

## **BAB V**

### **PENUTUP**

Bab ini membahas tentang kesimpulan atas apa yang didapat dari keseluruhan proses analisis yang telah dilakukan, serta implikasi manajerial dari hasil penelitian yang telah dilakukan. Bab ini juga membahas mengenai keterbatasan-keterbatasan yang dihadapi selama penelitian dan saran bagi para peneliti selanjutnya.

#### **5.1 Kesimpulan**

Berdasarkan penelitian yang telah dilakukan serta pembahasan mengenai hasil penelitian maka dapat disimpulkan :

1. Berdasarkan hasil penelitian, ditemukan bahwa variabel sikap dan niat perilaku berperan signifikan dalam membentuk niat pembelian *online*, sejalan dengan kerangka *Theory of Planned Behavior* (TPB) yang menjadi dasar dalam penelitian ini. TPB menyatakan bahwa perilaku seseorang dipengaruhi oleh niat, dan niat tersebut terbentuk dari sikap, norma subjektif, dan persepsi kontrol atas perilaku. Dalam penelitian ini, sikap terhadap *live-streaming* terbentuk dari persepsi konsumen, bauran pemasaran, konten pemasaran, dan pengaruh *influencer*, yang secara positif memengaruhi niat perilaku. Selanjutnya, niat perilaku memberikan pengaruh paling besar terhadap niat pembelian *online*, menunjukkan bahwa TPB sangat relevan dalam menjelaskan pola konsumsi digital pada Generasi Z, khususnya dalam konteks *live-streaming* Shopee. Oleh karena itu, penelitian ini mendukung dan memperkuat validitas empiris dari TPB, khususnya dalam ranah *e-commerce* dan *digital marketing*, serta memberikan kontribusi teoritis bahwa TPB dapat diadaptasi untuk menjelaskan perilaku belanja online generasi muda di era *live-streaming commerce*.
2. Persepsi konsumen berpengaruh signifikan terhadap nilai yang dirasakan konsumen, hal ini menunjukkan bahwa persepsi konsumen terhadap *live streaming* di Shopee berpengaruh signifikan terhadap nilai yang dirasakan. Hasil penelitian menunjukkan bahwa semakin positif konsumen memandang *live streaming* sebagai pengalaman berbelanja yang

menyenangkan dan inovatif, semakin tinggi pula nilai manfaat yang mereka rasakan.

3. Bauran pemasaran berpengaruh signifikan terhadap nilai yang dirasakan konsumen, hal ini menunjukkan bahwa ketika strategi bauran pemasaran dikemas secara menarik selama *live streaming*, hal tersebut dapat meningkatkan persepsi nilai dari konsumen terhadap pengalaman belanja yang ditawarkan.
4. Konten pemasaran berpengaruh signifikan terhadap sikap, hal ini menunjukkan bahwa sikap positif konsumen terhadap produk maupun *platform* dipengaruhi oleh daya tarik konten yang ditampilkan, seperti kreativitas penyampaian, gaya komunikasi *host*, serta visualisasi produk selama siaran langsung.
5. *Influencer* berpengaruh signifikan terhadap sikap, hal ini menunjukkan bahwa kredibilitas, keaslian, dan keahlian *influencer* dalam merekomendasikan produk secara langsung mendorong terbentuknya sikap positif.
6. Nilai yang dirasakan konsumen berpengaruh signifikan terhadap niat perilaku konsumen, hal ini menunjukkan bahwa semakin tinggi persepsi konsumen terhadap kemudahan yang diberikan, seperti akses cepat ke informasi produk, kemudahan interaksi langsung dengan *host*, dan kepraktisan proses pembelian. Maka semakin besar pula kecenderungan konsumen untuk berperilaku positif, termasuk membeli produk, membagikan informasi, atau merekomendasikan kepada orang lain.
7. Sikap berpengaruh signifikan terhadap niat perilaku konsumen, hal ini menunjukkan bahwa sikap positif terhadap *live streaming* (keseruan, kenyamanan, dan daya tarik siaran) memengaruhi niat perilaku konsumen secara signifikan.
8. Niat perilaku berpengaruh signifikan terhadap niat pembelian *online*. Hasil pengujian menunjukkan bahwa semakin tinggi niat perilaku konsumen, seperti kesediaan untuk berbagi informasi, memberikan rekomendasi, dan mempertimbangkan pembelian di masa mendatang, semakin besar pula

kecenderungan mereka untuk melakukan pembelian produk melalui *live streaming* Shopee.

## 5.2 Implikasi Manajerial

Berdasarkan hasil penelitian mengenai pengaruh faktor-faktor *live streaming* Shopee terhadap perilaku dan niat beli konsumen generasi z, peneliti memberikan beberapa saran manajerial yang dapat diterapkan oleh seller atau *brand* di aplikasi Shopee untuk meningkatkan efektivitas strategi promosi mereka:

1. Berdasarkan hipotesis pertama (H1), ditemukan bahwa persepsi konsumen berpengaruh positif terhadap nilai yang dirasakan konsumen. Artinya, persepsi positif konsumen terhadap *live streaming* berdampak pada nilai yang dirasakan konsumen. Oleh karena itu, *seller* disarankan untuk menghadirkan pengalaman yang imersif dan menyenangkan, seperti menggunakan latar visual yang menarik, membangun interaksi dua arah melalui *live chat*, dan menyampaikan informasi dengan gaya komunikatif yang energik. Hal ini bertujuan untuk menciptakan persepsi bahwa *live streaming* bukan hanya tempat jual beli, tetapi juga hiburan yang dinantikan.
2. Berdasarkan hipotesis kedua (H2), diketahui bahwa bauran pemasaran berpengaruh positif terhadap nilai yang dirasakan konsumen. Promosi interaktif seperti kuis, *giveaway*, dan diskon eksklusif terbukti mampu meningkatkan ketertarikan dan keterlibatan penonton secara langsung. Oleh karena itu, *seller* disarankan untuk memaksimalkan penggunaan bauran pemasaran selama siaran langsung. Strategi yang dapat diterapkan meliputi: menampilkan produk secara menarik dan informatif (*product showcasing*), menawarkan harga khusus hanya selama *live* (*limited-time pricing*), menyisipkan aktivitas promosi seperti kuis berhadiah atau *voucher* instan (*interactive promotion*), serta memastikan kemudahan akses dan kecepatan proses pembelian selama *live* berlangsung (*effective distribution*).
3. Berdasarkan hipotesis ketiga (H3), diketahui bahwa konten pemasaran berpengaruh positif terhadap sikap. Hasil penelitian menunjukkan bahwa konten menarik yang disampaikan *host* selama *live streaming* memiliki

pengaruh signifikan terhadap sikap konsumen dan mendorong niat untuk berbelanja. Kreativitas dalam menyampaikan informasi produk, gaya komunikasi yang interaktif, serta penggunaan elemen visual yang atraktif berperan penting dalam membentuk ketertarikan konsumen. Oleh karena itu, *seller* disarankan untuk menyusun konten *live streaming* secara strategis dan *engaging*. Hal ini dapat dilakukan dengan menyajikan demonstrasi produk secara langsung, membangun interaksi dua arah melalui komentar atau *polling*, serta menggunakan *storytelling* dan visual pendukung yang kuat.

4. Berdasarkan hipotesis keempat (H4), diketahui bahwa *influencer* berpengaruh signifikan terhadap sikap. Karena *influencer* terbukti memengaruhi sikap konsumen, maka *seller* sebaiknya memilih *influencer* yang tidak hanya populer, tetapi juga memiliki kredibilitas dan pemahaman mendalam terhadap produk yang dipromosikan. *Seller* juga bisa mengajak *influencer* untuk *live streaming* bersama *host* karena interaksi langsung *influencer* dengan penonton selama *live streaming* akan membangun kepercayaan dan menciptakan ikatan emosional antara produk dan *audiens*.
5. Berdasarkan hipotesis kelima (H5), diketahui bahwa nilai yang dirasakan konsumen berpengaruh signifikan terhadap niat perilaku. Artinya, kemudahan dalam mengakses dan bertransaksi selama *live streaming* terbukti berpengaruh signifikan terhadap nilai yang dirasakan konsumen serta mendorong perilaku pembelian. Proses *checkout* yang efisien menjadi faktor kunci dalam menciptakan pengalaman belanja yang nyaman. Untuk itu, *seller* atau *brand* disarankan mengoptimalkan *live streaming* dengan menyederhanakan alur pembelian, menampilkan tombol beli yang responsif dan mudah ditemukan, serta memberikan petunjuk pembelian secara *real-time* melalui *host*. Selain itu, integrasi fitur tanya-jawab instan serta respons cepat terhadap pertanyaan konsumen juga perlu diperkuat guna menciptakan proses transaksi yang cepat, jelas, dan tanpa hambatan.
6. Berdasarkan hipotesis keenam (H6), diketahui bahwa sikap konsumen berpengaruh positif terhadap niat perilaku konsumen. Artinya, Sikap positif

konsumen terhadap *live streaming* terbentuk dari keseruan, kenyamanan, dan daya tarik siaran. Untuk menjaga dan meningkatkan sikap ini, *host* berperan penting dalam menciptakan suasana interaktif yang menyenangkan dan dinamis selama *live* berlangsung. *Seller* dan *brand* disarankan untuk melatih *host* agar mampu membangun komunikasi dua arah yang ramah, antusias, dan responsif terhadap komentar *audiens*.

