



The Influence of SME'S Fashion Product Marketing Communication Through Tiktok's Live Shopping Broadcast Feature on Purchasing Decisions.

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ABSTRACT

Live shopping method makes shopping easier, but often leads to impulsive purchases so that consumers become increasingly wasteful because they make transactions without clear needs. This research aims to determine the extent of the influence of marketing communications for Small and Medium Enterprises (UKM) Fashion products @GratusHypeWear through the TikTok live shopping broadcast feature on consumer purchasing decisions in Bandung City. To answer these problems, researchers analyze context, communication, connections and recognition of needs, information search and alternative evaluation. This research uses quantitative research methods with data collection techniques through survey methods. The sampling technique used was simple random sampling with a sample size of 69 respondents. Analysis of this research data uses linear regression analysis. The results of this research show that partially there is a significant influence between context, communication and connection on the decision to purchase fashion products among consumers in the city of Bandung.

Keywords: Communication Marketing, Marketing Media Social, Decision Purchase, Live Shopping, fashion products

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1. INTRODUCTION

Today's internet use is often used on smartphones or gadgets. The use of smartphones is growing rapidly, there were more than 100 million active smartphone users in Indonesia in 2018. This makes Indonesia the country with the fourth largest population of smartphone users in the world after China, India and the United States. Since the advent of smartphones, humans can access all the information they want to obtain. Generally, modern society uses smartphones as a medium to carry out daily activities, by downloading applications. The applications available on smartphones are very diverse, but those that are frequently used are usually online transportation applications, online shopping and social media (Untari & Fajariana, 2018). Boyd (in Nasrullah, 2018) defines social media as an assortment of apps that let people and groups come together, exchange, converse, and occasionally work together or play together. User-generated content (UGC), which is content created by users rather than editors as in traditional mass media outlets, is powerful on social media.

In January 2023, data on active social media users in Indonesia was 167 million people. This means that if it is a percentage of all Indonesian society, this number is equivalent to 60.4%. Then, the duration of social media use in Indonesia is among the ten highest social media uses in the world, namely around 3 hours 18 minutes per day (Widi, 2023).

One of the most widely used social media platforms right now is the TikTok app. Early in September 2016, the Chinese social network and music video platform TikTok was introduced. TikTok is a platform containing short videos that can be used by anyone via a device (Hutamy, Swartika & Hasan, 2021). TikTok has enormous potential. Internet and smartphone users are increasing every day, as well as the increasing quality of the internet network, making TikTok users continue to increase, especially among the younger generation. TikTok users around the world are dominated by users aged 20-29 years with a percentage of 35%, followed by users aged 10-19 years, namely 28% (Dihni, 2022).

Besides that, Indonesia is the second largest TikTok user in the world, with 109.9 million users, right after the United States which has 113.3 million users (Annur, 2023). With users being able to create or view short videos accompanied by music, filters and other unique features. Just like other social media, TikTok provides a comments column and private chat. The difference is, TikTok can provide unique and interesting effects and has a variety of music (Martini, 2021). So that users can carry out various kinds of creativity according to their wishes. TikTok also has a feature that provides a platform for certain professions, such as: content creators, influencers, public figures and also business people, namely the Live feature.

The Live feature is a feature that allows users to do Live streaming, and other users can watch it freely. This feature can provide two-way interaction between streamers and viewers. Usually, this feature works with viewers asking questions via the comment's column, which are then answered by the streamer by speaking directly. In 2021, TikTok spread its wings in Indonesia by releasing the TikTok shop. Basically, TikTok shop is an e-commerce service, the same as Shopee, Tokopedia and others, but what is unique is that this e-commerce (TikTok shop) is on social media or the TikTok application itself. TikTok shop also provides different prices, the prices offered are lower than existing e-commerce and marketplaces. TikTok shop often provides attractive promotions, even quite large price discounts and provides free shipping throughout Indonesia. People, especially millennials and generation Z, quite a lot prefer shopping online at TikTok Shop rather than other

marketplaces (Sa'adah, Rosma, & Aulia, 2022). The large number of TikTok users coupled with the e-commerce TikTok shop which can also use the live feature, makes TikTok an application that is widely used as a promotional medium by business people. Many business people do marketing on TikTok live, including the online shop GratusHypeWear.

