

Exploring Factors Influencing Customer Purchase Behavior in Live Shopping Platforms

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Abstract. This study aims to determine the factors that influence buyers in making purchases in the marketplace using the basic model derived from the Technology Acceptance Model (TAM). The method used in this study is a quantitative research method which is defined as a research method based on the philosophy of positivism. This study will use the SmartPLS software to test and draw hypotheses based on the SmartPLS method. The commercial industry must also limit the number of visitors and employees who are eventually divided into several time shifts. The increasing number of online shopping transactions, especially through e-commerce, has led to a new phenomenon called live shopping. In this case, the seller will present a shopping atmosphere indirectly in front of the eyes of potential buyers. This can be done in various ways, for example by live streaming or sellers can upload selling content through the Livestream feature which allows potential buyers to directly interact with sellers. The results of this study state that all indicators significantly influence Customer Purchase Shopping Live Shop, these factors are Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness. Implications that can be applied include a) Stakeholders must present information that covers all products and services that will be offered by consumers because the information presented by consumers or buyers must be up to date so that buyers find it not difficult to find out quickly the goods they see. b) Stakeholders must make transactions easy at their Shopping Live Shop because consumers believe that using a technology will improve performance. c) Stakeholders must create a live atmosphere by providing product tips or useful information during live events because with the increasing use of technology there are benefits, the benefits felt by users can increase interest in using it. d) Stakeholders must make promos to attract customers to take part in the live shop because there are still many people who take part in live shopping activities on e-commerce or other platforms to buy their needs. e) Stakeholders must pay attention to the quality of the products offered because complete and honest information is very important in making purchases or sales through social media because sellers and buyers do not meet each other and the goods being traded can only be seen from photos so that the quality of the goods is somewhat difficult to predict whether in accordance with the wishes of the buyer. The better the quality of the information provided will increase the interest of buyers to make purchases online.

Keyword: Customer Purchase Behavior, Shopping Live Shop, Technology Acceptance Model, E-commerce and Online Shop

1. Introduction

The year 2020 will be the one in which we develop the skills necessary to survive a pandemic. All parties are ready to go on with their operations while still adhering to the government-set health procedures because nobody knows when the epidemic will stop. Every facet of life has evolved from being offline to being online. The business sector must also restrict the number of customers and staff who wind up working several shifts. For the sake of their safety and health, people continue to be terrified of and avoid these locations. People in business find it difficult to understand how they would be able to increase their revenue during the epidemic. This in-person purchase differs slightly from typical internet purchasing. In this instance, the vendor inadvertently creates a shopping environment in front of potential customers. Of course, this influences the current digital communications business given the current large direct shopping activity.

TikTok is an application that offers special effects that are distinctive and intriguing, which users may use to quickly create short films that are cool and can garner attention (Wisnu, 2018). According to a quote from the tribunnews online page titled "The Concept of Live Streaming TikTok Shopping 10.10 Facilitates Seller and Buyer Transactions," between October 4 and October 10, 2021, the number of orders placed via live streaming 10.10 increased by 354 percent in comparison to the prior week. Many brands and businesspeople have achieved new achievements because of this event. During this promotion, as compared to the week before, sales of Maybelline and Garnier Indonesia rose by 160 and 223 percent, respectively. Throughout the campaign, TikTok is dedicated to offering an enjoyable and relaxing buying experience. Users may locate acceptable goods at the best costs thanks to TikTok's interest-based suggestions. Yuni and Esti (2002).

The most popular e-commerce application is Shopee, as well. Live shopping services have been included into the application system of the e-commerce site Shopee. The KIC Survey: Shopee Contributes Biggest Turnover for MSMEs During the Pandemic post on Kompas.com, which claims that Shopee is the biggest contributor to turnover for micro, small, and medium-sized firms (MSMEs) to survive during the pandemic, demonstrates this. Shopee is also MSMEs' preferred e-commerce platform due to the promo program and transaction security elements. According to the survey, 57% of MSMEs said that Shopee was the e-commerce platform with the highest turnover or sales value. With a higher percentage than its rivals Tokopedia (28%), Lazada (6%) Bukalapak (3%) and Blibli (2%) Shopee is clearly superior. Furthermore, up to 89 percent of Shopee ecosystem participants who are MSME firms claim to have seen an improvement in sales numbers. This has been made possible via Shopee's promotional program, which includes free shipment (postage), rebates, and discounts.

A technique of introducing, explaining the advantages of a product or service, and inviting customers to utilize the items that are being supplied is through the relationship between promotion and purchase decisions (Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018)). Whether you decide to buy something or not, making a purchase is the process of actually doing it. Given the increasingly competitive market conditions, a strategy must be developed to outcompete rivals by offering goods that can satiate customers' requirements and wants in order for such goods to be sold in the marketplace. Along with receiving pleasant items, customers also assess whether or not these costs will please them.