7. Berdasarkan hipotesis ketujuh (H7), diketahui bahwa niat perilaku konsumen berpengaruh signifikan terhadap niat pembelian *online*. Hasil penelitian menunjukkan bahwa pengalaman *live streaming* yang menyenangkan (yang terbentuk dari persepsi positif, bauran pemasaran yang menarik, konten kreatif, peran *influencer* yang kredibel, kemudahan akses pembelian, serta suasana interaktif yang positif) mendorong konsumen tidak hanya untuk membeli produk tetapi juga merekomendasikannya kepada orang lain. Oleh karena itu, *seller* dan *brand* di Shopee perlu menciptakan pengalaman *live streaming* yang holistik dengan menghadirkan informasi produk secara *real-time*, menyajikan konten yang menarik, memanfaatkan *influencer* yang sesuai dengan *audiens* target, serta memastikan proses pembelian mudah dan cepat. Selain itu, menjaga interaksi yang menyenangkan dan melibatkan penonton secara aktif dapat memperkuat keterlibatan emosional, sehingga konsumen merasa puas, *loyal*, dan terdorong untuk membagikan pengalaman positif mereka kepada orang di sekitarnya.

### 5.3 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa keterbatasan atau kelemahan dalam penelitian, yaitu:

1. Keterbatasan dalam penelitian ini terletak pada tidak difokuskannya analisis pada merek atau *brand* tertentu dalam *live streaming* Shopee. Setiap *brand* memiliki karakteristik, strategi promosi, serta kualitas pelayanan yang berbeda-beda, yang dapat memengaruhi persepsi dan respons konsumen secara signifikan. Oleh karena itu, hasil temuan dalam penelitian ini bersifat

umum dan belum dapat menggambarkan pengaruh spesifik dari masing-masing *brand* terhadap perilaku dan niat beli konsumen.

2. Keterbatasan lain dari penelitian ini adalah tidak digunakannya pendekatan yang spesifik terhadap karakteristik masing-masing *influencer*. Dalam praktiknya, setiap *influencer* memiliki gaya komunikasi, tingkat popularitas, kredibilitas, dan cara penyampaian yang berbeda, yang dapat memengaruhi persepsi dan sikap konsumen secara beragam. Karena itu, hasil penelitian ini belum mampu menangkap secara rinci pengaruh individual dari masing-masing *influencer* terhadap sikap dan niat beli konsumen.
3. Berdasarkan hasil evaluasi model struktural, nilai *Adjusted R-Square* untuk seluruh variabel dependen dalam penelitian ini berada di bawah 0,5. Hal ini menunjukkan bahwa kemampuan model dalam menjelaskan variabilitas dari niat perilaku, niat pembelian *online*, nilai yang dirasakan, dan sikap masih tergolong moderat. Dengan demikian, terdapat kemungkinan bahwa masih ada variabel-variabel lain di luar model yang lebih mampu memprediksi perubahan pada variabel dependen.
4. Karakteristik responden, di mana seluruh responden merupakan individu yang sudah pernah melakukan pembelian melalui Shopee, termasuk saat menonton *live streaming*. Sementara itu, fokus utama penelitian ini adalah untuk mengukur niat pembelian *online*, bukan perilaku aktual. Hal ini dapat menimbulkan bias retrospektif, di mana responden menjawab pertanyaan terkait niat berdasarkan pengalaman pembelian yang sudah mereka lakukan, bukan dari kondisi sebelum melakukan pembelian. Dengan demikian, hasil pengukuran niat dalam penelitian ini mungkin tidak sepenuhnya mencerminkan niat murni sebelum perilaku terjadi, sebagaimana didefinisikan dalam *theory of planned behavior* (TPB).
5. Pengukuran variabel bauran pemasaran, yang masih dibatasi pada elemen-elemen utama seperti produk, harga, promosi, dan tempat. Padahal, dalam konteks *live-streaming e-commerce* seperti Shopee Live, dimensi bauran pemasaran dapat meluas mencakup aspek-aspek yang lebih spesifik, seperti

penggunaan promo waktu terbatas, interaktivitas selama siaran, maupun pengalaman visual dari produk yang ditampilkan secara langsung. Selain itu, pengukuran bauran pemasaran dalam penelitian ini masih bersifat persepsi umum responden, bukan berdasarkan observasi terhadap strategi pemasaran aktual dari *brand* tertentu. Hal ini dapat memunculkan bias subjektif yang memengaruhi penilaian responden terhadap masing-masing elemen bauran. Oleh karena itu, hasil pengujian pengaruh bauran pemasaran dalam penelitian ini sebaiknya dipahami atau dianalisis dengan mempertimbangkan keterbatasan tersebut.

#### 5.4 **Saran Penelitian Selanjutnya**

Berdasarkan keterbatasan yang ditemukan dalam penelitian ini, maka peneliti menyarankan beberapa hal berikut yang dapat dijadikan acuan dalam penelitian mendatang:

1. Penelitian selanjutnya disarankan untuk memfokuskan analisis pada satu atau beberapa merek (*brand*) tertentu yang aktif melakukan *live streaming* di Shopee. Hal ini penting untuk memperoleh pemahaman yang lebih mendalam mengenai bagaimana karakteristik *brand*, strategi promosi, dan kualitas layanan memengaruhi persepsi serta perilaku konsumen secara spesifik. Pendekatan ini juga memungkinkan peneliti mengevaluasi efektivitas kampanye *live streaming* pada tiap *brand* secara lebih akurat.
2. Penelitian mendatang perlu mempertimbangkan pengaruh karakteristik individu dari *influencer*, seperti gaya komunikasi, tingkat kepercayaan *audiens*, jumlah pengikut, serta tingkat *engagement*. Dengan mengelompokkan atau menganalisis *influencer* berdasarkan karakteristik tersebut, peneliti dapat menggambarkan dampak yang lebih rinci terhadap sikap dan niat beli konsumen, serta memberikan implikasi strategis yang lebih terarah bagi *brand* dalam memilih *influencer*.
3. Untuk meningkatkan daya prediktif model, disarankan menambahkan variabel lain yang relevan seperti kepercayaan konsumen, persepsi risiko, keterlibatan konsumen (*consumer engagement*), atau pengalaman berbelanja sebelumnya. Penambahan konstruk ini dapat memberikan

gambaran yang lebih komprehensif terhadap faktor-faktor yang memengaruhi niat perilaku dan niat pembelian *online*, serta meningkatkan nilai *R-square* dari model yang dikembangkan.

4. Mempertimbangkan untuk menggali niat pembelian dari responden yang belum pernah melakukan pembelian melalui Shopee Live, agar pengukuran niat lebih akurat dan tidak terpengaruh oleh pengalaman masa lalu. Selain itu, penelitian mendatang juga dapat mempertimbangkan untuk menambahkan variabel lain seperti kepercayaan terhadap platform, urgensi promosi, atau tingkat interaktivitas selama *live streaming*, yang berpotensi memengaruhi sikap dan niat beli konsumen secara signifikan.
5. Mengembangkan instrumen atau kuesioner variabel bauran pemasaran secara lebih mendalam dan kontekstual, terutama dalam konteks *live-streaming e-commerce* seperti Shopee Live. Bauran pemasaran tidak hanya mencakup elemen 4P tradisional (produk, harga, promosi, dan tempat), tetapi juga dapat diperluas dengan memasukkan aspek-aspek seperti strategi promosi *real-time*, interaktivitas selama *live*, penawaran waktu terbatas, kemudahan transaksi langsung di *live-streaming*, serta pengalaman visual produk. Kuesioner yang lebih spesifik dan disesuaikan dengan karakteristik *live streaming* diharapkan dapat memberikan hasil pengukuran yang lebih akurat terhadap persepsi konsumen. Dengan demikian, penelitian mendatang dapat menangkap pengaruh bauran pemasaran secara lebih realistis, serta memberikan implikasi manajerial yang lebih tajam bagi *brand* dalam menyusun strategi *live commerce*.
6. Memperdalam kajian mengenai sikap dan persepsi konsumen terhadap *influencer*, dengan memperhatikan dimensi-dimensi yang lebih spesifik, seperti kredibilitas, keaslian, daya tarik, serta kesesuaian antara *influencer* dengan produk. Dalam penelitian ini, pengaruh *influencer* diukur secara umum, namun karakteristik *influencer* sangat beragam dan dapat memengaruhi persepsi serta sikap konsumen secara berbeda. Oleh karena itu, penelitian ke depan dapat mengembangkan instrumen kuesioner yang lebih mendetail terhadap karakteristik *influencer*. Hal ini penting karena

dalam konteks *live-streaming* Shopee, peran *influencer* bukan hanya sebagai *endorser*, tetapi juga sebagai *host*, *entertainer*, dan narasumber yang dapat membentuk sikap konsumen terhadap *brand* dan mendorong niat pembelian.