GratusHypeWear is a Micro, Small and Medium Enterprise that concentrates on selling fashion products online which was founded in 2020 on the Shopee e-commerce which sells various fashion products. This online shop specifically only sells fashion products of the streetwear type, which is a free style of clothing and does not have any rules (Haq, 2023). This type of clothing is a type of casual clothing that is popular with young people, characterized by large, colorful logos and attractive designs, such as oversized t-shirts, hoodies and sweatshirts. Fashion in Indonesia has developed rapidly, especially in the city of Bandung because of the many outlets and clothing that have been built in the city of Bandung, so that Bandung is nicknamed the city of Paris Van Java.

The development of fashion cannot be separated from the role of the media, because in Bandung, the media has become an interaction tool that is easy to use so that the people of Bandung, especially teenagers, can see the development of fashion in the world. Fashion style among teenagers has become a culture that has been adapted from western culture and quite a few Bandung teenagers are fond of fashion styles from western countries, so that many cultures from western countries have entered Indonesia such as life style (Tyaswara, Taufik, Suhadi, & Ratna, 2017).

Apart from that, many teenagers or people are starting to shop for fashion products by utilizing technology, namely by using the live feature on TikTok or what is called live shopping. A recent trend that blends social networking and e-commerce is called "live shopping," where viewers may instantly purchase anything they see with a few taps on their smartphone (Mindiasari, Priharsari, & Purnomo, 2023).

According to Dhiya, Citra, & Purnomo (2022), with live shopping, consumers can View product videos in a way direct and deliver room for interact with sellers. Consumer can send response direct to streamer during Live shopping is taking place. Even though Live shopping makes it easy to shop, consumers often make purchases not based on needs, but rather desires, this is usually called impulsive buying. A purchasing phenomenon that makes consumers more wasteful in buying goods, because they carry out transactions without clear needs. Spending money for short-term needs and seeking pleasure in shopping are the reasons why consumers make impulsive purchases. Consumers who do impulsive buying are influenced by the very attractive product visuals displayed during live streaming, coupled with the right delivery, reducing control over their desire to buy so they react to products that tend to be considered better. Impulsive buying behavior encourages shopping activities and interactions to be higher, self-control and emotional control trump rationality, customers prefer to buy things they like and tend not to be long-term, unplanned purchases are considered capable of providing pleasure, purchases easily turn into mere desires (Fitryani, Nanda, & Aristyanto, 2021).

Making decisions about what to buy and what not to buy is the process of making purchasing decisions, according to Kotler & Armstrong (in Zusrony, 2021). The consumer purchase decision-making process consists of three stages: alternative evaluation, information search, and need recognition. Based on this explanation, impulsive buying behavior should be overcome by carrying out the stages of the purchasing decision process.

Based on the description above, it can be concluded that live shopping has an impact on society, especially generation Z, which is considered the right target for online shops on social media. Because of its ability to master technology, as well as the very massive number of users. Generation Z believes that online shopping can save more time because there are no space restrictions, there are more alternative choices and lots of promotions provided (Sulistiarti & Sugiarta, 2022:3460).

Based on the description that the researcher has presented, the aim of this research is to test how much influence product marketing communication through the TikTok live shopping broadcast feature has on consumer purchasing decisions in the city of Bandung. It is hoped that this research will provide many benefits for the development of communication science. And as a comparative study, and application of related theories regarding marketing communications. As for the practical results of this research, it is hoped that it can provide input that can be applied and taken into consideration when considering marketing communications for MSME products via the TikTok Live Shopping Broadcast feature on purchasing decisions in the city of Bandung. It is hoped that the results of this research will be able to improve marketing strategies for MSMEs in Bandung City.

2. LITERATURE REVIEW

Communication is a process of conveying information which can be in the form of ideas, messages or concepts from one party to another. Communication is generally carried out verbally which can be understood by both parties communicating. However, in cases where the two parties do not understand each other verbally due to language differences, communication can still be done through body language (Sholihin, 2019). According to (Sangadji & Sopiah, 2013:225), marketing communication is communication carried out between producers, intermediaries, marketing and consumers. Apart from that, marketing communications also functions to help consumers make decisions and direct exchanges or transactions to make them more satisfying by making all parties aware to think, act and behave better.

Tuten and Solomon (in Taan, Radji, Rasjid, & Indriyani, 2021) define social media marketing as the application of technology, channels, and software from social media with the goal of generating offerings, exchanges, and communication that are beneficial for the organization's and the community's stakeholders. A marketing strategy, technique, and procedure known as "social media marketing" makes use of social media platforms to advertise goods and services (Rauf et al., 2021). According to Chris Heuer (in Solis, 2011) there are three indicators in social media marketing, namely: Context relates to a story that is told to describe something using language adapted by the sender of the message. Communication: related to how to tell a story or share information, this can be by listening, understanding and responding with good delivery. Connection: relates to ways to connect with each other and maintain existing relationships so that bad ties do not occur between the two parties.

