
THE INFLUENCE OF LIVE STREAMING, CONTENT MARKETING AND FLASH SALE ON INTEREST IN BUYING CLOTHES IN THE SHOPEE APPLICATION E-COMMERCE

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Abstract: This research aims to test and analyze the influence of live streaming, content marketing and flash sales on interest in buying clothes on the Shopee e-commerce application. Fashion/clothing products are a public need that will never run out because these products are one of the primary needs of everyone, especially students. Of the total 9,566 students as a population, only 162 Muhammadiyah University of Jember students were taken as samples. By using causal quantitative research and using SPSS assistance in carrying out multiple linear regression tests between the independent variables and the dependent variable. Based on the results of this research, it is stated that live streaming has no effect on buying interest, but content marketing and flash sales have a significant influence on buying interest in clothes on the Shopee e-commerce application

Keywords: Live Streaming, Content Marketing, Flash Sale, interested in buying.

INTRODUCTION

The development of internet technology has helped change people's lifestyles to this day. Increasingly sophisticated internet technology has brought many changes to our daily lives, one of which is in the business aspect. The use of information and communication technology is now widely used as a sales promotion tool to launch brands, expand markets for business people through transactions, make sales and shop via E-Commerce. Along with the high growth of internet users in Indonesia, this has led to changes in behavior, especially in shopping patterns. People are more likely to choose to shop online than conventionally. Currently, online marketplaces are still the choice of most Indonesians for shopping (Afif & Purwanto, 2020). Shopee is an e-commerce site that provides many conveniences for consumers and has various programs that can increase consumer buying interest.

Fashion products are a public need that will never run out because these products are one of everyone's primary needs. Indonesia is a developing country that is densely populated with great potential to be used as marketing land for a company (Barokah et al., 2021). The types that apply in e-commerce are very diverse. Starting from free shipping vouchers, cashback and also flash sales. Flash sales are one of the top promotions on the list that attracts a lot of buyers' interest. Flash sale is a strategy in online business to sell goods exclusively at a much cheaper price than the original, and of course for a very limited time. According to (Zhang, M., Zhang, J., Cheng, T. C. E., & Hua, G., 2018) flash sale is a new business model that offers discounted products for a limited and short time. The flash sale concept is widely used in e-commerce with the aim of promoting various types of

products from different brands to increase transactions on e-commerce sites, increase brand awareness and increase sales. Flash sales are also a tool to determine demand certain products and can reach more consumers (Hertanto, A. D., & Sulhaini, H. L. E., 2020). The marketing strategy through online platforms is called content marketing which utilizes content created and shared on online platforms to reach potential consumers and build relationships with them. According to (S. Gunellius., 2011) content marketing involves several elements, including content creation, content sharing, connecting, and community building (N. Narottama and N. E. P. Moniaga., 2022). It's not just flash sales and content marketing that influence buying interest. As technology continues to develop, several social media and e-commerce platforms are now also integrating interesting features such as live streaming. According to (Chen, C., & Li, By minimizing usage and various technical requirements, online streaming media which is transmitted simultaneously and in real time via the internet network no longer requires editing and post-production processes. With live streaming, an online shop can present its products, run campaigns, offer promos and interact directly.

Jember is one of the big cities in the province of East Java, where the city of Jember is famous for its largest population of students, one of which is Jember Muhammadiyah University. Many Muhammadiyah Jember University students also shop for clothes on the Shopee E-Commerce Application. Because the Shopee application has become a trusted market place application in Indonesia, especially students. Based on this suspicion, the researchers conducted a pre-survey on 30 students of the Muhammadiyah University of Jember.

No	question	Answer			
		yes	Percentage	No	Percentage
1.	Apakah anda pengguna aplikasi shopee	30	100%	-	-
2.	Apakah anda lebih sering berbelanja pakaian dari pada produk yang lain	25	83%	5	17%
3.	Apakah anda sering membeli pakaian dilive streaming shopee	20	66.6%	10	33.4%
4.	Apakah content dishopee berisi informasi yang real terkait produk	18	60%	12	40 %
5.	Apakah shopee sering mengadakan flash sale untuk suatu produk	20	66.6%	10	33,4

In the table above, it can be seen from a pre-survey regarding live streaming, content marketing and flash sales regarding interest in buying clothes on the Shopee e-commerce application at Muhammadiyah University of Jember, which was submitted to 30 students at Muhammadiyah University of Jember at random.

METHOD

Research design

This research uses causal quantitative research methods. According to Sugiyono (2017), a causal quantitative approach is an approach in research that looks for relationships between one variable and other variables that have cause and effect. This research tests the stated hypothesis and looks for the influence between the independent variable and the dependent variable.