## DAFTAR PUSTAKA

- Agarwal, B., & Gulla, A. (2022). Influence of Social Media Marketing on Customer Equity Drivers and Purchase Intention: Understanding World's Most Valuable Brand - Amazon. *NMIMS Management Review*, 30(03). <https://doi.org/10.53908/nmmr.300216>
- Akbar, P., & Hoffmann, S. (2018). Under which circumstances do consumers choose a product service system (PSS)? Consumer benefits and costs of sharing in PSS. *Journal of Cleaner Production*, 201. <https://doi.org/10.1016/j.jclepro.2018.08.010>
- Ali, M., Hariyati Tri, Yudestia Pratiwi, & Meli Afifah. (2020). Metodologi Penelitian Kuantitatif Dan Penerapan Nya Dalam Penelitian. *Education Journal*.2022, 2(2).
- Apasrawirote, D., & Yawised, K. (2022). Factors Influencing the Behavioral and Purchase Intention on Live-streaming Shopping. *Asian Journal of Business Research*, 12(1). <https://doi.org/10.14707/ajbr.220119>
- Bhimani, H., Mention, A., & Barlatier, P. (2018). Technological Forecasting & Social Change Social media and innovation : A systematic literature review and future research directions. *Technological Forecasting & Social Change*, November 2017.
- Bogoslov, i. A., stoica, e. A., georgescu, m. R., & lungu, a. E. (2023). Gamification in e-commerce: advantages, challenges, and future trends. *Revista Economica*, 75(2). <https://doi.org/10.56043/reveco-2023-0012>
- Brändle, M., Sotiriadou, C., & Zinn, B. (2023). Self-assessments, attitudes, and motivational orientations towards the use of digital media in teaching a comparison between student teachers of different subject clusters. *Heliyon*, 9(9). <https://doi.org/10.1016/j.heliyon.2023.e19516>
- Cambra-Fierro, J., Gao, L. (Xuehui), & Melero-Polo, I. (2021). The power of social influence and customer-firm interactions in predicting non-transactional behaviors, immediate customer profitability, and long-term customer value. *Journal of Business Research*, 125. <https://doi.org/10.1016/j.jbusres.2020.12.013>
- Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022). Understanding Consumers' Purchase Intention and Gift-Giving in Live Streaming Commerce: Findings from SEM and fsQCA. *Emerging Science Journal*, 6(3). <https://doi.org/10.28991/ESJ-2022-06-03-03>
- De Vries, L., Gensler, S., & Leeflang, P. S. H. (2017). Effects of traditional advertising and social messages on brand-building metrics and customer acquisition. *Journal of Marketing*, 81(5). <https://doi.org/10.1509/jm.15.0178>
- Dilys, M., Sarlauskienė, L., & Smitas, A. (2022). Analysis of the concept of content marketing. *International Journal of Advanced and Applied Sciences*, 9(5). <https://doi.org/10.21833/IJAAS.2022.05.006>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68. <https://doi.org/10.1016/j.chb.2016.11.009>

- Ghozali, Imam. (2016). Ghozali, Imam. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. Semarang: BPFE Universitas Diponegoro. In *IOSR Journal of Economics and Finance*.
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A primer on partial least squares structural equations modeling (PLS-SEM). Sage Publications. *Journal of Tourism Research*, 6(2).
- Ho, C. I., Liu, Y., & Chen, M. C. (2022). Factors Influencing Watching and Purchase Intentions on Live Streaming Platforms: From a 7Ps Marketing mix Perspective. *Information (Switzerland)*, 13(5). <https://doi.org/10.3390/info13050239>
- Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The Influence Of Digital Marketing And Customer Perceived Value Through Customer Satisfaction On Customer Loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24(8).
- Kandambi, G. P. H., & Wijayanayaka, W. M. J. I. (2020). Integrated Conceptual Framework to Explain Online Purchasing Intention in E-commerce. *IBIMA Business Review*, 2020. <https://doi.org/10.5171/2020.406874>
- Kelly, K., & Febriyantoro, M. T. (2022). Peranan Perception Of Digital Celebrities Terhadap Live-Stream Shopping Intentions. *Jurnal Ecodemica Jurnal Ekonomi Manajemen Dan Bisnis*, 6(1). <https://doi.org/10.31294/eco.v6i1.11766>
- Kelvin, K., Lane Keller, K., & Osborn, E. (2017). Kotler, Philip and Keller Kelvin Lane. (2016). Marketing Management. (15th global edition) Edinburgh: Pearson Education. (679 pp). *Kasem Bundit Journal*, 18(2).
- Kotler, A. P., & Armstrong, G. (2017). Philip Kotler-principles of marketing. *International Business Management*.
- Le, K., & Aydin, G. (2023). Impact of the pandemic on social media influencer marketing in fashion: a qualitative study. *Qualitative Market Research*, 26(4). <https://doi.org/10.1108/QMR-11-2021-0133>
- Livingstone, S. (2018). iGen: why today's super-connected kids are growing up less rebellious, more tolerant, less happy – and completely unprepared for adulthood. *Journal of Children and Media*, 12(1). <https://doi.org/10.1080/17482798.2017.1417091>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1). <https://doi.org/10.1080/15252019.2018.1533501>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management*, 58(7). <https://doi.org/10.1016/j.im.2021.103509>
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14021045>
- Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived

- network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics*, 59. <https://doi.org/10.1016/j.tele.2021.101562>
- MacHado, B. F. H., Da Silva Terres, M., & Basso, K. (2022). The influence of the word-of-mouth of online reviews on building patient trust in the physician. In *Revista Brasileira de Marketing* (Vol. 21, Issue 4). <https://doi.org/10.5585/remark.v21i4.21163>
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2). <https://doi.org/10.1007/s12109-012-9264-5>
- Purwatiningsih, S. D. (2021). Marketing digital campaign dalam membangun startup melalui influencer pada masa pandemi covid-19. *Ekspresi dan persepsi : jurnal ilmu komunikasi*, 4(2). <https://doi.org/10.33822/jep.v4i2.2905>
- Shin, H., Oh, C., Kim, N. Y., Choi, H., Kim, B., & Ji, Y. G. (2024). Evaluating and eliciting design requirements for an improved user experience in live-streaming commerce interfaces. *Computers in Human Behavior*, 150. <https://doi.org/10.1016/j.chb.2023.107990>
- Singh, S., & Srivastava, S. (2018). Moderating effect of product type on online shopping behaviour and purchase intention: An Indian perspective. *Cogent Arts and Humanities*, 5(1). <https://doi.org/10.1080/23311983.2018.1495043>
- Sobari, N. (2022). The effect of live streaming on purchase intention of e-commerce customers. *International Conference on Family Business and Entrepreneurship*.
- Solomon, M. (2020). Consumer Behavior Buying, Having, and Being. In *Pearson* (Issue April).
- Sugiyono. (2015). Sugiyono, Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D , (Bandung: Alfabeta, 2015), 407 1. *Metode Penelitian Dan Pengembangan Pendekatan Kualitatif, Kuantitatif, Dan R&D, 2015*.
- Sun, X., Pelet, J. É., Dai, S., & Ma, Y. (2023). The Effects of Trust, Perceived Risk, Innovativeness, and Deal Proneness on Consumers' Purchasing Behavior in the Livestreaming Social Commerce Context. *Sustainability (Switzerland)*, 15(23). <https://doi.org/10.3390/su152316320>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37. <https://doi.org/10.1016/j.elerap.2019.100886>
- Taba, M., Ayre, J., Freeman, B., McCaffery, K., & Bonner, C. (2023). COVID-19 messages targeting young people on social media: content analysis of Australian health authority posts. *Health Promotion International*, 38(2). <https://doi.org/10.1093/heapro/daad034>
- Taherdoost, H. (2018). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3205040>
- Tian, B., Chen, J., Zhang, J., Wang, W., & Zhang, L. (2023). Antecedents and Consequences of Streamer Trust in Livestreaming Commerce. *Behavioral Sciences*, 13(4). <https://doi.org/10.3390/bs13040308>

- Tian, S., Cho, S. Y., Jia, X., Sun, R., & Tsai, W. S. (2023). Antecedents and outcomes of Generation Z consumers' contrastive and assimilative upward comparisons with social media influencers. *Journal of Product and Brand Management*, 32(7). <https://doi.org/10.1108/JPBM-02-2022-3879>
- Ustadriatul Mukarromah, Mirtan Sasmita, & Lilis Rosmiati. (2022). Pengaruh Konten Marketing dan Citra Merek Terhadap Keputusan Pembelian dengan Dimediasi Minat Beli pada Pengguna Aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1). <https://doi.org/10.37366/master.v2i1.444>
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1). <https://doi.org/10.3390/su13010189>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xie, J., Ye, L., Huang, W., & Ye, M. (2021). Understanding fintech platform adoption: Impacts of perceived value and perceived risk. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5). <https://doi.org/10.3390/jtaer16050106>
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10). <https://doi.org/10.1080/02642069.2019.1576642>

## LAMPIRAN

### LAMPIRAN 1 KUESIONER

Pengaruh Faktor-Faktor *Live-Streaming* Terhadap Perilaku dan Niat Beli Konsumen Generasi Z.

