The Influence of Live Streaming and Content Marketing on Consumer Chino Jogger Pants "Folksystem" Purchase Interest in Tiktok Shop

Rizki Ayu Adelia, Fida Septiani

Widyatama University, Bandung, Indonesia
*Corresponding author. Email: rizki.adelia@widyatama.ac.id

ABSTRACT

The design industry in Indonesia proceeds to create together with modernization and changes in people's ways of life. Propels in innovation and social media open modern openings in promoting mold items. Stages like TikTok Shop give space for neighborhood brands, like, to reach shoppers specifically through intuitive highlights that are well known with buyers. Chino Jogger Pants "FOLKSYSTEM" his inquire about points to analyze the impact of Live Gushing and Substance Promoting on Chino Jogger Pants "FOLKSYSTEM Consumers' Purchase Intrigued in TikTok Shop, by center on buyers within the city of Bandung. This ponders employment a quantitative approach with a descriptive-verification strategy. The information collection method was carried out utilizing essential information within the shape of a survey. The test utilized in this investigation was TikTok clients within the city of Bandung with a populace of 100 respondents. which was carried out utilizing the classic suspicion test, numerous straight relapses, theory testing, and coefficient of assurance. The comes about of the investigation appear that both Live Spilling (X1) and Substance Promoting (X2) have a somewhat positive and critical impact on Buy Intrigued (Y) Customer. At the same time, both factors, moreover, contribute essentially to expanding buying intrigued. This investigation highlights the significance of coordination computerized promoting procedures that include intuitive and inventive components to increase deals viability on social media stages.

Keywords: Live Spilling, Substance Promoting, Buy Intrigued

1. INTRODUCTION

Design in Indonesia is presently progressively creating taking after the stream of modernization. This advancement makes society a particular society in deciding its way of life. The way of life is exceptionally closely related to design, since design will back a person's appearance to be more appealing and end up a drift center in society. Mold items incorporate items that can be expanded within the long term since these items are utilized with ordinary utilization for one year. Design items incorporate dress, shoes, sacks, adornments, and so on. Trade competition within the mold division is exceptionally tight, particularly within the clothing segment, marketers compete in advertising stock (items sold) in different ways utilized to pull in customers to the merchandise sold by the company. Numerous marketers attempt to offer the most recent clothing models that utilize quality materials, extraordinary plans made by the store or the characteristics of the store, they indeed offer costs that fit within the stash (cheap). All choices depend on the shoppers themselves, they favor dress with costs that are moderately costly or cheap costs with great quality.

Within the computerized time like nowadays, mechanical propels have made the improvement of social media progressively progressed, one of the social media that's well known with the community is TikTok barao et al 2023 TikTok is one of the social media applications that's right now exceptionally well known within the world, particularly among the more youthful era. This application permits clients to form and share brief recordings with music, filters, and imaginative impacts (Ma & Hu, 2021). Concurring with a report from Sensor Tower, in 2021, TikTok was the foremost downloaded application around the world for the moment in a row, with more than 580 million downloads amid the year. TikTok is additionally the social media application with the quickest client development, TikTok is additionally exceptionally well known and is frequently utilized by individuals of all ages. Numerous celebrities, influencers and brands too utilize TikTok as a stage to advance their items and extend their group of onlooker's reach. In a brief time, TikTok has succeeded in building a huge and dynamic client community around the world. Its victory in drawing in the consideration of clients, particularly in the more youthful era, makes this application exceptionally well known (Kim & Hyun 2019).

TikTok may be a social media stage that permits its clients to form, share, and observe brief recordings. In expansion, TikTok also provides an e-commerce highlight known as TikTok Shop. TikTok Shop could be a feature that permits clients to buy items straightforwardly from the TikTok application. Clients can discover items they are inquisitive about on TikTok Shop and buy them straightforwardly through the TikTok application (Ma & Hu, 2021). TikTok too gives a live streaming deal highlight that's anticipated to assist increment product purchases. (Setyawan & Marzuki, 2018) Live spilling deals are one way utilized by venders to extend deals of their items through TikTok Shop. Live spilling deals could be a deals session that's carried out specifically on social media, where the dealer clarifies the items being sold and gives extraordinary offers to the group of onlookers (Wang et al., 2015). Live gushing deals in TikTok may be a modern include included to assist venders advance their items. This highlight permits dealers to live stream their items to potential buyers with the point of expanding deals (Faradiba & Syarifuddin, 2021). This live gushing is anticipated to extend interaction between dealers and potential buyers and make potential buyers more curious about buying items.