This study aims to investigate the elements that motivate consumers to continue shopping at the Shopping Live Shop in order to make purchases of items. by using the fundamental paradigm drawn from Davis' (1986) Technology Acceptance paradigm (TAM). The "Reasonable Behavior Theory" (TRA) model is modified in this paradigm.

According to Davis, a person's adoption of computer technology depends on two factors: perceived usability, or how much a person thinks utilizing a particular technology or system might increase performance, and perceived usability. the extent to which a person thinks utilizing technology is simple and doesn't involve a lot of work. These two factors influence both behavioral intentions to use and actual system usage (Davis, 1989).

It was prompted to do a literature review on external variables by (Syahnaz, 2021) due to the high number of studies utilizing the TAM model, particularly Tiktok and Shopee, which employ a variety of factors. A model that demonstrated a favorable effect of perceived usefulness and fun on intention to use the Tiktok application was reportedly identified in this study. Using six variables—personal innovativeness, perceived ease of use, perceived risk, satisfaction, and intention to use Shopping Live Shop—Nur et al. (2021), in addition to Abdullah's study, conducted many experiments to identify factors impacting the usage of Tiktok.

The TAM theory was chosen because it tries to describe and gauge user acceptance of a system, in this case the Tiktok and Shopee apps. TAM is used as a foundation for understanding how perceived usability and ease of use relate to the interests of IT (information technology) users. TAM is a hypothesis that describes how technology users perceive things. The interest in utilizing IT will depend on how the user perceives it. Furthermore, the major goal of TAM is to serve as a foundation for understanding how external variables affect interior attitudes and beliefs. Oladipupo (2014) claims that TAM is especially utilized in the realm of information systems to forecast user acceptance and usage.

Tiktok and Shopee Live will serve as the research's foci in this study. Tiktok and Shopee Live are two prominent e-commerce systems that are used by every e-commerce business owner, which is why we decided to employ them. This study uses the fundamental concept generated from the Technology Acceptance concept (TAM) to identify the aspects that customers consider while making purchases in the market. The results of this research may be used by the owners of shopping live shops to determine what elements can encourage customers to continue making purchases at the shopping live shop.

2. Literatur Review

An overview, a synopsis, and an assessment (or "critique") of the available research in a certain field of study make up a literature review. It could also explain methodological problems and make recommendations for further study. The following are only a few of the literature reviews and references used in this study:

2.1. Tiktok

TikTok is a mobile application that offers special effects that are distinctive and captivating and may be utilized by programs to create short, catchy videos that will grab viewers' attention (Wisnu, 2018). China's Tiktok, a social media platform for music videos, debuted in September 2016. This program creates brief films that are accompanied by music and is enjoyed by a wide range of individuals, including both adults and young children.

The world's most used app right now is called Tiktok. based on information from the Sensor Tower in Yulan and Yue (2021) (Chapple, 2020). On the Google Play and Apple Stores, this program was downloaded more than 738 million times in 2019 and 1.9 billion times overall. More than 800 million people use Tiktok each month, which has been launched in 155 countries and territories and 75 languages (Mohsin, 2020).

2.2. Shopee

Shopee is an online marketplace that connects customers and sellers to facilitate online sales using mobile devices. Shopee has a huge selection of goods, ranging from necessities to fashionable items. Young adults who are now using gadgets like are the target audience for Shopee users. Because of this, Shopee has a mobile application to facilitate simple actions. It is now simpler for customers to conduct purchasing activities thanks to Shopee's mobile application, which eliminates the need to launch a website on a computer.

Shopee is an offshoot of Garena's efforts to enter the e-commerce market. Although it was formed in Asia, Garena is an internet platform provider that does not currently serve the Indonesian market. Instead, it serves the markets of Malaysia, Thailand, Singapore, the Philippines, Taiwan, and Vietnam.

According to their Facebook page, Shopee began functioning at the end of June 2015 after entering the Indonesian market in May 2015.

The choice to establish a branch in Indonesia cannot be separated from the potential that nation possesses. Chrisi Feng, the CEO of Shopee, noted that Indonesia has a population of more than a million people. In addition, there are more users in the nation, with a greater penetration rate. Despite being launched simultaneously in seven nations, Shopee has a local flavor, including Indonesia. Each nation has its own, claims Chris. He hired more experts for this so that he could comprehend the preferences of the public. Shopee focuses on being a mobile-based company. According to Chris, the mobile platform is regarded as being simpler and more popular (Rahman, 2015).

2.3.Live Sales (Shopping Live Shop)

Facebook, Twitter, and other social media platforms are frequently used in Indonesia. and New business prospects are related to the introduction of social commerce into social media, which generates opportunities and new trends. Finally, social media vendors began to make use of its advantages, one of which is the live broadcast function.