#### Pertanyaan Filter 1

Apakah anda termasuk Generasi Z (lahir antara tahun 1997 - 2012)

1. Ya
2. Tidak

#### Pertanyaan Filter 2

Saya memiliki pengalaman menonton atau melakukan pembelian melalui fitur Shopee *Live-streaming shopping*

1. Ya
2. Tidak

#### Pertanyaan Filter 3

Saya pernah melakukan pembelian *online* di Shopee dalam 6 bulan terakhir

1. Ya
2. Tidak

#### Pertanyaan Filter 4

Apakah Anda pernah melihat *influencer* (artis, *content creator*, musisi, dll) mempromosikan suatu *brand* melalui fitur *live streaming* di Shopee

1. Ya
2. Tidak

#### Demografi Responden

##### Jenis Kelamin

1. Laki-laki
2. Perempuan

##### Pendidikan Terakhir

1. SMA/SMK
2. Diploma
3. Sarjana

4. Pasca Sarjana

**Jenis Pekerjaan**

4. Pelajar / Mahasiswa
5. Karyawan Swasta
6. Pegawai Negri
7. Wiraswasta
8. Lainnya

| Variabel Persepsi Konsumen |                                                                                                                  |     |    |   |   |     |
|----------------------------|------------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                         | Pernyataan                                                                                                       | STS | ST | N | S | STS |
| 1.                         | Menurut saya, <i>Live streaming</i> Shopee di toko-toko Shopee mencoba membuat saya penasaran                    |     |    |   |   |     |
| 2.                         | Menurut saya, <i>Live streaming</i> Shopee di media sosial mencoba membuat saya berpikir tentang gaya hidup saya |     |    |   |   |     |
| 3.                         | Menurut saya, Membeli produk melalui <i>live</i> Shopee menciptakan pengalaman berbelanja yang baru              |     |    |   |   |     |

| Variabel Bauran Pemasaran |                                                                                                                                                                                                                                                                                                    |     |    |   |   |     |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                        | Pernyataan                                                                                                                                                                                                                                                                                         | STS | ST | N | S | STS |
| 1.                        | Menurut saya, Bauran Pemasaran (produk, harga, promosi, distribusi) yang digunakan oleh <i>host</i> melalui <i>live streaming</i> Shopee memuaskan. (Contoh bauran promosi : <i>Host</i> memberikan kuis dan <i>giveaway</i> untuk menarik penonton)                                               |     |    |   |   |     |
| 2.                        | Menurut saya, Penggunaan Bauran Pemasaran (produk, harga, promosi, distribusi) dalam <i>live streaming</i> Shopee memberikan peluang bagi konsumen untuk memperkuat hubungan dengan <i>host</i> . (Contoh bauran promosi : <i>Host</i> memberikan kuis dan <i>giveaway</i> untuk menarik penonton) |     |    |   |   |     |
| 3.                        | Menurut saya, Bauran Pemasaran (produk, harga, promosi, distribusi) membuat saya untuk menonton <i>host live streaming</i> Shopee. (Contoh bauran promosi : <i>Host</i> memberikan kuis dan <i>giveaway</i> untuk menarik penonton)                                                                |     |    |   |   |     |

| Variabel Konten Pemasaran |                                                                                                                                                                                          |     |    |   |   |     |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                        | Pernyataan                                                                                                                                                                               | STS | ST | N | S | STS |
| 1.                        | Menurut saya, Konten menarik yang dibuat oleh <i>host</i> mendorong saya untuk berbelanja melalui <i>live streaming</i> Shopee                                                           |     |    |   |   |     |
| 2.                        | Menurut saya, Konten unik yang dihasilkan oleh <i>host</i> melalui <i>live streaming</i> Shopee membuat saya berpikir tentang hubungan antara saya dan <i>brand</i> / toko <i>online</i> |     |    |   |   |     |
| 3.                        | Secara keseluruhan, Konten pemasaran yang dibuat oleh <i>host</i> pada <i>live streaming</i> Shopee cenderung dapat diandalkan                                                           |     |    |   |   |     |

| Variabel <i>Influencer</i> |                                                                                                            |     |    |   |   |     |
|----------------------------|------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                         | Pernyataan                                                                                                 | STS | ST | N | S | STS |
| 1.                         | Menurut saya, <i>influencer</i> dianggap sebagai sumber saran yang baik dalam <i>live streaming</i> Shopee |     |    |   |   |     |
| 2.                         | Saya merasa bahwa <i>influencer live streaming</i> Shopee cukup kompeten                                   |     |    |   |   |     |
| 3.                         | Saya merasa bahwa <i>influencer live streaming</i> Shopee dapat dipercaya                                  |     |    |   |   |     |

| Variabel Nilai Yang Dirasakan |                                                                                                                  |     |    |   |   |     |
|-------------------------------|------------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                            | Pernyataan                                                                                                       | STS | ST | N | S | STS |
| 1.                            | Menurut saya, Menonton <i>live streaming</i> Shopee memberikan saya banyak kesenangan atau kebahagiaan           |     |    |   |   |     |
| 2.                            | Menurut saya, Dengan waktu yang saya habiskan, menonton <i>live streaming</i> Shopee terasa bermanfaat bagi saya |     |    |   |   |     |
| 3.                            | Saya cenderung membeli produk melalui <i>live streaming</i> Shopee karena kemudahannya                           |     |    |   |   |     |

| Variabel Sikap |                                                                                          |     |    |   |   |     |
|----------------|------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No             | Pernyataan                                                                               | STS | ST | N | S | STS |
| 1.             | Menurut saya, Sikap saya terhadap menonton <i>live streaming</i> Shopee bersifat positif |     |    |   |   |     |
| 2.             | Saya suka menonton <i>live streaming</i> Shopee                                          |     |    |   |   |     |
| 3.             | Menurut saya, menonton <i>live streaming</i> Shopee adalah ide yang bagus                |     |    |   |   |     |

| Variabel Niat Perilaku |                                                                                                                                   |     |    |   |   |     |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                     | Pernyataan                                                                                                                        | STS | ST | N | S | STS |
| 1.                     | Saya menggunakan <i>live streaming</i> Shope karena saya ingin dianggap sebagai seseorang yang mengikuti tren <i>fashion</i>      |     |    |   |   |     |
| 2.                     | Saya akan menonton <i>live streaming</i> Shopee ketika <i>host</i> menyapa saya                                                   |     |    |   |   |     |
| 3.                     | Saya Bersedia berbagi pengetahuan dan rekomendasi ketika ada teman yang ingin membeli produk melalui <i>live streaming</i> Shopee |     |    |   |   |     |

| Variabel Niat Pembelian <i>Online</i> |                                                                                                                 |     |    |   |   |     |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----|----|---|---|-----|
| No                                    | Pernyataan                                                                                                      | STS | ST | N | S | STS |
| 1.                                    | Saya cenderung membeli produk melalui <i>live streaming</i> Shopee di <i>E-commerce</i> Shopee                  |     |    |   |   |     |
| 2.                                    | Saya akan mempertimbangkan untuk membeli produk melalui <i>platform live streaming</i> Shopee di masa mendatang |     |    |   |   |     |
| 3.                                    | Saya mungkin akan membeli produk tertentu melalui <i>live streaming</i> Shopee                                  |     |    |   |   |     |

## LAMPIRAN 2 SCREEN SHOOT KUESIONER GOOGLE FORM

### PENGARUH FAKTOR - FAKTOR LIVE STREAMING SHOPEE TERHADAP PERILAKU DAN NIAT BELI KONSUMEN GENERASI Z

Halo!