Usually utilized by the Chino Jogger Pants "FOLKSYSTEM" to do live gushing to offer their items by giving shoppers who observe the life to associated straightforwardly and decide the choice of items they need. To be specific, the need of intrigued in buying and interaction in live spilling by displaying quite curious substance. Substance promoting could be a promoting methodology that includes making and dispersing important and important data within the shape of curious substance and getting target clients. Fabric showcasing alludes to a promoting strategy where businesses make, create and convey materials that are in line with the things they offer to buyers in an exertion to win their hearts. Be that as it may, it shows that visits to the Chino Jogger Pants "FOLKSYSTEM" live spilling are missing and the group of onlookers observing is as if there were around 18 individuals. This influences the Chino Jogger Pants "FOLKSYSTEM" having a poor rating and not coming to the greatest number of 5 and as it were having several 4.7. Rating could be a highlight that can pull in consumers' consideration, since shoppers often see evaluations within the frame of images that express the conclusions of these clients (Kurniawan, 2021). In common, sometime recently shoppers purchase an item, they will see the rating given to the item. As a rule, the rating is within the frame of a star image where the more stars an item collects, the more superior the item value. When an item incorporates a tall rating, it can increase client acquiring interest in goods and administration. This was clarified by Wibisono et al., (2021) clarifying that online client evaluations have a positive and noteworthy impact on obtaining intrigued.

So based on the marvels and a few existing issues that have been passed on over, analysts are curious about conducting investigate since they need to know how components such as live gushing and rebates that are frequently coordinates into advancements on TikTok Shop impact customer obtaining intrigued and need to know the effect of promoting techniques within the advanced time, particularly on nearby brands that utilize social-based e-commerce stages such as TikTok. And the question of investigating is Chino Jogger Pants "FOLKSYSTEM".

2. RESEARCH METHODS

The question of the think about is how much impact Live Spilling And Substance Showcasing On Customer Buy Intrigued In Chino Jogger Pants On Tiktok Shop"Chino Jogger Pants "FOLKSYSTEM"The unit of examination is clients of 100 Chino Jogger Pants "FOLKSYSTEM". The investigation strategy is Study Informative Strategy. Utilizing investigation. To test all theories in this, ponder, this ponders employment a quantitative approach with a descriptive-verification strategy. The information collection procedure was carried out utilizing essential information within the frame of a survey. The test utilized in this research was TikTok clients within the city of Bandung with a populace of 100 respondents. which was carried out utilizing the classic suspicion test, different direct relapse, speculation testing, and coefficient of assurance.

3. FINDING RESEARCH AND HYPOTHESIS

3.1. Multiple Linear Regression Analysis

From Table 1, it can be translated as takes after: The esteem of α = Steady of 2.404, meaning that in case the free factors, specifically the Live gushing and Substance Showcasing factors are considered steady (esteem 0), at that point the subordinate variable, to be specific Buy Intrigued, will have a esteem of 2.404

The relapse coefficient esteem of the Live Gushing variable appears 0.308, which implies that in case the Live Gushing variable increments by one unit, whereas the other autonomous factors (Substance Showcasing) are considered consistent (esteem 0), at that point the subordinate variable (buy intrigued) will increment by 0.308

The relapse coefficient esteem of the Substance Showcasing variable appears a esteem of 0.283, which suggests that in the event that the Substance Promoting variable encounters a level of one unit, whereas the other subordinate factors

(Live Gushing) are considered consistent (esteem 0), at that point the subordinate variable (Buy Intrigued) will increment by 0.283