Population and Sample

The population that is the focus of the research is Muhammadiyah University of Jember students who are interested in buying clothes on the Shopee e-commerce application. Ferdinand (2014) stated that the sample size is the number of indicators multiplied by 5-10. In this study there were 18 indicators multiplied by 9 so that the sample in this study was 162 samples. If conclusions are drawn, the respondents used as samples in this study were 162 Muhammadiyah Jember students who were interested in buying clothes using the Shopee application.

Instrument

Validity Test

The criteria applied to measure whether data is valid or not is if the r-count (correlation coefficient) is greater than the r-table (critical value) then it can be said to be valid. Apart from that, if the sig value is <0.05 then the instrument can be said to be valid.

Reliability test

Uji reliabilitas dapat dilakukan dengan menggunakan bantuan program SPSS versi 25.0 yang akan diberikan fasilitas untuk mengukur reliabilitas dengan uji statistik Cronbach Alpha (α) dengan nilai standar 0,60.

Data analysis

Multiple Linier Regressions Analysis

Multiple linear regression analysis is used to measure the effect between more than one independent variable on the dependent variable. In this study, researchers used multiple linear regression analysis techniques to test the truth of the hypothesis. The regression equation model used can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Competitive Advantage

α = Constant Numbers

X1 = Product Innovation

X2 = Market Orientation

X3 = Strategic Planning

$\beta_1, \beta_2, \beta_3$ = Regression Coefficient

e = Confounding Variable

RESULTS AND DISCUSSION

Instrument Data Test Results

Validity Test

No	Item Pernyataan	Nilai R Tabel	Nilai R Hitung	Nilai Sig	Alpha	Keterangan
Live Streaming (X1)						
1	Item 1	0.2006	0,717	0.000	0.05	Valid
2	Item 2	0.2006	0,680	0.000	0.05	Valid

3	Item 3	0.2006	0,753	0.000	0.05	Valid
4	Item 4	0.2006	0,705	0.000	0.05	Valid
Content Marketing(X2)						
1	Item 1	0.2006	0,578	0.000	0.05	Valid
2	Item 1	0.2006	0,563	0.000	0.05	Valid
3	Item 1	0.2006	0,162	0.000	0.05	Valid
4	Item 1	0.2006	0,683	0.000	0.05	Valid
5	Item 1	0.2006	0,786	0.000	0.05	Valid
6	Item 1	0.2006	0,791	0.000	0.05	Valid
Flash Sale (X3)						
1	Item 1	0.2006	0,787	0.000	0.05	Valid
2	Item 1	0.2006	0,765	0.000	0.05	Valid
3	Item 1	0.2006	0,880	0.000	0.05	Valid
4	Item 1	0.2006	0,832	0.000	0.05	Valid
Minat Beli (Y)						
1	Item 1	0.2006	0,718	0.000	0.05	Valid
2	Item 1	0.2006	0,720	0.000	0.05	Valid
3	Item 1	0.2006	0,742	0.000	0.05	Valid
4	Item 1	0.2006	0,716	0.000	0.05	Valid

Based on the table above, it shows valid test results, this is because the calculated $r > r$ table (0.162) and the significance value < 0.05 (5%). So it can be concluded that from all statement items the variables Live Streaming (X1), Content Marketing (X2), Flash Sale (X3) and Purchase Interest (Y) are declared valid

Reliability Test

No	Variabel	Nilai Cronbach Alpha	Standart Alpha	Keterangan
1	Live Streaming (X1)	0,879	0.6	Realibel
2	Content Marketing (X2)	0,753	0.6	Realibel
3	Flash Sale (X3)	0,694	0.6	Realibel
4	Minat Beli (Y)	0,837	0.6	Realibel

study It can be seen that of the three variables examined in this research, overall the variable has a Cronbach Alpha value $>$ standard value (0.6), which means the variable has a high reliability value and can be used for further analysis.

Multiple Linier Regression Test

Tabel 2. Multiple Linier Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	4,017	1,058	
Live Streaming (X1)	0,040	0,069	0,046
Content Marketing (X2)	0,251	0,052	0,395
Flash Sale (X3)	0,322	0,065	0,356

Based on table 4.24 above, the results of the Multiple Linear Regression Test above can be arranged in the form of a regression equation as follows:

$$Y=4.017+0.040(X1) +0.251(X2) + 0.322 (X3)$$

testing the voefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,701	,491	,481	1,274

Based on the table above, an adjusted R-square value of 0.481 or 48% can be obtained. This means that the ability of the independent variable in this research to explain variations in the dependent variable (social media Instagram, E-commerce, social media Tiktok) is 48%. The remaining 52% (100% - 48%) is influenced by other factors outside the variables studied, namely income, employment

Discussion

Based on the results of multiple linear regression testing, it shows that the Live Streaming, Content Marketing, Flash Sale variables individually (partially) have a positive and significant effect on Purchase Interest, the results show that the hypothesis is "accepted".