According to Qi & Xiaolin (in Pamungkas et al., 2022) Live shopping is a product marketing/goods sales business carried out through live broadcasts on social media and e-commerce. Live shopping is a new genre change from live broadcasts, or what is usually called live streams, which combines e-commerce with social networks and entertainment,

making it possible for consumers who watch to directly buy them with a few touches on their cellphones. Simply put, live shopping can also be said to be an activity sale in live broadcasts with the aim of providing detailed information about the products being sold (Liu & Kim in Pamungkas et al., 2022:5526). Live shopping also has other names that have the same meaning, namely live streaming shopping and live streaming commerce. Even though they have different names, the meaning and function are the same, namely live broadcasts on social media and e-commerce for sale (Cai in Pamungkas et al., 2022).

A vertical formatted video may be created and shared using the TikTok programme. The video can be seen by merely scrolling up or down on the screen. It's interesting to note that the acquisition of Musical.ly by Bytedance, a Chinese media business, for \$1 billion US dollars in 2018 led to the creation of this TikTok app. Notably, TikTok is referred to as Douyin in China. The benefit of using music without worrying about violating the owner's copyright is one of the applications' main draws, and the TikTok algorithm further contributes to its growing popularity. Unlike Instagram or YouTube, the TikTok algorithm quickly learns the behaviours of active users, so it can share material from any user without considering the amount of followers. from "For Your Page," another application.

TikTok can be easily accessed by everyone from all over the world via smartphone. The videos uploaded to TikTok also vary, ranging from point of view content, lipsync, parody, dancing with trending movements, and also conveying various information. Submitting information on TikTok usually involves recommendations for restaurants, entertainment venues, skincare, outfits, accessories and various other recommendations. The delivery of this information is carried out with short videos and made as interesting as possible so that it can attract the audience (Wijaya & Utami, 2021:268-269).

Purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Meanwhile, purchasing decision making can also be defined as a problem-solving approach to human activities in purchasing a product to fulfill wants and needs (Boyd, Walker, & Larreche, n.d. in Zusrony, 2021). According to Peter and Olson (in Sangadji & Sopiah, 2013: 332) consumer decision making is a problem-solving process that is directed at targets.

According to (Philip Kotler in Zusrony, 2021), there is a purchasing decision process that begins long before the purchase action and continues long afterward. Marketers need to pay attention to the entire purchasing process, not just the purchasing decision. The purchasing decision variables examined in this research use indicators from the purchasing decision stages. The following 3 stages of the purchasing decision process are recognizing needs, searching for information and evaluating alternatives.

The first step in the decision-making process for buyers is need recognition, which occurs when they identify a need or problem. At this point, marketers need to do customer research to learn about needs, issues, and what draws consumers to particular items. Marketers can create marketing campaigns that incorporate the elements that most frequently spark consumer interest in a product by gathering data on these characteristics.

Information search is a stage of the buyer's decision process, which stimulates consumers to seek more information, consumers may simply increase attention or may actively seek information. A consumer who is already interested might look for more information but maybe not. Actively seeking information is by looking for reading material, calling friends,

and gathering information in other ways. Alternative evaluation is a stage of the purchasing decision process, namely when consumers use information to evaluate alternative brands in the choice set. Basic concepts that help explain the consumer evaluation process. Based on the framework above, the hypothesis created is as follows:

H1 : The context of MSME fashion products through the TikTok Live Shopping Broadcast feature influences purchasing decisions

H2 : Communication of MSME Fashion Products through the TikTok Live Shopping Broadcast Feature has an influence on Purchasing Decisions

H3 : Connection of MSME Fashion Products through TikTok's Live Shopping Broadcast Feature has an influence on Purchasing Decisions

H4 : To what extent is the influence of marketing communications for MSME fashion products via the TikTok live shopping broadcast feature on need recognition

H5 : To what extent is the influence of marketing communications for MSME fashion products through the TikTok live shopping broadcast feature on information searches

H6 : To what extent is the influence of marketing communications for MSME fashion products through the TikTok live shopping broadcast feature on the evaluation of alternative selection

3. METHODOLOGY

Quantitative descriptive methodology is the research strategy employed. 69 MSME customers in Bandung City made up the sample for this study; they were chosen at random using a basic random sampling technique (during the period June 2022 to June 2023). Buying decisions are the dependent variable, and social media marketing is the independent variable. Likert scale study and questionnaires were the methods utilised to acquire data. Using SPSS software, multiple linear regression analysis is the data analysis method performed. In this study, MSME customers in Bandung City were given access to a Google Form link questionnaire by researchers using the TikTok social media direct message tool.

