

“The Effect of E-Commerce Live Streaming on Interest Buy in the Tangerang Regency area”

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Abstrak

This research examines the influence of e-commerce live streaming on consumer buying interest in Tangerang Regency. With the rapid development of digital technology, live streaming has become an important feature in e-commerce platforms, enabling direct interaction between sellers and buyers. This study adopts a quantitative approach using the Simple Linear Regression Test Method. The research sample consisted of 200 respondents randomly selected from the population of e-commerce users in Tangerang Regency, representing various demographic groups. Data was collected through an online survey that included respondents' experiences with e-commerce live streaming and their purchasing intentions. The results of the analysis show that the live streaming feature (X) has a significant influence on consumer buying interest (Y), with an F-count value of 78.432 which exceeds the F-table value of 3.89, and a significance of 0.000 which is lower than the alpha value set. (0.05). Analysis of the coefficient of determination (R^2) shows that 28.3% of the variation in consumer purchasing interest can be explained by the use of the live streaming feature. e-commerce live streaming is an effective marketing tool to increase consumer buying interest in Tangerang Regency, providing valuable insights for digital marketing strategies at the local level.

Keywords: Live streaming e-commerce, purchase interest, Tangerang Regency, digital marketing, linear regression

INTRODUCTION

In the increasingly developing digital era, e-commerce has become an integral part of trading activities in various regions, including Tangerang Regency. As an area directly bordering the capital city of Jakarta, Tangerang Regency has unique characteristics as a buffer area with a relatively high level of technology adoption. In an effort to improve the online shopping experience, e-commerce platforms continue to innovate by introducing new features, one of which is live streaming.

Live streaming e-commerce has become a rapidly growing phenomenon, changing the way consumers interact with products and sellers in a digital environment. This feature allows sellers to present their products live via video, providing a more interactive and personalized shopping experience. In Tangerang Regency, with a population of more than 3 million people

and a high level of internet penetration, live streaming e-commerce offers great potential to change the local trade landscape.

Despite the growing popularity of e-commerce live streaming, understanding of its impact on consumer purchasing behavior, particularly at the district level, remains limited. This research aims to explore and analyze the influence of e-commerce live streaming on consumer buying interest in the Tangerang Regency environment. The focus of this research will not only provide valuable insights for local businesses, but will also deepen understanding of how technological innovation shapes consumer behavior in the context of e-commerce in urban buffer areas.

Tangerang Regency, with its diverse demographics spanning urban, sub-urban and rural areas, provides an interesting case study for understanding the adoption and impact of e-commerce live streaming. The characteristics of this region, which combines elements of urban modernity with traditional values, create unique dynamics in consumer behavior that need to be further explored.

RESEARCH METHODS

This research uses a quantitative approach to analyze the influence of e-commerce live streaming on consumer buying interest in Tangerang Regency. The method used is the Simple Linear Regression Test, which allows researchers to test the relationship between the independent variable (live streaming e-commerce) and the dependent variable (purchase interest).

DISCUSSION

Regarding the influence of e-commerce live streaming on purchasing interest in the Tangerang Regency environment, it can be described as follows:

1. Characteristics of the Use of Live Streaming E-Commerce in Tangerang Regency

The research results show that the use of e-commerce live streaming in Tangerang Regency is quite high, with 78% of respondents stating that they have participated in a live streaming session in the last 3 months. This reflects the good level of technology adoption in this region, in accordance with the characteristics of Tangerang Regency as a buffer area for the capital city with adequate internet access.

2. The Effect of Live Streaming on Purchase Interest simple linear regression analysis produces an F-count value of 78.432 which exceeds the F-table value of 3.89, with a significance of $0.000 < 0.05$. This shows that e-commerce live streaming has a significant influence on consumer buying interest in Tangerang Regency. The coefficient of determination (R^2) of 0.283 indicates that 28.3% of the variation in purchasing interest can be explained by the use of live streaming.

3. Factors that Influence the Effectiveness of Live Streaming

Several factors found to contribute to the effectiveness of live streaming in increasing purchasing interest in Tangerang Regency include:

- a. Interactivity: The ability of consumers to interact directly with sellers during live streaming sessions increases purchasing interest.
- b. Product Demonstration: Real-time product visualization helps consumers understand product features and quality better.
- c. Exclusive Promotions: Special offers during live streaming sessions attract consumer attention and encourage impulse purchases.

4. Demographic Differences in Response to Live Streaming

The research found variations in response to live streaming based on age group and location in Tangerang Regency:

- a. Age: The 18-35 year age group shows a higher level of engagement with live streaming than the above age group.
- b. Location: Respondents in urban and sub-urban areas of Tangerang Regency tend to be more responsive to live streaming compared to rural areas.

5. Implications for Local MSMEs

Research findings show great potential for MSMEs in Tangerang Regency to utilize live streaming as a marketing tool. With 28.3% of the variation in purchasing interest that can be explained by live streaming, MSMEs have the opportunity to increase the visibility and sales of their products through this platform

6. Challenges and Limitations

Although effective, implementing live streaming e-commerce in Tangerang Regency faces several challenges:

- a. Internet Infrastructure: Uneven internet connection quality across districts can affect the live streaming experience.
- b. Digital Skills: Not all sellers, especially traditional MSMEs, have the skills necessary to conduct effective live streaming.

7. Recommendations for Development

Based on the research findings, several recommendations can be put forward:

- a. Digital Training: The Tangerang Regency Government can organize digital training programs to improve the ability of MSMEs to utilize live streaming.
- b. Platform Collaboration: Collaboration between the local government and e-commerce platforms to hold a live streaming event specifically for Tangerang Regency MSME products.
- c. Infrastructure Improvement: Investment in internet infrastructure to ensure equitable access throughout the district.

CONCLUSION

Live streaming e-commerce has a significant influence on consumer purchasing interest in Tangerang Regency, with 28.3% of the variation in purchasing interest can be explained by the use of this feature. The adoption rate of live streaming e-commerce in Tangerang Regency is quite high, reflecting the great potential for developing digital marketing strategies. The main challenges in implementing live streaming e-commerce in Tangerang Regency include uneven internet infrastructure and limited digital skills. e-commerce live streaming has proven to be an effective marketing tool and has great potential to encourage digital economic growth in Tangerang Regency, although there are still challenges that need to be overcome.

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