price awareness. In collecting and analyzing data in this research, the authors use a combined method (qualitatively and quantitatively) to find out their views on the topics discussed in this research.

The author uses a survey to collect the required data from the respondents through a closed ended questionnaire. The questionnaire used is only intended for people who have used live streaming at least once for shopping. The survey method aims to collect information and it is done by asking respondents (Malhotra, 2010). The population of this study is the number of TikTok users in Indonesia. The total number of TikTok users in Indonesia has reached 22 million users with various distributions. The authors use non-probability sampling in this
research. Purposive sampling was done because the authors used measurements and judgments that not all respondents could answer. According to Hair (2010), if the sample size is too large, for example 400, then the method becomes very sensitive, so it is difficult to get a good goodness of fit measure. So it is suggested that the minimum sample size is 5-10 observations for each parameter estimated. This research has 33 question indicators. Then the number of samples that will be needed is 33 x 5 = 165 respondents. After collecting data from the questionnaire that has been distributed, the authors collect the results in Microsoft Excel which will later be transferred to smartPLS to process and develop this research. The analysis carried out is reliability test, validity test, multi regression analysis, and path analysis.

Results and Discussions

Qualitative Result
Based on the overall results of the preliminary research conducted through the interview method, the authors found that there are 6 factors that influence consumer buying interest and deserve to be analyzed, these factors are price awareness, perceived credibility, perceived attractiveness, interaction, argument quality and attitude towards the product.

Quantitative Result
The total sample obtained and tested was 170 people aged 21-30 years and had experience buying through live streaming TikTok Shop.

Validity and Reliability Analysis
Validity test is conducted in order to determine the validity of constructed statement and question used in the questionnaire. While for the indicators for each variable are developed according to previous research. The validity test in this study is performed by factor analysis. The indicator is stated as valid when the value of factor loading should be more than 0.5, Kaiser-Meyer-Olkin (KMO) above 0.5 and the Bartlett’s Test value must be less than 0.05. As for the calculation of validity test for the research can be seen in the table below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>KMO</th>
<th>Bartlett’s Test</th>
<th>Factor Loading</th>
<th>Extracted Variance %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Awareness</td>
<td>PCA 1</td>
<td>0.778</td>
<td>0.000</td>
<td>0.737</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PCA 2</td>
<td></td>
<td></td>
<td>0.732</td>
<td></td>
</tr>
<tr>
<td>Perceived Credibility</td>
<td>PC 1</td>
<td></td>
<td></td>
<td>0.621</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 2</td>
<td></td>
<td></td>
<td>0.691</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC 3</td>
<td></td>
<td></td>
<td>0.808</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 1</td>
<td></td>
<td></td>
<td>0.722</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 2</td>
<td></td>
<td></td>
<td>0.789</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 3</td>
<td></td>
<td></td>
<td>0.817</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 4</td>
<td></td>
<td></td>
<td>0.798</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 5</td>
<td></td>
<td></td>
<td>0.813</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA 6</td>
<td></td>
<td></td>
<td>0.790</td>
<td></td>
</tr>
<tr>
<td>Price Awareness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>66.839%</td>
</tr>
<tr>
<td>Interactivity</td>
<td>IV 1</td>
<td></td>
<td></td>
<td>0.743</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IV 2</td>
<td></td>
<td></td>
<td>0.778</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IV 3</td>
<td></td>
<td></td>
<td>0.604</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IV 4</td>
<td></td>
<td></td>
<td>0.665</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IV 5</td>
<td></td>
<td></td>
<td>0.761</td>
<td></td>
</tr>
</tbody>
</table>
Reliability test is carried out to measure the consistency and stability of the question's answer at each valid questionnaire. Cronbach's Alpha is performed to test the reliability of the question's answer. The data considered as reliable if the Cronbach's Alpha value is above 0.6. For this research, the Cronbach's alpha value in each variable shows the number greater than 0.6. This represents the entire indicators are reliable. The result for reliability can be seen in the table below:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>N of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Awareness</td>
<td>0.809</td>
<td>2</td>
</tr>
<tr>
<td>Perceived Credibility</td>
<td>0.606</td>
<td>3</td>
</tr>
<tr>
<td>Perceived Attractiveness</td>
<td>0.768</td>
<td>6</td>
</tr>
<tr>
<td>Interactivity</td>
<td>0.737</td>
<td>5</td>
</tr>
<tr>
<td>Argument Quality</td>
<td>0.744</td>
<td>5</td>
</tr>
<tr>
<td>Attitude toward product</td>
<td>0.765</td>
<td>7</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.752</td>
<td>4</td>
</tr>
</tbody>
</table>

**Table 2: Reliability Result**

Direct Influence between Variables
Multiple-regression is executed to find the relationship between variables as presented in the framework. Independent variables show significant influence or effect toward dependent variable when the significance is below 0.05. Individual significance is also considered to understand which independent variable individually influences the dependent. Also, the individual beta value represents which independent variable gives a stronger effect compared to the others. The Table 3 represents the summary of the result for the direct relationship regression:
Table 3: Multiple Regression Result Summary