According to Hu et al. (2017), live streaming involves streamers or broadcasters uploading real-time video and audio with material such as video games, talent shows, ordinary life, or whatever he wishes to convey. This live broadcast incorporates a number of different aspects, including text, graphics, music, and other expressions, to make the environment and the live broadcast more intuitive, clear, and realistic, and to encourage audience interaction. viewers (Tong, 2017).

With the live broadcast capability that social media now offers, social commerce now has a competitive advantage over e-commerce. because buyers can immediately see the items and the people selling them. Through the text-based chat component, viewers or audience members who watch broadcasts can also remark and interact with one another (Hu et al., 2017). The live broadcast function aids vendors in persuading customers to buy what and from whom they are selling.

Over the past three years, the trend of live streaming services has increased by 266% worldwide. According to research from Vimeo Livestream, 80% of consumers would rather watch a live video than read a brand's blog. According to data from Restream, 36% of businesses that employ streaming saw an increase in income as a result of the availability of live streaming. For the company:

- a. In-stream shopping
- b. Virtual reality live streaming
- c. Music live streaming
- d. Sport Live Streaming

2.4.Factor Analysis

The following are some of the aspects this study takes into account while examining the current issues:

2.4.1. Perceived Ease of Use

Perceived usage may be described as a degree of assurance in a system's ability to reduce the effort required to complete a task (Davis, 1988). The amount to which a person feels confident utilizing a technology would improve their work performance may also be inferred from perceived ease of use (Jogiyanto, 2007). When a person makes the presumption that, if the informational media is beneficial, he will utilize it; otherwise, he won't.

The amount of perceived ease of use can affect behavior because the higher the level of technology consumption, the higher the level of perceived ease of use (Wahyuningtyas & Widiastuti, 2017).

Davis (1989) identified the following as the indication for perceived ease of use (Chawlai & Joshi, 2019):

- a. An individual who finds a technology simple to learn will likely find it simple to use as well; conversely, if they find a technology difficult to understand, they will likely find the technology difficult to use. I find it difficult to utilize.

- b. Easy to comprehend. If a person thinks a technology is simple to grasp, they will likely also think it is simple to use. If, however, they think a technology is complex to understand, they will likely think it is difficult to use. I find it to be quite difficult to utilize.
- c. A person who considers a technology to be effortless believes that if it can be done in a concise manner, it is simple to use; on the other hand, if it cannot be done in a concise manner, it is not easy to use.
- d. Ease of use: If a person finds a technology to be simple to use, he or she will feel more confident in it. In contrast, if the person finds the technology difficult to use, they believe their confidence in the technology will decline.

2.4.2. Perceived Usefulness

According to Davis (1989), perceived usefulness is a measurement of how much a user thinks using a system would enhance its performance. From this definition, it can be inferred that if a person thinks a system is valuable, he will use it; conversely, if a person thinks a system is less useful, he won't use it.

Davis (1989) noted the following markers for perceived utility (Chawla and Joshi, 2019) Work completed more quickly will lead a person to believe that the technology he employs is useful; conversely, if a person employs technology but it is unable to speed up the completion of the task, the person will become less confident in the technology's usefulness.

- a. Valuable: When a person utilizes a technology, they believe is valuable to them in their job, their confidence in that technology will grow. Conversely, if they believe a technology is useless, their confidence in that technology will decline.
- b. Effectiveness: When a person uses a technology and does so in an efficient manner, that person will believe that the technology is useful. In contrast, if that person feels that using a technology does not enable them to do so in an efficient manner, that person will not believe in the technology.
- c. If someone perceives that using a technology makes their job easier, they will perceive it to be useful. On the other hand, if they perceive that using the technology does not make their job easier, they will perceive it to be unhelpful.
- d. Performance. If a person feels that using a technology is improving his or her work performance, that person will consider the technology to be useful. Conversely, if the person feels that using a technology does not improve their work performance, they will not consider the technology to be useful for their work

2.4.3. Information Quality

(Mofokeng, 2021) claims that information quality refers to customers' perceptions of the presentation of information about items and transactions on e-commerce websites that has high quality in terms of correctness, relevance, timeliness, completeness, and consistency. Customers should be careful when acting on incomplete or inaccurate information because doing so puts them at risk of buying the wrong goods or causing them to be uncertain about their choices. Information quality is a crucial attribute for customers.

(Fadhillah et al., 2021) state that information relevant to the goods and services that may be purchased online must be included in an online shop's information. Predicting the value and utility of goods and services should be possible with this knowledge. Therefore, the higher the desire level of online shoppers to continue purchasing these items is, the more quality information I supply to quality online consumers.

The following are indications of the quality of information, according to Delone and McLean (2003):

- a. Completeness, which is a system that is sufficiently comprehensive in satisfying the needs of its consumers.

- b. Ease of understanding, specifically, a system that is simple for its users to utilize.
- c. Personalization, specifically, a system with effective customisation.
- d. Relevance, specifically, a system that is relevant to users in each of its applications.
- e. Security, this is a system that provides a high level of security while still being comfortable to use.