Perkenalkan nama saya **Joshua Kurniawan Halim**, mahasiswa S1 Program Studi Manajemen di Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian untuk skripsi saya yang berjudul "PENGARUH FAKTOR - FAKTOR *LIVE STREAMING SHOPEE* TERHADAP PERILAKU DAN NIAT BELI KONSUMEN GENERASI Z"

Penelitian ini bertujuan untuk memahami lebih dalam mengenai pengaruh faktor-faktor dalam live-streaming Shopee terhadap perilaku dan niat beli konsumen Generasi Z. Dengan memahami faktor-faktor ini, penelitian ini diharapkan dapat memberikan wawasan mengenai bagaimana live-streaming memengaruhi keputusan pembelian Generasi Z serta implikasinya bagi strategi pemasaran e-commerce.

Adapun kriteria dari penelitian ini yaitu :

1. Merupakan bagian dari Generasi Z, yaitu berusia 13 hingga 28 tahun
2. Pernah memiliki pengalaman menonton atau melakukan pembelian melalui fitur Shopee Live-streaming shopping
3. Pernah melakukan pembelian online di Shopee dalam 6 bulan terakhir

Saya mohon kesediaan Anda untuk menjawab setiap pertanyaan dengan sebaik-baiknya dan sejujurnya sesuai dengan pengalaman dan pendapat pribadi. Jawaban Anda sangat berharga dalam membantu penelitian ini mendapatkan hasil yang akurat dan bermanfaat.

Terima kasih telah meluangkan waktu untuk berpartisipasi dalam kuesioner ini.

#### KETERANGAN

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

joshuakurniawan@gmail.com [Ganti akun](#)



Tidak dibagikan

#### Pertanyaan Filter 1

Apakah anda termasuk Generasi Z (lahir antara tahun 1997 - 2012) \*

- ☐ Ya
- ☐ Tidak

#### Pertanyaan Filter 2

Saya memiliki pengalaman menonton atau melakukan pembelian melalui fitur Shopee Live-streaming shopping \*

- ☐ Ya
- ☐ Tidak

#### Pertanyaan Filter 3

Saya pernah melakukan pembelian online di Shopee dalam 6 bulan terakhir \*

- ☐ Ya
- ☐ Tidak

#### Pertanyaan Filter 4

Apakah Anda pernah melihat influencer (artis, content creator, musisi, dll) mempromosikan suatu brand melalui fitur live streaming di Shopee? \*

- ☐ Ya
- ☐ Tidak

## Demografi Responden

### Jenis Kelamin \*

- ☐ Laki Laki
- ☐ Perempuan

### Pendidikan Terakhir \*

- ☐ SMA / SMK
- ☐ Diploma
- ☐ Sarjana
- ☐ Pasca Sarjana

### Jenis Pekerjaan \*

- ☐ Pelajar / Mahasiswa
- ☐ Karyawan Swasta
- ☐ Pegawai Negeri
- ☐ Wiraswasta
- ☐ Yang lain: \_\_\_\_\_

## Persepsi Konsumen

**Persepsi Konsumen** adalah cara seseorang menilai, memahami, dan menafsirkan suatu produk, layanan, atau merek berdasarkan pengalaman, informasi, dan faktor psikologis lainnya.

Menurut saya, Live streaming Shoppe di toko-toko shopee mencoba membuat saya penasaran \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Menurut saya, Live streaming Shopee di media sosial mencoba membuat saya berpikir tentang gaya hidup saya \*

|                     | 1                     | 2                                | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|----------------------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Menurut saya, Membeli produk melalui live Shopee menciptakan pengalaman berbelanja yang baru \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

## Bauran Pemasaran

**Bauran Pemasaran** adalah perangkat alat pemasaran taktis yang dapat dikendalikan, produk, harga, distribusi, dan promosi yang dipadukan oleh perusahaan untuk menghasilkan respons yang diinginkan dalam pasar sasaran.

Menurut saya, Bauran Pemasaran (produk, harga, promosi, distribusi) yang digunakan oleh host melalui live streaming Shopee memuaskan. (Contoh bauran promosi : Host memberikan kuis dan giveaway untuk menarik penonton) \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

Menurut saya, Penggunaan Bauran Pemasaran (produk, harga, promosi, distribusi) dalam live streaming Shopee memberikan peluang bagi konsumen untuk memperkuat hubungan dengan host. (Contoh bauran promosi : Host memberikan kuis dan giveaway untuk menarik penonton) \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

Menurut saya, Bauran Pemasaran (produk, harga, promosi, distribusi) membuat saya untuk menonton host live streaming Shopee. (Contoh bauran promosi : Host memberikan kuis dan giveaway untuk menarik penonton) \*

Sangat Tidak Setuju      1      2      3      4      5      Sangat Setuju

☐      ☐      ☐      ☐      ☐

## Konten Pemasaran

**Konten Pemasaran** adalah strategi untuk menggunakan pemasaran digital yang berfokus pada produksi dan penyebaran informasi yang teratur dan relevan.

Menurut saya, Konten menarik yang dibuat oleh host mendorong saya untuk berbelanja melalui live streaming Shopee \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Menurut saya, Konten unik yang dihasilkan oleh host melalui live streaming Shopee membuat saya berpikir tentang hubungan antara saya dan brand / toko online \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Secara keseluruhan, Konten pemasaran yang dibuat oleh host pada live streaming Shopee cenderung dapat diandalkan \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

## Influencer

### Influencer

adalah Seseorang yang terkenal dan memiliki skill tertentu yang biasa mereka tunjukkan di media sosial mereka.

Menurut saya, influencer dianggap sebagai sumber saran yang baik dalam live streaming Shopee \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya merasa bahwa influencer live streaming Shopee cukup kompeten \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya merasa bahwa influencer live streaming Shopee dapat dipercaya \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

### Nilai yang di Rasakan (Perceived Value)

**Nilai yang dirasakan (Perceived Value)** adalah penilaian menyeluruh konsumen terhadap manfaat yang diperoleh dari suatu produk atau layanan dibandingkan dengan pengorbanan yang dikeluarkan

Menurut saya, Menonton live streaming Shopee memberikan saya banyak kesenangan atau kebahagiaan \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Menurut saya, Dengan waktu yang saya habiskan, menonton live streaming Shopee terasa bermanfaat bagi saya \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya cenderung membeli produk melalui live streaming Shopee karena kemudahannya \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

## Sikap (Attitude)

**Sikap (Attitude)** adalah ekspresi perasaan seseorang yang mencerminkan kesukaan atau ketidaksukaannya terhadap suatu objek. Hal yang dirasakan tersebut dapat berupa seperti produk, jasa, iklan, merek atau hal lainnya yang dapat dinilai oleh konsumen.

Menurut saya, Sikap saya terhadap menonton live streaming Shopee bersifat positif \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya suka menonton live streaming Shopee \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Menurut saya, menonton live streaming Shopee adalah ide yang bagus \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

## Niat Perilaku (Behavioral Intention)

**Nilai perilaku (Behavioral Intention)** merupakan variabel yang menentukan kemungkinan seseorang untuk berperilaku tertentu.

Saya menggunakan live streaming Shope karena saya ingin dianggap sebagai seseorang yang mengikuti tren fashion \*

|                     |                       |                       |                       |                                  |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                                | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya akan menonton live streaming Shopee ketika host menyapa saya \*

|                     |                       |                       |                       |                                  |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                                | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya Bersedia berbagi pengetahuan dan rekomendasi ketika ada teman yang ingin membeli produk melalui live streaming Shopee \*

|                     |                       |                       |                       |                                  |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                                | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Sangat Setuju |



### Niat Pembelian Online (Online Purchasing Intention)

**Niat Pembelian Online (Online Purchasing Intention)** didefinisikan dalam konteks *live streaming* sebagai kemauan perilaku konsumen untuk membeli suatu produk melalui saluran online.