The Influence of Live Streaming on Purchase Interest

Based on the research results, it shows that Live streaming does not have a significant effect on Purchase Interest. This means that the better the quality of the live broadcast when it is displayed, the more attractive it will be for customers to buy. For customers, the quality of live broadcasts cannot be separated from how the host delivers when promoting the products they sell. Basically, before buying a product, customers make a comparison between several different live broadcasts with a focus on the host. Of course, their focus is to prioritize hosts who can create emotional and social attachments during live streaming. In its marketing technique, Live streaming has proven successful in attracting customer interest by interacting as an activity process in which individuals make offers by communicating with customers by responding to each question they are given so that they indirectly make personal sales to customers who ask. This can be said to be in line with the promotional mix theory, which identifies the variables of advertising, personal selling, sales promotion and publicity. This is not in line with research conducted by (Soleha et al., 2023), the results of which show that live streaming has a significant effect on buying interest. And also research conducted by

(Vedrico Firdaus 2024) research results show that live streaming has a significant effect on buying interest.

The Influence of Content Marketing on Purchase Interest

Based on the research results and calculations from the results of data analysis through the Partial Test (T Test), it states that the Content Marketing variable (X2) has a partial influence on Purchase Interest (Y). This can be seen from the calculated t value of 4.793 which is greater than the t table of 1.984 ($4.793 > 1.984$) with a Sig level. equal to $0.000 < 0.05$. These results show that H1 is accepted, which means that Content Marketing has a positive and significant influence, which means that the better the Content Marketing, the higher the Purchase Interest on Shopee.

The results of this research are strengthened by previous research conducted by Muzakii & Hidayat (2021) entitled The Influence of Instagram Content Marketing on Purchase Interest during the Covid-19 Pandemic. This research shows research results which state that Instagram Content Marketing has a significant influence on Purchase Interest.

Therefore, in this research it can be concluded that there is an influence between Content Marketing and Purchase Interest. Where the existence of Content Marketing on Shopee can be a solution to the problem of consumer needs in searching for products. Content marketing on Shopee contains information that is clear and easy to understand, easy to reach, and has a design that is not boring/interesting. This encourages consumers to have a high level of attraction and curiosity about the products being marketed so that they become a topic of conversation for consumers regarding content on Shopee and even companies or online shops on Shopee.

The Effect of Flash Sales on Buying Interest

Based on the analysis data, it shows that testing the flash sale construct shows a positive and significant influence on Purchase Interest. From the results of this research, it can be interpreted that the existence of flash sales on buying interest can be considered a positive thing, flash sales that are in accordance with what is needed and desired can influence consumers to make purchases at Shopee e-commerce. This proves that consumers feel that the flash sales on Shopee e-commerce are very good, which makes consumers feel satisfied and will make purchases.

The results of this research are strengthened by previous research conducted by Mojoputi Sekar et al., 2022 entitled The Influence of Flash Sale and E-Wom Promotions on Purchase Decisions through Purchase Interest as an Intervening Variable for Shopee Application Users. In this research, the research results show that Content Marketing has a significant influence on Purchase Interest. From the results of the research that has been carried out, researchers show the influence of flash sales on Purchase Interest at Shopee. This means that consumers decide to buy based on their desired buying interest. This statement is supported by the flash sale construct which obtained 64.5% of strongly agree answers from the first indicator with the statement item "Shopee often holds flash sales". This can be concluded that flash sales are needed by consumers. Shopee uses flash sales as a marketing strategy to influence consumers so that it will automatically have an impact on buying interest

CONCLUSION

Several conclusions can be drawn from the research findings and suggestions presented, including the following:

1. The results of this research show that Live Streaming has an insignificant positive influence on Purchase Interest in clothes on the Shopee application. can be seen from the results of the t test, thus the hypothesis stated that Live Steaming has a positive and significant influence on Purchase Interest has been proven.
2. The results of this research show that Content Marketing has a positive and significant influence on Purchase Interest in clothes applied by Shopee. can be seen from the results of the T test, thus the hypothesis stated that Content Marketing has a positive and significant influence on Purchase Interest has been proven. These Temun results mean that Content Marketing is getting better and increasing the attractiveness of consumers to buy clothes.
3. Flash Sale has a partially significant effect on shopee consumer buying interest among Muhammadiyah Jember University students, which means Flash Sale has an influence on the emergence of consumer buying interest. These findings mean that Flash Sales/price discounts make consumers interested in buying and even recommending them to other people

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