2.4.4. Intention to Use

Intention to use is described as a person's desire to use or reuse a certain good or service that is judged suitable between the intention to use it and an attribute or feature of the good or service that may be taken into consideration (Setiawani, 2020). Tanamal (2017), on the other hand, said that the behavior of a user when utilizing an information system determines if they have the desire to continue doing so. People who use social media actively as a way to apply the impacts of input interface operate at a level of uncertainty avoidance and long-term orientation (Hoehle et al., 2015).

Venkatesh et al. (2003) assert that the following concept serves as a direct predictor of behavioral intention to use (Chawlai & Joshi, 2019):

- a. person's degree of expectation on their ability to perform better at work is referred to as their performance expectation.
- b. Expected effort and the degree of ease with which the system will be used.
- c. social influence, the state in which a person feels compelled to utilize the new system.
- d. Facilitating circumstances, which refers to how much a person thinks the system's technical and organizational infrastructure is in place to enable its usage.

3. Methodology

The approach taken in this study is a quantitative research method, which is an approach to research built on positivism. This study will evaluate and generate hypotheses based on the SmartPLS technique using the SmartPLS software. This study used an online questionnaire as a tool for gathering data. 417 participants from the Shop Indonesia website who were active users made up the research sample. Structural Equation Modeling (SEM) is the data analysis technique employed in this study. The Smart PLS statistical tool was used to process data using the SEM methodology. SEM is a thorough statistical approach that combines factor analysis and route analysis (Ghozali, 2017). Evaluating the structural model while also evaluating the measurement model, testing measurement mistakes and structural errors, checking the applicability of a model, and testing the variables are some benefits of SEM.

Cronbach's Alpha and Composite dependability values are used to measure dependability. Cronbach's Alpha values that are regarded as trustworthy have a limit of 0.7, and the same is true for Composite Reliability values. If a variable's Composite Reliability and Cronbach's Alpha values are both 0.7, it is deemed dependable (Ghozali, 2017). The formula below is used to determine the Cronbach's Alpha method:

$$r_{11} = \left[\frac{k}{(k-1)} \right] \left[1 - \frac{\sum \sigma_t^2}{\sigma_x^2} \right]$$

Good dependability is indicated by a CR score under 0.70. The amount of consistency of the instrument or questionnaire being tested is assessed using a reliability test. When used several times to test the same thing, a questionnaire is called dependable or reliable if the results are consistent (Sugiyonoi, 2011).

3.2.1. Description of Respondent Characteristics

417 people from the general public who actively use the internet and engage in e-commerce participated in this survey. Respondents received their surveys via an online Google form after completing it. The two sections of the questionnaire are a statement about each of the variables under investigation and the identification of the respondent. After giving out questionnaires to responders, the data was processed for analysis. The table below gives a general summary of the respondents' characteristics.

Table 1. Characteristics of Respondents Based on Years

Age	Amount	Percentage
<17	34	8,2%
18-23	31	7,4%
24-31	180	43,2%
>31	172	41,2%

From the results of Table 1 above, it is clear that of the 417 respondents who were studied based on age, respondents in the age categories of 18–23 years and 24-31 years showed the highest number, with 180 respondents (43,2%), followed by 34 respondents (8,2%) in the age category of less than 17 years, and 172 respondents (41,2%) in the age category of more than 31 years.

Table 2. Characteristics of Respondents Based on E-commerce used.

E-commerce	Amount	Percentage
Instagram	14	3,4%
Lazada	12	2,9%
Shopee	160	38%
Tiktok	76	18%
Tokopedia	126	30%
Bukalapak	9	2,2%
Blibli	19	4,6%

The findings in Table 2. above show that 417 respondents were surveyed. With a total of 160 respondents (38%), it can be shown that the majority of respondents utilize Shopee as their primary live shopping E-commerce site. 126 respondents (30%) use Tokopedia, 76 respondents (18%) use Tiktok, 19 respondents (4,6%) use Blibli, 14 respondents (3,4%) use Instagram, 12 respondents (2,9%) use Lazada, and 9 respondents (2,2%) use Bukalapak.

3.2.2. Structural Model Equation Diagram

On the basis of the hypothesis, a theoretical model has been developed, and it will be presented in a flowchart. Using flowcharts will help you visualize the causality links you wish to examine more clearly.