Table 1. Results of Multiple Linear Regression Analysis

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.404	.628		3.827	.000
	Live_Streaming_X1	.308	.065	.467	4.772	.000
	Content_Marketing_X2	.283	.054	.512	5.231	.000

a. Dependent Variable: Purchase Interest _Y

3.2. Simultaneous Test (F Test)/ Godnees Fit Model Test

Table 2. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3355.185	2	1677.593	834.475	.000[b]
	Residual	195.005	97	2.010		
	Total	3550.190	99			

a.Dependent Variable: Purchase Interest _Y

b.Predictors: (Constant), Content_Marketing_X2, Live_Streaming_X1

Deciding Fcount Based on the table above, it can be seen that Fcount 834.475> Ftable 3.09. So H0 is rejected and Haditerima, which suggests that at the same time Live Spilling and Substance Showcasing have a positive and critical impact on the buy intrigued of Chino Jogger Pants "FOLKSYSTEM" items.

Table 3. Results of Hypothesis T-Test

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.404	.628		3.827	.000
	Live_Streaming_X1	.308	.065	.467	4.772	.000
	Content_Marketing_X2	.283	.054	.512	5.231	.000

a. Dependent Variable Purchase Interest _Y

Based on table 3 above, it can be seen that the Live Spilling variable features a t-count esteem of 4.772 and a t-table of 1.660. Since the t-count esteem is more prominent than the t-table (4.772> 1.660) with a centrality esteem of 0.000

Based on table above, it can be seen that the Substance Promoting variable encompasses a t-count esteem of 5.231 and a t-table of 1.660. Since the t-count esteem is littler than the t-table (1.750> 1.660) with a importance esteem of 0.000> 0.05, H0 is rejected, and Ha is acknowledged. This implies that Substance Showcasing contains a positive impact on Buy Intrigued for the Chino Jogger Pants "FOLKSYSTEM" item.

3.3. Coefficient of Determination

The coefficient of assurance is utilized to degree the degree to which the model's capacity to clarify the variety of the subordinate variable by the free factors. The esteem of the coefficient of assurance, demonstrated by the R^2 esteem of the relapse demonstrate, is utilized to decide the sum of inconstancy of the subordinate variable that can be clarified by the autonomous factors. The taking after is the comes about of the coefficient of assurance test:

Based on the table 4 of the assurance coefficient test within the table over, it appears that the R^2 value is 0.851, which implies that the inconstancy of the subordinate variable, to be specific Buy Intrigued, which can be clarified by the free factors, specifically Live Spilling and Substance Promoting, in this ponder is 85.1%, whereas the remaining 14.9% is Clarified by other factors exterior the inquire about show.

Table 4. Results of Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923ᵃ	.851	.848	3.38619

a. Predictors: (Constant), Content_Marketing_X2, Live_Streaming_X1

Table 5. Results of the Determination Coefficient of Variable XI Against Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920ᵃ	.847	.845	3.42156

a. Predictors: (Constant), Live_Streaming_X1

Based on the comes about of the assurance coefficient test within the table over, it appears that the R² value is 0.847, which suggests that the inconstancy of the free variable, to be specific Live Spilling, on the subordinate variable Buy Intrigued is 84.7.

Table 6. Results of the Determination Coefficient of Variable X2 Against Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906ᵃ	.820	.818	3.70752

a. Predictors: (Constant), Content_Marketing_X2

Based on the comes about of the assurance coefficient test within the table over, it appears that the R² value is 0.820, which implies that the changeability of the autonomous variable, specifically Substance Showcasing, on the subordinate variable Buy Intrigued is 82%.

4. CONCLUSION

Within the Live Streaming variable (X1), it encompasses a positive and noteworthy impact on the buy intrigued variable (Y). Since if live spilling runs well, buyer buying intrigued will to increase. The more curiously, intuitively, and enlightening the live spilling is, the more prominent the chance that buyers will be fascinated by buying the items advertised. Within the Substance Showcasing variable (X2), it contains a positive and noteworthy impact on the buy intrigued variable (Y). Since if the substance showcasing given is sufficiently available and meets customer desires, it'll energize shoppers, but they are intrigued. The more curiously, intelligently, and enlightening the live spilling is, the more prominent the chance that buyers will be inquisitive about buying the items advertised.