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Independent Variable</th>
<th>ANOVA</th>
<th>Coefficient</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Attractiveness</td>
<td>Perceived Credibility</td>
<td>18.950 0.000</td>
<td>0.274 0.000</td>
<td>0.185</td>
</tr>
<tr>
<td></td>
<td>Price Awareness</td>
<td>28.3 0.000</td>
<td>0.283 0.000</td>
<td>0.259</td>
</tr>
<tr>
<td>Argument Quality</td>
<td>Interactivity</td>
<td>58.768 0.000</td>
<td>0.509 0.000</td>
<td>0.403</td>
</tr>
<tr>
<td></td>
<td>Perceived Credibility</td>
<td>0.176 0.007</td>
<td>0.176 0.000</td>
<td>0.200</td>
</tr>
<tr>
<td>Attitude Towards Product</td>
<td>Perceived Attractiveness</td>
<td>22.104 0.000</td>
<td>0.147 0.036</td>
<td>0.285</td>
</tr>
<tr>
<td></td>
<td>Interactivity</td>
<td>0.333 0.000</td>
<td>0.333 0.000</td>
<td>0.484</td>
</tr>
<tr>
<td></td>
<td>Argument Quality</td>
<td>0.171 0.020</td>
<td>0.171 0.000</td>
<td>0.200</td>
</tr>
<tr>
<td></td>
<td>Perceived Credibility</td>
<td>0.051 0.484</td>
<td>0.051 0.000</td>
<td>0.200</td>
</tr>
<tr>
<td></td>
<td>Price Awareness</td>
<td>0.094 0.200</td>
<td>0.094 0.000</td>
<td>0.200</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>Perceived Attractiveness</td>
<td>10.840 0.000</td>
<td>0.162 0.037</td>
<td>0.285</td>
</tr>
<tr>
<td></td>
<td>Interactivity</td>
<td>0.040 0.630</td>
<td>0.040 0.000</td>
<td>0.204</td>
</tr>
<tr>
<td></td>
<td>Argument Quality</td>
<td>0.103 0.204</td>
<td>0.103 0.000</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td>Attitude Towards Product</td>
<td>0.297 0.001</td>
<td>0.297 0.000</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Table 3 shows the results from multiple-regression performed based on the proposed conceptual framework. The four structures are adapted from research on similar themes around live streaming on different platforms. Zhaoxing et al., (2018) said that the source of attitude towards products in live streaming shopping comes from Perceived Attractiveness and Argument Quality. Perceived attractiveness can be measured through price awareness and perceived credibility. Perceived credibility is how popular and trustworthy a seller is in the eyes of buyers (Zhaoxing et al., 2018). Meanwhile, Price Awareness is believed to have an effect on buyer interest in live streaming sessions (Lu and Chen, 2021). Factors of Perceived Attractiveness can be adapted from the model created by Zhaoxing et al., (2018) when researching the topic of live streaming on the Taobao app.

Figure 3: Direct Relationships to Perceived Attractiveness (Structure 1)

The results of calculations on the structural model 1 show that two influencing factors have a significant impact on perceived attractiveness. Simultaneously these two factors affect 18.5% (R² value). The two factors, namely perceived credibility and price awareness, have a significant value of less than 0.05. This means that the perceived attractiveness obtained by buyers through watching live streaming sessions can be influenced by the credibility and prices offered by the seller. Even so, in assessing which variable has the greater influence, researchers can look at the two Beta values. That the Beta value of price awareness (Beta=0.283) is greater than perceived credibility (Beta=0.274). Buyers perceive price as more important than
credibility. Credibility can be measured through the buyer's perception of the smartness, honesty and popularity of a buyer or host. The price offered also affects whether the price is the lowest price or a small discount. So it can be concluded that when buyers feel trust in the seller or host and see prices that match their criteria, it will also have an impact on the interest of the entire live streaming session.

![Figure 4: Direct Relationships to Argument Quality (Structure 2)](image)

The structure model 2 describes the relationship between the independent variables of interactivity. This model was adapted from research by Zhaoxing et al., (2018), which found that the interaction made by the seller or the host to the buyer had an effect on the buyer's understanding of the quality of the product received. Based on the R-value and significant value, interactivity has a significant effect of 25.9% on argument quality.

![Figure 5: Direct Relationships to Attitude Toward Product (Structure 3)](image)

Based on the conceptual framework used, attitude towards product is predicted to have a direct relationship with perceived credibility, price awareness, perceived attractiveness, interactivity, and argument quality. The test results through the calculation of the significant value and R-value found that these factors have a significant effect of 40.3%. Overall, among these factors, the most influencing factors can be identified based on the B value in the order of largest to
smallest, namely interactivity (Beta = 0.333), perceived credibility (Beta = 0.176), argument quality (Beta = 0.171), price awareness (Beta=0.153) and perceived attractiveness (Beta=0.147). This can indicate that the buyer's attitude towards the product during the live streaming session is strongly influenced by the quality of the interaction between the seller or the host or the buyer. The interactions include how the seller communicates in two directions and whether the buyer understands the information and then responds reciprocally or not.