Saya cenderung membeli produk melalui live streaming Shopee di E-commerce Shopee \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya akan mempertimbangkan untuk membeli produk melalui platform live streaming Shopee di masa mendatang \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

Saya mungkin akan membeli produk tertentu melalui live streaming Shopee \*

|                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Sangat Tidak Setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sangat Setuju |

### LAMPIRAN 3 DATA JAWABAN KUESIONER

|    |    |    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 3 | 2 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |   |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Karyawan Swasta     | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 4 | 3 | 3 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 2 | 4 | 5 | 3 | 3 | 4 |   |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Wiraswasta          | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |   |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Wiraswasta          | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 3 | 2 | 5 | 5 | 5 | 5 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 5 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |   |
| Ya | Ya | Ya | Ya | Laki Laki | Diploma   | Freelance           | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 |   |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 5 |   |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pelajar / Mahasiswa | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 1 | 4 | 5 | 5 | 5 |   |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Swasta              | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |   |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 1 | 3 | 5 | 4 | 5 | 4 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pelajar / Mahasiswa | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 5 |   |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |   |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 5 | 2 | 1 | 2 | 1 | 1 |   |

|    |    |    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 1 | 4 | 4 | 4 | 5 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 1 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Pasca Sarjana | Komisaris BUMN      | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 1 | 2 | 3 | 5 | 3 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Pelajar / Mahasiswa | 2 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Pelajar / Mahasiswa | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 4 | 1 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |



|    |    |    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 5 | 3 | 3 | 3 | 2 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 5 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 1 | 1 | 1 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 4 | 2 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pelajar / Mahasiswa | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 4 | 2 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK | Karyawan Swasta     | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 1 | 2 | 5 | 3 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Wiraswasta          | 3 | 2 | 3 | 4 | 3 | 4 | 5 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 2 | 1 | 1 | 3 | 2 | 3 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 2 | 5 | 5 | 4 | 5 | 3 | 1 | 2 | 5 | 3 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pelajar / Mahasiswa | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 2 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pelajar / Mahasiswa | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 2 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |

|    |    |    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Wiraswasta          | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 2 | 2 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 3 | 2 | 3 | 4 | 2 | 5 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 1 | 1 | 1 | 3 | 3 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 4 | 3 | 5 | 2 | 5 | 4 | 3 | 5 | 3 | 3 | 2 | 2 | 5 | 5 | 3 | 2 | 2 | 3 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 2 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 2 | 4 | 2 | 2 | 2 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 2 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 1 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Pasca Sarjana | Pelajar / Mahasiswa | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

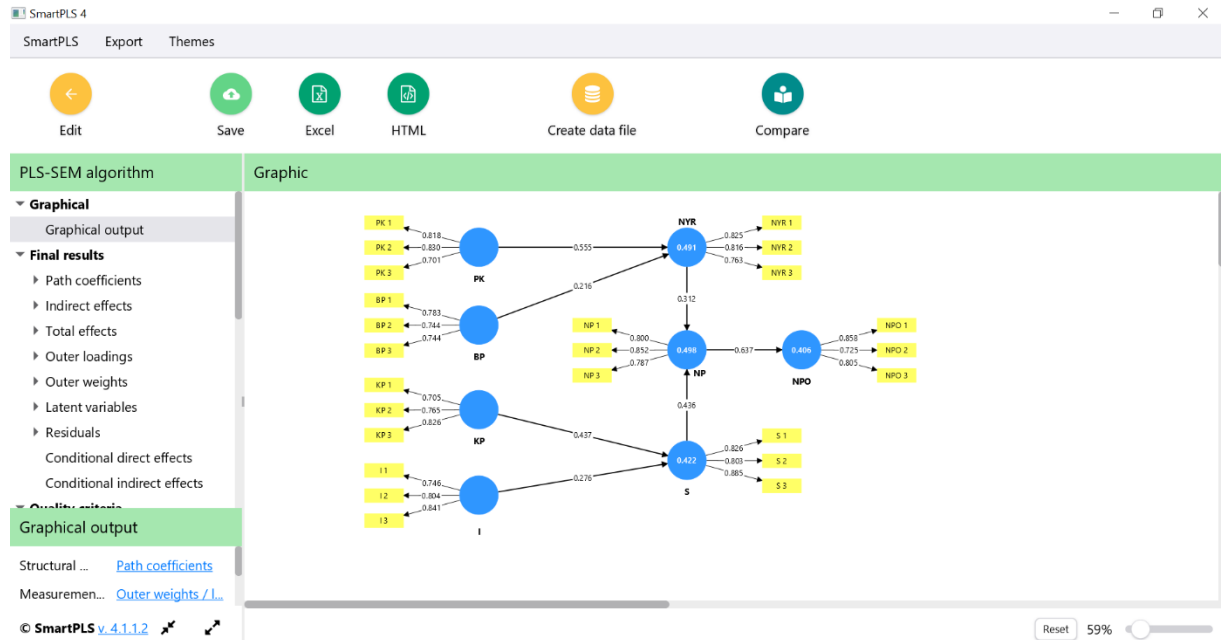
|    |    |    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 1 | 4 | 5 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 4 | 2 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Karyawan Swasta     | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Pasca Sarjana | Wiraswasta          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Diploma       | Karyawan Swasta     | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Karyawan Swasta     | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Karyawan Swasta     | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Pasca Sarjana | Wiraswasta          | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Diploma       | Karyawan Swasta     | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 |

|    |    |    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pegawai Negri       | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Pasca Sarjana | Wiraswasta          | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Pegawai Negri       | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Karyawan Swasta     | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pegawai Negri       | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Wiraswasta          | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Pasca Sarjana | Pegawai Negri       | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Wiraswasta          | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Wiraswasta          | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Karyawan Swasta     | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Wiraswasta          | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 |

|    |    |    |    |           |           |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|-----------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Pegawai Negri       | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Karyawan Swasta     | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Karyawan Swasta     | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Diploma   | Karyawan Swasta     | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pegawai Negri       | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Wiraswasta          | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK | Pelajar / Mahasiswa | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK | Pelajar / Mahasiswa | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Karyawan Swasta     | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Karyawan Swasta     | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 3 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Karyawan Swasta     | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pegawai Negri       | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana   | Pegawai Negri       | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma   | Pegawai Negri       | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 3 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana   | Pegawai Negri       | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |

|    |    |    |    |           |               |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|----|----|----|-----------|---------------|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Pegawai Negri       | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Pasca Sarjana | Pegawai Negri       | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Karyawan Swasta     | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | Diploma       | Karyawan Swasta     | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pegawai Negri       | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 |
| Ya | Ya | Ya | Ya | Perempuan | Sarjana       | Karyawan Swasta     | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Pegawai Negri       | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 |
| Ya | Ya | Ya | Ya | Laki Laki | Sarjana       | Karyawan Swasta     | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 |
| Ya | Ya | Ya | Ya | Perempuan | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| Ya | Ya | Ya | Ya | Laki Laki | SMA / SMK     | Pelajar / Mahasiswa | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

## LAMPIRAN 4 SCREEN SHOOT HASIL OLAH DATA



Pemuatan luar (Outer loadings) - Matriks

|      | BP    | I     | KP    | NP    | NPO   | NYR   | PK    | S     |
|------|-------|-------|-------|-------|-------|-------|-------|-------|
| A1.1 |       |       |       |       |       |       | 0.818 |       |
| A1.2 |       |       |       |       |       |       | 0.830 |       |
| A1.3 |       |       |       |       |       |       | 0.701 |       |
| A2.1 | 0.783 |       |       |       |       |       |       |       |
| A2.2 | 0.744 |       |       |       |       |       |       |       |
| A2.3 | 0.744 |       |       |       |       |       |       |       |
| A3.1 |       |       | 0.705 |       |       |       |       |       |
| A3.2 |       |       | 0.765 |       |       |       |       |       |
| A3.3 |       |       | 0.826 |       |       |       |       |       |
| A4.1 |       | 0.746 |       |       |       |       |       |       |
| A4.2 |       | 0.804 |       |       |       |       |       |       |
| A4.3 |       | 0.841 |       |       |       |       |       |       |
| A5.1 |       |       |       |       |       | 0.825 |       |       |
| A5.2 |       |       |       |       |       | 0.816 |       |       |
| A5.3 |       |       |       |       |       | 0.763 |       |       |
| A6.1 |       |       |       |       |       |       |       | 0.826 |
| A6.2 |       |       |       |       |       |       |       | 0.803 |
| A6.3 |       |       |       |       |       |       |       | 0.885 |
| A7.1 |       |       |       | 0.800 |       |       |       |       |
| A7.2 |       |       |       | 0.852 |       |       |       |       |
| A7.3 |       |       |       | 0.787 |       |       |       |       |
| B.1  |       |       |       |       | 0.858 |       |       |       |
| B.2  |       |       |       |       | 0.725 |       |       |       |
| B.3  |       |       |       |       | 0.805 |       |       |       |

SmartPLS 4

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

- Descriptives
- Residuals
- Conditional direct effects
- Conditional indirect effects
- Quality criteria
  - R-square
  - f-square
  - Construct reliability and validity
    - Overview
    - Cronbach's alpha - Bar chart
    - Composite reliability (rho)
    - Composite reliability (rho)
    - Average variance extracted
  - Discriminant validity
  - Collinearity statistics (VIF)
  - Model fit
- Model selection criteria

Construct reliability and validity - Overview

Copy to Excel/Word Copy to R

|     | Cronbach's alpha | Composite reliability (rho) | Composite reliability (rho) | Average variance extracted |
|-----|------------------|-----------------------------|-----------------------------|----------------------------|
| BP  | 0.831            | 0.833                       | 0.801                       | 0.573                      |
| I   | 0.713            | 0.716                       | 0.680                       | 0.637                      |
| KP  | 0.853            | 0.873                       | 0.810                       | 0.588                      |
| NP  | 0.766            | 0.749                       | 0.854                       | 0.662                      |
| NPO | 0.714            | 0.731                       | 0.680                       | 0.637                      |
| NYR | 0.722            | 0.724                       | 0.644                       | 0.643                      |
| PK  | 0.869            | 0.704                       | 0.827                       | 0.616                      |
| S   | 0.789            | 0.795                       | 0.827                       | 0.704                      |