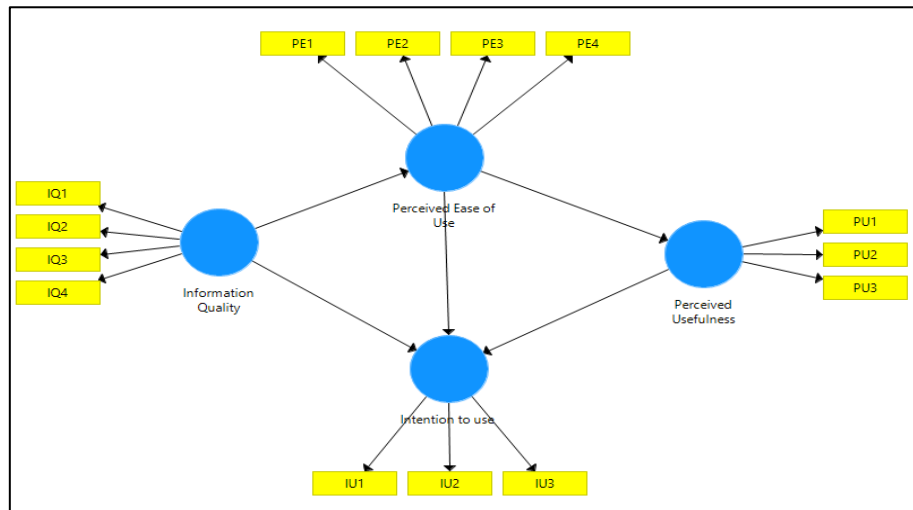


Fig.1: Causality Relationship Diagram

The variable that was measured via a questionnaire is shown by the blue spherical shape in the figure above. As an illustration, the Information Quality variable is made up of the IQ1, IQ2, IQ3, and IQ4 question indicators. The other constructs also developed from each of the indicators. The causation link is readily shown in a flowchart in the Amos program.

4. Analysis and Discussion

The data on the findings of the research results will be analyzed in line with the theory and logic based on the findings of the research results. This debate will be provided in line with the issues examined as follows in order to be more thorough and unraveled:

4.1 Factors That Influence Consumers' Decisions to Shop at Live Shop

Information quality's impact on perceived usability

The hypothesis test's findings indicate that Information Quality significantly affects Perceived Ease of Use, as indicated by the p-value of 0.000 0.05. The direct correlation between perceived ease of use and information quality is 0.821, which indicates that if information quality rises by one unit, perceived ease of use might rise by 82.1%. This influence is advantageous.

The Impact of Perceived Usability on Perceived Utility

The findings of the hypothesis test showed that, as evidenced by the p-value of 0.000 0.05, perceived ease of use significantly influenced perceived usefulness. A one-unit improvement in perceived ease of use can result in a 78.4% rise in perceived usefulness, according to the direct relationship between perceived ease of use and perceived usefulness, which is calculated as 0.784. This effect is advantageous.

How Perceived Usefulness Affects Intention to Use

The hypothesis test's findings indicated that Perceived Usefulness had a substantial impact on Intention to Use, as indicated by the p-value of 0.05. It can grow by 29.1% if perceived usefulness rises by one unit, according to the direct relationship between perceived usefulness and intention to use, which is 0.29. This influence is advantageous.

Impact of Perceived Usability on Intention to Use

The hypothesis test findings show that Perceived Ease of Use significantly influences Intention to Use, as indicated by the p-value of 0.001 0.05. The direct correlation between perceived ease of use and intention to use is 0.255, which suggests that for every unit that

perceived ease of use rises, intention to use might rise by 25.5%. This influence is advantageous.

The impact of information quality on use intention

The hypothesis test's findings indicate that Information Quality significantly affects Intention to Use, as indicated by the p-value of 0.000 0.05. Intention to Use can increase by 34% if Information Quality rises by one unit, according to the direct relationship between the two variables of 0.340. This influence is advantageous.

4.2. Influence of Factors Affecting Customer Purchase to shop at Shopping Live Shop

Effect of Information Quality on Perceived Ease of Use Information quality refers to users' perceptions of how well-formatted information about products and transactions is presented on e-commerce websites in terms of accuracy, relevance, timeliness, completeness, and consistency. Al Mammary (2014) asserts that information quality is a crucial quality for buyers because without information to evaluate physical products, buyers acting on inaccurate or incomplete information run the risk of making the wrong purchases or experiencing uncertainty in their decisions.

E-commerce must display data that encompasses all of the goods and services that customers will offer. Sanjayai (2020) asserts that this information must be applicable and useful in anticipating the value and caliber of the good or service that will be provided. In order for the consumer or buyer to rapidly understand what he is viewing, the information supplied by the consumer or buyer must be current.

According to Romlai & Ratnawati (2018), a customer's degree of trust in a product increases with the level of convenience they receive. The internet makes it simple for individuals to get news and information about the present state of the globe, letting them know what is happening. When a customer wishes to make an online purchase, it is more convenient to presume that their understanding of the online store is not complex than it would be for a customer with zero expertise.

The Impact of Perceived Usability on Perceived Utility

The findings of this study are consistent with those of Tyas & Darmai (2017), with the latter's finding that perceived usability is considerably positively influenced by perceived usability. The notion that employing a technology would enhance user performance is known as perceived usefulness. According to some earlier study, Perceived Usefulness is described in some of the aforementioned examples as the user's subjective assessment of the capabilities provided by the technology.