Chino Jogger Pants "FOLKSYSTEM" must encourage optimize advanced promoting procedures by utilizing retargeting advertisements to reach potential buyers who have seen the item but have not completed the exchange and steps that can be taken to extend buyer intrigued in buying Chino Jogger Pants "FOLKSYSTEM" can be done by including more influencers who are important to the target showcase to supply surveys and construct customer believe, and can moreover construct more grounded brand mindfulness with the nearness of well-known influencers who advance the product and show up-to-date and modern substance, at that point you'll give compensate focuses for each buy that can be traded for rebates. Head select occasions for steadfast clients, such as early get to to the most recent collections.

REFERENCES

Anggraeni, D. (2024). The Influence of Live Streaming Tiktok and Online Customer Review on Purchase Interest of Camille Beauty Products. Journal of Management and Bussines (JOMB), 6(4), 1591–1607. https://doi.org/10.31539/jomb.v6i4.9998

Ekonomi Bisnis, J., dan Akuntansi, M., Junita Siswanto, E., Didiek Wiet Aryanto, V., Semarang, U., & Naskah, H. (n.d.). The Influence of Live Streaming, Advertising and Affiliate Marketing on Purchase Interest in

Fakri, M. A., & Indra Astuti, S. (2023). The Influence of Live Streaming Sales Tiktok on Consumer Purchase Interest. Bandung Conference Series: Journalism, 3(2), 110–116. https://doi.org/10.29313/bcsj.v3i2.7714

Fatma, N., Fajri Irfan, N., Finatry Latiep, I., Amkop Makassar, S., & Digital, B. (2021). SEIKO: Journal of Management & Business Analysis of Product Purchasing Decisions Using Price Perception and Product Quality. SEIKO: Journal of Management & Business, 4(2), 533–540. https://doi.org/10.37531/sejaman.v5i1.1674

Fitriana Albertina, & Cecep Safa'atul Barkah. (2024). The Influence of Content Marketing on Ticket Purchase Interest at PT. KAI: A Study of Trip Experience Content on Instagram Social Media @kai121_. Al-Kharaj: Journal of Economics, Finance & Sharia Business, 6(5), 4578–4591. https://doi.org/10.47467/alkharaj.v6i5.1906

Maulidya Nurivananda, S., Fitriyah, Z., Pembangunan, U., Veteran, N. ", & Timur, J. (2023a). The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya) The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya). In Management Studies and Entrepreneurship Journal (Vol. 4, Issue 4). http://journal.yrpipku.com/index.php/msej

Maulidya Nurivananda, S., Fitriyah, Z., Pembangunan, U., Veteran, N. ", & Timur, J. (2023b). The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya) The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya). In Management Studies and Entrepreneurship Journal (Vol. 4, Issue 4). http://journal.yrpipku.com/index.php/msej

Misbakhudin, A., & Komaryatin, N. (n.d.-a). CONTENT MARKETING, LIVE STREAMING, AND ONLINE CUSTOMER REVIEWS ON FASHION PRODUCT PURCHASE DECISIONS (Vol. 12, Issue 2).

https://ejournal.stiesyariahbengkalis.ac.id/index.php/iqtishaduna

Priyono, M. B., & Sari, D. P. (2023). The Impact of Tiktok and Tiktok Shop Applications on MSMEs in Indonesia. Jurnal Ilmiah Wahana Pendidikan, 9(17), 497–506. https://doi.org/10.5281/zenodo.8315865

Rachmi Oktora Citra Rahayu, & Hendrati Dwi Mulyaningsih. (2022). The Influence of Content Marketing and Influencer Support on Consumer Purchase Interest in Fashion Products. Journal of Management and Business Research, 1(2), 136–145. https://doi.org/10.29313/jrmb.v1i2.544

Rahmawaty, I., Sa'adah, L., & Musyafaah, L. (2023). THE INFLUENCE OF LIVE STREAMING SELLING, PRODUCT REVIEW, AND DISCOUNT ON CONSUMER BUYING INTEREST IN E-COMMERCE SHOPEE. Journal of Entrepreneurship Research, 6(2), 80. https://doi.org/10.30587/jre.v6i2.5956