© SmartPLS v.4.1.1.2

Reset 52%

SmartPLS 4

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

- Quality criteria
  - R-square
  - f-square
  - Construct reliability and validity
    - Overview
    - Cronbach's alpha - Bar chart
    - Composite reliability (rho)
    - Composite reliability (rho)
    - Average variance extracted
  - Discriminant validity
    - Heterotrait-monotrait ratio
    - Heterotrait-monotrait ratio
    - Heterotrait-monotrait ratio
    - Fornell-Larcker criterion
    - Cross loadings
  - Collinearity statistics (VIF)

Discriminant validity - Cross loadings

Copy to Excel/Word Copy to R

|       | BP    | I     | KP    | NP    | NPO   | NYR   | PK    | S     |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| BP 1  | 0.783 | 0.441 | 0.393 | 0.337 | 0.443 | 0.432 | 0.435 | 0.433 |
| BP 2  | 0.744 | 0.308 | 0.460 | 0.292 | 0.437 | 0.428 | 0.444 | 0.357 |
| BP 3  | 0.744 | 0.357 | 0.415 | 0.315 | 0.336 | 0.334 | 0.387 | 0.332 |
| I 1   | 0.445 | 0.746 | 0.523 | 0.437 | 0.507 | 0.410 | 0.486 | 0.449 |
| I 2   | 0.403 | 0.804 | 0.473 | 0.366 | 0.383 | 0.430 | 0.390 | 0.407 |
| I 3   | 0.325 | 0.841 | 0.537 | 0.516 | 0.418 | 0.490 | 0.396 | 0.471 |
| KP 1  | 0.458 | 0.487 | 0.705 | 0.336 | 0.413 | 0.374 | 0.501 | 0.380 |
| KP 2  | 0.417 | 0.426 | 0.765 | 0.523 | 0.449 | 0.490 | 0.615 | 0.461 |
| KP 3  | 0.426 | 0.563 | 0.826 | 0.478 | 0.537 | 0.625 | 0.554 | 0.551 |
| NP 1  | 0.240 | 0.533 | 0.361 | 0.800 | 0.409 | 0.480 | 0.350 | 0.521 |
| NP 2  | 0.282 | 0.468 | 0.487 | 0.852 | 0.528 | 0.583 | 0.373 | 0.513 |
| NP 3  | 0.466 | 0.373 | 0.551 | 0.787 | 0.595 | 0.516 | 0.518 | 0.609 |
| NPO 1 | 0.384 | 0.431 | 0.503 | 0.552 | 0.858 | 0.261 | 0.502 | 0.563 |
| NPO 2 | 0.406 | 0.387 | 0.466 | 0.419 | 0.735 | 0.486 | 0.410 | 0.499 |
| NPO 3 | 0.510 | 0.491 | 0.501 | 0.541 | 0.805 | 0.488 | 0.501 | 0.545 |
| NYR 1 | 0.493 | 0.510 | 0.553 | 0.515 | 0.529 | 0.825 | 0.570 | 0.603 |
| NYR 2 | 0.341 | 0.435 | 0.500 | 0.575 | 0.454 | 0.816 | 0.537 | 0.666 |
| NYR 3 | 0.447 | 0.391 | 0.542 | 0.472 | 0.563 | 0.763 | 0.523 | 0.598 |
| PK 1  | 0.426 | 0.496 | 0.603 | 0.410 | 0.443 | 0.550 | 0.618 | 0.484 |
| PK 2  | 0.411 | 0.416 | 0.604 | 0.499 | 0.491 | 0.589 | 0.830 | 0.580 |
| PK 3  | 0.531 | 0.348 | 0.490 | 0.284 | 0.271 | 0.446 | 0.701 | 0.399 |
| S 1   | 0.422 | 0.409 | 0.453 | 0.354 | 0.551 | 0.580 | 0.478 | 0.826 |
| S 2   | 0.377 | 0.442 | 0.482 | 0.573 | 0.559 | 0.674 | 0.533 | 0.803 |
| S 3   | 0.452 | 0.472 | 0.801 | 0.598 | 0.559 | 0.694 | 0.565 | 0.885 |

© SmartPLS v.4.1.1.2

Reset 52%

SmartPLS 4

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm Discriminant validity - Fornell-Larcker criterion Copy to Excel/Word Copy to R

Quality criteria

- R-square
- f-square
- Construct reliability and validity
  - Overview
  - Cronbach's alpha - Bar chart
  - Composite reliability (rho)
  - Composite reliability (rho)
  - Average variance extracted
- Discriminant validity
  - Heterotrait-monotrait ratio
  - Heterotrait-monotrait ratio
  - Heterotrait-monotrait ratio
  - Fornell-Larcker criterion
  - Cross loadings
- Collinearity statistics (VIF)

|     | BP    | I     | KP    | NP    | NPO   | NYR   | PK    | S     |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|
| BP  | 0.757 |       |       |       |       |       |       |       |
| I   | 0.498 | 0.798 |       |       |       |       |       |       |
| KP  | 0.519 | 0.643 | 0.787 |       |       |       |       |       |
| NP  | 0.415 | 0.556 | 0.587 | 0.813 |       |       |       |       |
| NPO | 0.542 | 0.549 | 0.614 | 0.637 | 0.798 |       |       |       |
| NYR | 0.532 | 0.557 | 0.663 | 0.650 | 0.641 | 0.802 |       |       |
| PK  | 0.570 | 0.534 | 0.724 | 0.516 | 0.594 | 0.678 | 0.785 |       |
| S   | 0.498 | 0.557 | 0.614 | 0.678 | 0.663 | 0.776 | 0.628 | 0.839 |

SmartPLS v.4.1.1.2 Reset 52%

SmartPLS 4

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm R-square - Overview Copy to Excel/Word Copy to R

Quality criteria

- R-square
  - Overview
  - R-square - Bar chart
  - R-square adjusted - Bar chart
- f-square
- Construct reliability and validity
- Discriminant validity
- Collinearity statistics (VIF)
- Model fit
- Model selection criteria

Algorithm

- Setting
- Stop criterion changes
- Posthoc minimum sample size
- Execution log

|     | R-square | R-square adjusted |
|-----|----------|-------------------|
| NP  | 0.498    | 0.492             |
| NPO | 0.406    | 0.403             |
| NYR | 0.491    | 0.485             |
| S   | 0.422    | 0.415             |

SmartPLS v.4.1.1.2 Reset 52%

SmartPLS 4

SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm f-square - Matrix Copy to Excel/Word Copy to R

**Quality criteria**

- › R-square
- › f-square
- › Construct reliability and validity
- › Discriminant validity
- › Collinearity statistics (VIF)
- Model fit
- Model selection criteria

**Algorithm**

- › Setting
- Stop criterion changes
- Posthoc minimum sample size
- Execution log

**Model and data**

- Inner model
- Outer model

|     | BP | I | KP | NP    | NPO   | NVR   | PK    | S     |
|-----|----|---|----|-------|-------|-------|-------|-------|
| BP  |    |   |    |       |       | 0.062 |       |       |
| I   |    |   |    |       |       |       | 0.077 |       |
| KP  |    |   |    |       |       |       |       | 0.194 |
| NP  |    |   |    | 0.084 |       |       |       |       |
| NPO |    |   |    |       | 0.077 |       |       |       |
| NVR |    |   |    |       |       | 0.408 |       |       |
| PK  |    |   |    |       |       |       |       |       |
| S   |    |   |    | 0.151 |       |       |       |       |

© SmartPLS v.4.1.1.2 Reset 52%





## LAMPIRAN 5 JURNAL ACUAN UTAMA

### Research Paper

## Factors Influencing the Behavioral and Purchase Intention on Live-streaming Shopping

Darlin Apasrawirote<sup>1</sup> and Kritcha Yawised<sup>2\*</sup>

<sup>1</sup>Faculty of Business, Economics and Communications, Naresuan University, Thailand

<sup>2</sup>Faculty of Business, Economics and Communications, Naresuan University, Thailand

\*Corresponding author: [kritchay@nu.ac.th](mailto:kritchay@nu.ac.th)

### Abstract

This empirical research study aimed to examine factors influencing consumer's behavioral intentions to purchase products via live-streaming services. This study proposed four key factors, namely customer perception, marketing mix, content marketing, and influencer, and tested their relationships with the perceived value and attitude through consumer's behavior. At the same time, the path analysis of the perceived value and attitude was conducted to reveal the relationships with consumer's behavioral intentions through consumer's online purchase intention. The proposed theoretical model comprised relevant variables developed from the current literature on digital marketing disciplines under three theoretical strands, where the Theory of Planned Behavior (TPB) was established as the main theory. The study tested the structural model using cross-sectional data. Purposive sampling was used to administer a questionnaire to 198 participants who had experience with live-streaming online shopping, and the data was analyzed using the Partial Least Squares (PLS) approach and regression analysis. The findings showed that customer perception and marketing mix had significant positive impacts on perceived value. Content marketing and influencer marketing also had positive relationships with consumer's attitudes. Moreover, consumer's perceived value and attitudes influenced their behavior and actions. These results reaffirmed the positive role of consumer's behavioral intentions in their online purchase intentions.