According to Nursiaho (2018), perceived usability has an effect on perceived usefulness since users would be more likely to enhance performance if a system is regarded to be easy to use. According to actual data, perceived usability increases dramatically.

How Perceived Usefulness Affects Intention to Use

This study is consistent with that of Setyawatii (2020), whose findings indicate that perceived usefulness has a significant impact on usage intention. This is because users are more motivated to use technology if they can immediately feel its benefits. Technology utilization might vary depending on how useful something is seen to be. There are advantages to the growing use of technology, and those advantages might spur users' enthusiasm in doing so. It is clear from these research that the variable "perceived usefulness" has an impact on "intention to use."

Based on the test results above, it is clear that using the advantages of the live shopping system makes it simpler for customers to make purchases and view products in real time. This gets consumers interested in the things being sold, and appealing hosts can also catch the attention of people with social media profiles.

The Impact of Perceived Usability on Intent to Use

This demonstrates that customers continue to trust live shopping. This is demonstrated by the large number of individuals who continue to engage in live shopping activities on e-commerce and other

platforms. Therefore, it can be said that this research supports the claim made by Kucukusta et al. (2015) that more enthusiasts will utilize a technology if it is made easy to use.

According to this study, consumers are more likely to continue utilizing live shopping as a substitute for traditional shopping when the benefits they experience are greater. This also shows that the advantages of live shopping will influence users' intents to continue shopping in person, either to enjoy the company of the host or to purchase a necessary item. The findings of this study are consistent with those of Aditya and Wardhanai's (2016) study, which explains that users are drawn to application features by the advantages they provide and even continue using and recommending them.

The impact of information quality on use intention

In addition to trust, which must be taken into account while doing online commerce, Khairani (2015) claims that the quality of the information is also crucial. The informational value of the item or service being offered for sale. Due to the fact that buyers and sellers cannot physically interact and that the goods being traded can only be seen through photographs, it can be challenging to determine whether the quality of the goods is in line with the buyer's expectations when making purchases or sales through social media. The results of this study are also supported by the results of research conducted by Gunawani (2018) that the quality of information has a positive and significant effect on the readiness to make a purchase. The better the quality of information provided on social media, the higher the consumer's willingness to use a product, especially through social media.

The findings of Gunawani's (2018) study, which found that the quality of information has a favorable and substantial impact on consumers' willingness to make purchases, confirm the findings of this study. More consumers are inclined to utilize a product, especially when it is promoted on social media, the greater the quality of information offered there.

The implications of this research can apply several things such as:

a. The information provided by consumers or buyers must be current in order for purchasers to easily and quickly learn more about the things they see, therefore stakeholders must supply information that covers all of the products and services that will be supplied by consumers.

b. Stakeholders need to make transactions simple in their Shopping Live Shop since customers think adopting a technology would boost performance.

c. With the greater usage of technology comes advantages, and the benefits felt by consumers can raise enthusiasm in utilizing it, therefore stakeholders must foster a live environment by offering product suggestions or relevant information during live events.

d. Because there are still many individuals who participate in live shopping activities on e-commerce or other platforms to purchase their necessities, stakeholders must run promotions to draw customers to the live store.

e. Stakeholders must pay attention to the quality of the products being offered because accurate and complete information is crucial when making purchases or sales through social media because sellers and buyers do not interact in person and can only see the goods being traded from photos, making it challenging to predict whether the quality of the goods will be in line with the buyer's preferences. Buyer interest in making online purchases will rise with the quality of the information offered.

4.3. Validity Test

The validity test is used to demonstrate how well a measurement tool can provide information that will be measured by a questionnaire. When an indicator variable tests favorably against a construct or its hidden variable, it is considered to have strong validity.