4. DISCUSSION

The first stage was a validity and reliability test to measure the reliability and validity of the questionnaire. The instrument is declared valid if it has a validity coefficient value > 0.40 . and the instrument is declared reliable if it has a coefficient value > 0.6 . Test result validity and reliability showing explained in table 1, as follow:

Table 1: Validity Test Results

Variables	R count	R table	Description
Social Media Marketing	0.591	0.444	Valid
Buying Decision	0.602	0.444	Valid

Source: output of SPSS Result

Based on table 1, the results show that the coefficient value for the purchasing decision and social media marketing variables is greater than 0.444, so this refers to the results of the social media marketing and purchasing decision variables meeting valid requirements. Then, the results of reliability testing will be presented in table 2, below:

Table 2: Reliability Test Results

Variables	Cronbach Alpha	Criteria	Description
Social Media Marketing	0.749	0.60	Reliable
Buying Decision	0.752	0.60	Reliable

Source: output of SPSS Result

Referring to the information presented in Table 2, the results obtained show that the Cronbach's Alpha value is greater than 0.60, meaning that the social media marketing variables and purchasing decisions have met the reliable criteria.

The next stage is to test classical assumptions using ordinary least squares (OLS) which consists of normality tests, multicollinearity tests and heteroscedasticity tests. The classical assumption test is a step that must be carried out before testing the multiple linear regression model. The normality test is used to determine whether the data originating from the population has an even distribution. The results of the normality test show significance test result is 0.924, greater than the required value (0.05), so the data is categorized as normally distributed.

The multicollinearity test is used to test whether there is a high or perfect correlation between the independent variables or not in the regression model. Furthermore, the results of the multicollinearity test in table 3, below:

Table 3: Test Results Multicollinearity of Variables

Le variables	VIF	Criteria
Contex	1,609	10

Communications	1,036	10
Connection	1,619	10

Sources: output of SPSS Results.

Refers to table 3, The VIF value is less than 10, meaning that there are no symptoms of multicollinearity in testing context, communication and connection, which are the dimensions used to measure the independent variable social media marketing.

Heteroscedasticity testing is carried out with the aim of testing whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2018).

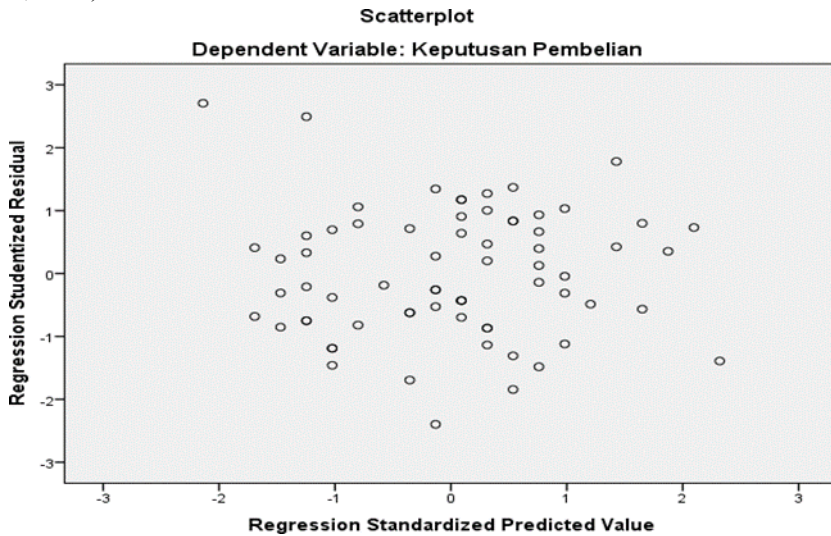


Figure 1 : Scatterplot Diagram of Dependent Variable

Source : SPSS

Based on the results of the heteroscedasticity test in Figure 1, the points are above and below the value 0 on the Y axis, apart from that the points are spread randomly and do not form a particular pattern, meaning that there are no symptoms of heteroscedasticity in the regression model.

An important stage of this research is testing the multiple linear regression model. Test result multiple linear regression the information served through table 4, below:

Table 4: Test Results Multiple linear regression

Variables	Coefficient Regression
Constansta	12,324
Contex	0.849
Communications	0.367

Connection	0.654
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Sources: output of SPSS Results.