Based on the conceptual framework, purchase intention is believed to have an indirect and direct relationship with perceived credibility, price awareness, perceived attractiveness, interactivity, argument quality, and attitude towards the product. Based on the R-value, these factors have an influence of 28.5%. The influence of each factor can be known through understanding the Beta value. The factors that have the greatest influence in sequence are attitude towards product (Beta = 0.297), perceived attractiveness (Beta = 0.167), argument quality (0.103), price awareness (Beta = 0.094), perceived credibility (Beta = 0.051), and interactivity (Beta= 0.040). Each factor has a significant effect with a sig value less than 0.05 except for the interactivity factor (sig = 0.630). It can be concluded that the direct influence of the quality of interaction from the seller or host is not very significant on the buying interest of buyers. Buyers pay attention to the quality of the interaction and affect the argument quality and then attitude as an intervening variable that affects it.

**Intervening Variables**

In this study, the intervening variable is attitude toward product variable. Path analysis is performed to know the total influence of perceived attractiveness and argument quality towards purchase intention through attitude toward product as the intervening variables. The calculation is shown on Table 4.
Table 4: Path Analysis Result

<table>
<thead>
<tr>
<th>Intervening Variable</th>
<th>Dependent Variable</th>
<th>Independent Variable</th>
<th>Indirect P1</th>
<th>P2</th>
<th>Total P3</th>
<th>Direct</th>
<th>Total Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude Towards Product</td>
<td>Purchase Intention</td>
<td>Perceived Attractiveness</td>
<td>0.147</td>
<td>0.297</td>
<td>0.443</td>
<td>0.162</td>
<td>0.605</td>
</tr>
<tr>
<td>Attitude Towards Product</td>
<td>Purchase Intention</td>
<td>Argument Quality</td>
<td>0.171</td>
<td>0.297</td>
<td>0.467</td>
<td>0.103</td>
<td>0.570</td>
</tr>
</tbody>
</table>

The indirect effect is the sum of the beta value of the effect of perceived attractiveness on the attitude towards the product of 0.147 and the beta value of the influence of the attitude towards the product on the purchase intention of 0.297 so that the total indirect effect of 0.443 is obtained. While the direct effect of perceived attractiveness on purchase intention is 0.162 so that the total effect (direct and indirect) is 0.605.

The indirect effect is the sum of the beta value of the influence of the argument quality on the attitude towards the product of 0.171 and the beta value of the influence of the attitude towards the product on the purchase intention of 0.297 so that the total beta value of the indirect effect is 0.467. Meanwhile, the direct effect of argument quality on purchase intention is 0.103 so that the total beta value of the effect (direct and indirect) is 0.570. Overall it can be interpreted that marketers can consider the strongest beta value, namely the perceived attractiveness factor obtained by buyers and balance the quality of the argument.

Framework Summary
All data analysis explained in this chapter follows the proposed conceptual framework. All variables were found significant in performing multiple linear regression and path analysis for intervening variable.
In summary, the hypothesis of this research are all accepted (H1-H6). Using Path Analysis, the writer could determine which factors that has significant towards another. Factor that has p<0.05 is considered to have a significant impact. Price awareness has a significant impact on perceived credibility and attitude towards product. Perceived credibility has a significant impact on perceived attractiveness and attitude towards product. Perceived attractiveness has a significant impact on attitude towards product and purchase intention. Interactivity has significant impact towards argument quality and attitude towards product. Argument quality has a significant impact on attitude towards product. Lastly, attitude toward product has a significant impact on purchase intention.

Conclusion
In the current business era, technological advances by utilizing the live streaming feature have been adopted by many e-commerce and are gaining popularity among buyers. In Indonesia, TikTok is one of the e-commerce sites that combines this feature with updates that continue to be made every time. The research was conducted qualitatively by interviewing 10 of different people. These are the factors that the interviewee considered as one of the reasons to purchase via live streaming TikTok, these factors are price awareness, perceived credibility, perceived attractiveness, interaction, argument quality and attitude towards the product. This research also conducted quantitatively by adopting the Elaboration Likelihood Model (ELM) method by dividing the way buyers receive communication through two things: the central route and the peripheral route. In the peripheral route, respondents are interested in using the live streaming feature because of the price offered and how the customer saw in the host. This can be seen from the preferences of buyers in assessing goods based on prices according to their choice and whether or not they are seeing that the host is credible enough to sell the product. In the central
route, respondents think that interactions made by the seller or host can influence them in assessing a product. The quality of the interaction can be observed through the way the host communicates with the audience. Good communication is a two-way communication and messages can be conveyed properly. This should be a concern for business owner in conveying interactive messages that are also full of meaning. In conclusion, the results of this study are in line with the objectives that buyers perceive interaction quality as influencing argument quality, price awareness and perceived credibility affect perceived attractiveness, perceived attractiveness and argument quality affect attitude towards advertisement and attitude toward advertisement influence purchase intention. All independent variables have a positive effect on purchase intention through the intervening variable, namely attitude towards product.

References
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