- 1) (standardized *loading factors*) $\geq 0,70$
- 2) AVE value > 0.6

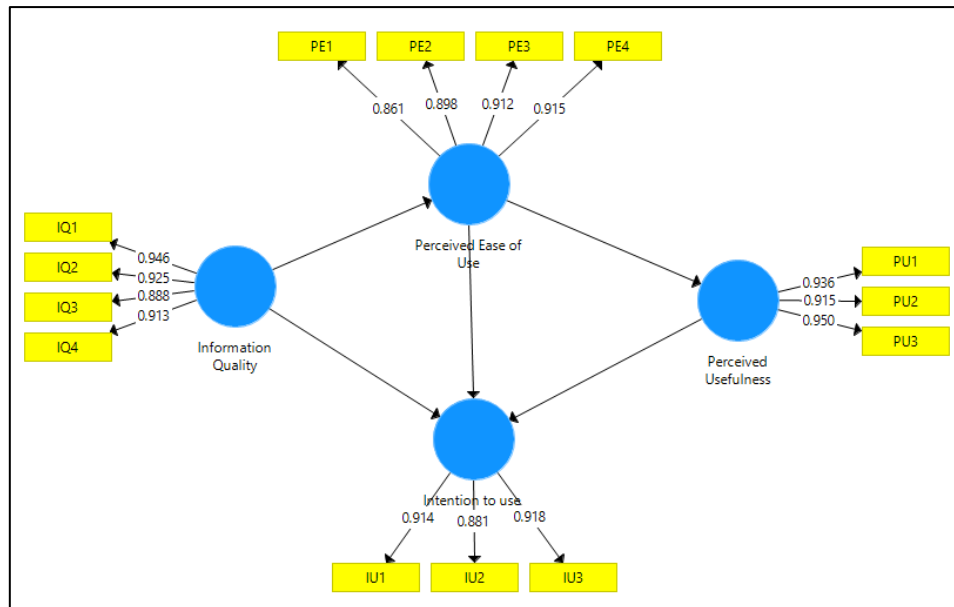


Fig.2: Test the validity of standardized loading factors

According to Figure 2., all statement indicators are recognized as legitimate because their values have standardized loading factors of less than 0.70. in order to continue the model evaluation procedure.

Table 3. Validity test using AVE

Question Items	AVE
<i>Information Quality</i>	0.663
<i>Intention to Use</i>	0.725
<i>Perceived Ease of Use</i>	0.664
<i>Perceived Usefulness</i>	0.720

Table 3. shows that all statement indicators are determined to be legitimate because their values are AVE 0.60. Thus, it may be concluded that the model satisfies the validity requirements for the process.

4.4. Reliability Test

Reliability testing is a way to gauge how much a measuring tool, such as a questionnaire, can be depended upon or trusted. Every measuring tool must be able to periodically deliver measurements that are largely reliable. Using the Cronbach's Alpha coefficient, the reliability test was run. When the Cronbachi Alpha coefficient is less than 0.70, an instrument indication is considered to be dependable.

Table 4. Reliability Test

Question items	Cronbach Alpha	Composite Reliability
<i>Information quality</i>	0.831	0.887
<i>Intention to use</i>	0.810	0.888
<i>Perceived ease of use</i>	0.831	0.888
<i>Perceived usefulness</i>	0.806	0.885

The research variable (construct) in the form of Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness is reliable or has high reliability, so they have high accuracy to be used as variables in the study. The alpha coefficient (Cronbach's alpha) and Composite reliability have a value above 0.70.

4.5. Evaluation of Model Accuracy Criteria

This test's objective is to evaluate how well the model fits the diagram in Figure 1.8. The PLS-SEM model's calculation results yield a goodness-of-fit index, as given in Table 5 below:

Table 5. Calculation Results of the Goodness of Fit Index

Measurement	Value	Criteria	Results
<i>Srmr</i>	0,066	< 0,08	<i>Fit</i>
Nfi	0,846	Approach 1	<i>Fit</i>

The SRMR value of 0.066 is less than 0.08 and the NFI value of 0.846 indicates an 84.6% fit. The model is determined to be fit based on the three criteria that have been considered for the model's correctness. The relationship between the variables Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness may therefore be accurately determined by the model

4.6. Research Hypothesis Testing

The diagram's one arrow designating the direct influence matches the stated theory. The following factors directly affect this study model:

Table 6. Direct Effect (Direct Effect)

	<i>Coefficient</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Information Quality -> Perceived Ease of Use</i>	0.821	29,085	0.00
<i>Perceived Ease of Use -> Perceived Usefulness</i>	0.784	26,994	0.000
<i>Perceived Usefulness -> Intention to Use</i>	0.291	3,642	0.000
<i>Perceived Ease of Use -> Intention to Use</i>	0.255	3,277	0.001
<i>Information Quality -> Intention to Use</i>	0.340	4.168	0.000

The following outcomes are produced via a direct connection based on table 6:

1. As can be observed from the p-value of 0.00 to 0.05, information quality has a considerable impact on perceived usability. The direct correlation between perceived ease of use and information quality is 0.821, which suggests that if information quality rises by one-unit, perceived ease of use can rise by 82.1%. This effect is beneficial.
2. The p-value of 0.00 0.05 indicates that there is a significant relationship between perceived ease of use and perceived usefulness. According to the direct relationship between perceived ease of use and perceived usefulness, which is 0.784, if perceived ease of use improves by one-unit, perceived usefulness can increase by 78.4%. It has a beneficial effect.
3. The p-value of 0.00 0.05 indicates that perceived usefulness has a substantial impact on usage intention. Intention to Use can increase by 29.1% if Perceived Usefulness rises by one unit, according to the direct relationship between the two variables, which is calculated as 0.291. It's a good influence.
4. As can be seen from the p-value of 0.001 0.05, perceived ease of use has a substantial impact on usage intentions. Intention to Use can rise by 25.5% if Perceived Ease of Use improves by one unit, according to the direct relationship between the two variables, which is 0.255. It's a good influence.
5. The p-value of 0.000 0.05 indicates that Information Quality significantly influences Intention to Use. The direct relationship between information quality and intention to use is 0.340, which indicates that if information quality rises by one unit, intention to use may rise by 34%. This influence is helpful.