Refers to table 4, equation model multiple linear regression furthermore formulated through equality, below:

$$Y = 12.324 + 0.849X_1 + 0.367 X_2 + 0.654 X_3 \quad (1)$$

Purchase decisions are positively impacted by context, communication, and connection variables, as indicated by the regression equation. These findings may generally be explained by the idea that more marketing that makes use of connections, communication, and content will influence more customer purchasing decisions. The information for this step is provided in Table 5 and involves measuring the influence between the variables under study using hypothesis testing.

Table 5: Results Test Hypothesis Dimensions of Social Marketing Media on Purchasing Decisions

Variables	Signification Value	Conclusion
Effect of Context (X₁) to Buying Decision	0.000<0.05	H₁ Accepted
Effect of Communication (X₂) to Buying Decision	0.000<0.05	H₂ Accepted
Effect of Conection (X₃) to Buying Decision	0.000<0.05	H₃ Accepted

Sources: output of SPSS Results

Refers to table 5 show information all of indicators of the social media marketing variable have a pvalue smaller than 0.05 so it can be stated that context, communication and connection influence purchasing decisions. This study shows findings related to the magnitude of the influence of context, communication and connection on purchasing decision variables is 85%, this is included in the very dominant influence category, because social media marketing influences purchasing decisions by 85%, and the remaining 15%, the model is influenced by other factors not discussed in this research.

Table 6: Results Test Hypothesis Social Media Marketing Against Dimensions of Purchasing Decisions

Variables	Signification Value	Conclusion
Effects of Social Media Marketing to recognition of needs (Y₁)	0.000<0.05	H₄ Accepted
Effects of Social Media Marketing to information searches (Y₂)	0.000<0.05	H₅ Accepted

Effects of Social Media Marketing to evaluate alternatives (Y₃)	0.000<0.05	H₆ Accepted
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Sources: output of SPSS Results

Refers to Table 6, social media marketing variables influence recognition of needs (Y₁), information searches (Y₂) and evaluate alternatives (Y₃). The magnitude of the influence between the three variables is then presented in table 7, as follows:

Table 7: Results of testing the magnitude of the influence of social media marketing on purchasing decision dimensions

The Variables	Value	Percentage
Effects of Social Media Marketing to recognition of needs (Y₁)	0.275	27.5%
Effects of Social Media Marketing to information searches (Y₂)	0.243	24.3%
Effects of Social Media Marketing to evaluate alternatives (Y₃)	0.216	21.6%
Total Effect of Social Media Marketing to Buying Decision	0.734	73.4%

Sources: output of SPSS Results

A low coefficient of determination value, according to Ghozali (2016), indicates that the independent variables' capacity to explain the dependent variable is severely constrained. However, if the value is near 1 and far from 0 (zero), it indicates that all the information required to forecast the dependent variable can be found in the independent variables.

Referring to Table 7, there is important information that recognition of needs has a higher influence on purchasing decisions compared to the other two variables: information search and alternative evaluation, meaning that consumers in deciding to buy a product/service will first analyze the product they need rather than just wanting to buy the product/service. without any clear cause of need. An important fact from this research is that currently consumers are more realistic when deciding to buy a product, they will buy a product by considering their tastes and needs for the product. The existence of these conditions is an important contribution for fashion entrepreneurs to improve product quality and better understand customer needs. If these two elements are met, they can identify the right market share, so that business sustainability will be guaranteed.

5. CONCLUSION AND RECOMMENDATION

This paper identifies the factors influencing the decision to retire. The research has succeeded in providing answers to the research objectives presented at the beginning of the research: that context, communication and connections influence purchasing decisions; and social media marketing influences the activities of recognizing needs, searching for information, and evaluating alternatives. This empirical evidence shows an important contribution: that marketing activities via social media are an important part for potential buyers to be able to analyze and identify more information about the products being sold. The results of this research also provide an important contribution for producers in determining an effective social media marketing strategy by providing more information related to the products to be sold to consumers in the form of presenting more interesting and attractive content by involving consumers to communicate directly.

Based on the research results, the researcher intends to provide several suggestions which are expected to be useful recommendations for the parties involved, namely, Live Shopping TikTok must have an interesting side, such as visuals displayed so that consumers are interested in seeing it. The live. Apart from that, live must also provide promotions or create advertisements to create a wider market. The host on Live Shopping TikTok must have an interesting and entertaining character so that consumers will enjoy watching the live. The host must also have good communication skills, so that the information conveyed is clear and meets consumer needs.

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