4.7. Coefficient Of Determination

The adjusted R square can be used to calculate the contribution of exogenous factors to endogenous

variables in SEM analysis. The coefficient of determination (R²) effectively gauges how well the model can account for endogenous variance.

Table 7. R-Square Score

	R Square Adjusted
<i>Intention to Use</i>	0,673
<i>Perceived Ease of Use</i>	0,672
<i>Perceived Usefulness</i>	0,614

The adjusted r square of the perceived ease of use variable is 67.2%, the adjusted r square of perceived usefulness is 6.14%, and the adjusted r square of intention to use is 67.3%, according to the table above. This indicates that exogenous latent variables jointly account for 67.3% of the variation of the intention to use variable, with the remaining portion being explained by other factors not included in the model. The variance in the Perceived Ease of Use measure is concurrently described by exogenous latent variables in 67.2% of the variance, and the remaining variance is explained by additional factors that are not included in the model. 6.14% of course. Exogenous latent variables concurrently explain part of the variance of the perceived usefulness variable, while other parts are explained by other factors not included in the model.

5. Conclusion

The study project "Analysis of Factors Affecting Customer Purchase Shopping Live Shop" has a favorable and substantial effect, according to the formulation of the problem, the hypothesis, and the research findings. based on data that has been gathered and tests that have been run utilizing the TAM model. As a result of the PLS method's application to study the connection between constructs, the following conclusions can be made:

1. A study of 417 respondents was conducted using the characteristics of the respondents as a starting point. According to age, the group of respondents between the ages of 24 and 31 had the greatest number, 180 (43.2%), followed by the group over 31 years, which had 172 (41.2%), the group between the ages of less than 17 years, which had 34 (8.2%), and the group between the ages of 18 and 23, which had 31 (7.4%). With a total of 160 respondents (38%), Shopee is the live shopping E-commerce that is used by the majority of respondents when they purchase online. The percentage of respondents that utilized Tokopedia was 126 (30%), Tiktok was 76 (18%), Blibli was 19 (5%), Instagram was 14 (3%), Lazada was 12 (3%) and Bukalapak was 9 (2%) while Bhinneka had one responder (0%).
2. Based on the validity test findings, all statement indicators are determined to be valid since their values have standardized loading factors of less than 0.70. in order to continue the model evaluation process. Due to the AVE's value being less than 0.60, all statement indications are deemed acceptable. As a result, it may be concluded that the model has satisfied the requirements for validity. The alpha coefficient (cronbach alpha) and Composite reliability have values above 0.70 in the reliability test results, which can be used to explain why the research variables (constructs) in the form of Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness are reliable or have high reliability and can therefore be used with high accuracy.
3. Based on the model's accuracy findings, it was discovered that the SRMR value of 0.066 is less than 0.08 and the NFI value of 0.846 indicates an 84.6% match. It is determined that the model is deemed fit based on the three model accuracy criteria that have been examined. In order for the model to accurately assess the relationship between the variables Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness.
4. Based on the findings of the hypothesis testing, it was discovered that:

- a. All indicators—Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness—have a strong impact on customer purchase shopping in-person.
- b. The impact of the variables that affect customer purchase and live shop behavior
 - i. As can be observed from the p-value of 0.00 to 0.05, information quality has a considerable impact on perceived usability. Information Quality has a direct correlation of 0.821 with perceived ease of use, which implies that if Information Quality rises by one unit, perceived ease of use can rise by 82.1%. This has a good impact.
 - ii. As can be observed from the p-value of 0.00 0.05, perceived ease of use significantly affects perceived usefulness. A one-unit improvement in perceived ease of use can result in a 78.4% rise in perceived usefulness, according to the direct relationship between perceived ease of use and perceived usefulness, which is 0.784. This effect is advantageous.
 - iii. The p-value of 0.00 0.05 indicates that perceived usefulness has a substantial impact on intention to use. Intention to Use can increase by 29.1% if Perceived Usefulness rises by one unit, according to the direct relationship between the two variables, which is 0.29. This effect is advantageous.
 - iv. The p-value of 0.001 0.05 indicates that Perceived Ease of Use has a substantial impact on Intention to Use. Because of the direct relationship between perceived ease of use and intention to use, which is 0.255, an increase in perceived ease of use can result in a 25.5% increase in intention to use. This influence is advantageous.
 - v. The p-value of 0.000 0.05 indicates that Information Quality significantly influences Intention to Use. Intention to Use can increase by 34% if Information Quality rises by one unit, according to the direct relationship between the two variables, which is 0.340. This effect is advantageous.
 - vi. Customer input on the variables influencing customer purchases at the Shopping Live Shop, with 417 respondents (100%) agreeing and giving favorable feedback on the variables influencing customer purchases at the Shopping Live Shop.

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