**Keywords:** Live-streaming shopping, Online shopping, Online purchase intention, Behavioral intention, Theory of planned behavior.

Publication Details: Received 20 Aug 2021; Revised 30 Sep 2021; 24 Jan 2022; Accepted 29 Jan 2022

## Introduction

The development of technology has continually changed consumer's behavior via new forms of interactions between customers and businesses (Cambra-Fierro et al., 2021). As expected, in the disruptive technology era, many marketers and practitioners have developed approaches to engage with consumers and increase brand awareness through the use of communication messages by leveraging digital technologies and collaboration among such actors (Krishen et al., 2021). Live video streaming has emerged as an effective marketing channel supported by new technologies and provided through personal computers and smartphone devices (Chen & Lin 2018). Specifically, the Internet offers the advantages of convenience, ease of accessibility, and two-way communication. At the same time, social media (SM) channels provide the means to engage and develop relationships with businesses' targeted customers (Sun et al., 2020). Thus, in the context of marketing, live-streaming is defined as an electronic medium platform that broadcasts online in real-time to deliver messages to target audiences for certain specific purposes.

This research study focused on Thai local consumers with the preferences of live-streaming shopping in Phitsanulok, a province in northern Thailand, for three reasons. First, the number of online purchases of products and services over the past year has been rising sharply, with 75% of the younger generation accessing the Internet searching for data and shopping online, based on the Digital 2020 Global Overview report (Kemp, 2020). This implied that there were predominant factors affecting online impulse buying behavior, particularly during live-streaming. Online streaming content together with influencers played a vital role in promoting brand awareness and sharing business content, leading to online customers' satisfaction. Thus, it would be worthwhile to examine the factors influencing consumer's willingness to purchase products during live streaming. Second, the growth of SM channel subscriptions had become increasingly competitive, which led to the rise of "live" content and fast changes in both the entertainment landscape and its underlying technology to drive sales. This implied that using solely SM channels for sales was not enough, and online live-streaming content created by business owners (or even influencers) emerged to deliver live synchronous video to engage with current customers. Third, while there have been an increasing number of research studies on the actual and behavioral intention of live-streaming shopping, a complete theorization of the factors that influence the relationship between behavioral and live-streaming purchase intention is still lacking, particularly in the aftermath of the COVID-19 pandemic lockdowns, when many businesses turned to the benefits of live-streaming. Many young business owners started their businesses due to unemployment during the COVID-19 pandemic. For such entrepreneurs, live streaming was an essential marketing strategy. At the same time, a study by Kemp (2020) indicated that younger consumers, the world's heaviest users of SM between April 2019 and January 2020, could access live-streaming easily via their mobile applications and do other activities (Kemp 2020). This implied that such business owners-managers were more likely to formalize their strategies to offer the best experiences to their audiences and to engage with their current and potential customers.

All of these suggest that an examination of factors influencing consumer's behavioral intentions towards online purchase via live-streaming would provide a valuable context for such an initiative, not only in the theoretical terms of advancing an understanding

of consumer's behavioral patterns and activities but also in the practical terms of selling strategies. On this basis, theory of planned behavior (TPB) was adopted as a main theory for investigating factors influencing behavioral and online purchase intention on live-streaming. Thus, the present study proposed the main research questions as follows:

*What are the factors that determine customers' behavioral intention to make online purchases via live-streaming shopping?*

## Literature Review

### Theoretical Background and Proposed Constructs

This study employed the Theory of Planned Behavior (TPB) model (Ajzen, 1985) as its main focus. TPB can help predict and understand the individual and environmental factors affecting online shopping behavior. TPB, introduced by Ajzen (1985), focuses on one factor that determines a person's behavioral intention and his or her attitude towards that behavior. This study applied this theory to investigate consumer's intentions. In TPB, three components are shown to influence an individual's intention: attitude, subjective norms, and perceived behavioral control. The underlying belief structures that link these factors underpin behavioral beliefs, normative views, and control beliefs (Fishbein and Ajzen, 1975). Intention and perceived behavioral control are also used to describe an individual behavior. According to Ajzen (1985), the intentions of consumers are indicators of the extent to which people are willing to carry out a specific behavior, which in this study would, in turn, be translated as a live-streaming behavior indicator of purchase intention. A lack of intention to buy online has been identified as one of the initial barriers to the development of online shopping (Rahman et al., 2018). According to a previous study conducted by Mohammed and Ferraris (2021), a consumer's attitude has a substantial effect on the intention of continuing to engage in online purchases via social media. Specifically, online digital technology has influenced customer adoption of live e-commerce shopping as an innovative technology in the retail business (Zhou et al., 2021). Research conducted by McLean and Wilson (2019) indicated that digital technology such as augmented reality linked to customers' perceptions of ease of use, enjoyment, and subjective satisfaction. Perceived usefulness, satisfaction with the experience, and brand usage intentions all influence behavior and purchase decisions. Also, in TPB, perceived behavior control and trust were strongly influence peoples' active participation behavior for online shopping in social media stores (Sembada & Koay, 2021).

This study attempted to apply the TPB model and to highlight fundamental differences (factors) that drove intentions to purchase products via online live-streaming. The proposed theoretical model of this study has been applied in the areas of both marketing and technology, especially in scenarios related to technology engagement. Thus, the proposed theoretical model of this study would be applied to measure the extent to which the perceived benefit value and attitude influenced customers' behavior through their purchase intention during online live-streaming. The variables and constructs proposed in the model, along with a theoretical explanation, are presented in the next section.

## Customer Perception

Customer perception in this study refers to how customers feel about products and brands. This study focused on consumer's social psychological traits, attitudes, and motivations, as well as their previous shopping experiences, as the starting point for the investigation. Such aspects could relate to specific individual purposes. Previous research studies revealed that customer's experience had a significant influence on the quality of the relationships with customers, which led to a positive impact on customers' behavioral outcomes (Wibowo et al., 2021). Differences in consumer characteristics contributed to significant differences in consumption experiences stemming from social psychology traits including attitudes (Daugherty et al., 2008), motivations (Omar and Wang 2020), users' behavior of self-expression (i.e. age and gender) (Wang, 2020), frequencies of usage, groups and cultures (Zuo & Wang 2019). These individual characteristics drove the identity of needs, which led to different patterns of media exposure. Results from studies examining the links between perceived value and online purchasing intention via live-stream broadcasting consistently showed that consumer characteristics were positively significant factors (Chen & Lin 2018; Ma 2021). A previous study by Sun et al. (2019) also indicated that consumer's propensity to purchase resulted from guided shopping experiences and the immediate visibility and availability of live shopping. Customer experience was developed to assist practitioners and marketers to determine multiple forms of online experiences that could lead to the perception of value. This study, thus, expected the following relationship to hold true:

**H1** There will be a positive relationship between customers' perception and perceived value.

## Marketing Mix

In a prior study (Jiang & Cai, 2021), the impact of the marketing mix strategy on purchase intention was noted. Several marketing mix and sales approaches were proposed by academics using online influencers on live-streaming platforms to retain, engage, and acquire existing customers (Hu and Chaudhry 2020; Pick 2021). Live-streaming has the potential to cause hedonic and impulsive consumption, altering customer perceptions and emotional states toward products (Xiaoyu et al., 2020). At the same time, consumer's willingness to buy is influenced by the match between product and content (including the marketing mix offered), and online influencers would encourage consumers to make hedonistic purchases with such perceived value (Park & Lin 2020). Moreover, previous research studies indicated that the adoption of an electronic payment (e-Payment) system would enable businesses to expand their price and process strategies (Apasrawirote & Yawised, 2021). Such an e-payment method makes the online buying process very simple. This includes increasing the speed of service logistics (i.e., the process of product delivery strategies) where streamers can leverage the providers of applications to deliver products and services to consumers in ways that make them feel secure with their online purchases, such as by offering return guarantees (Cao et al., 2021).

Recent research studies also revealed that the sales promotions of the marketing mix included communication between sellers and potential buyers as well as others to influence their attitudes and behavior. Sales promotions could also incorporate streamers' talent performances (e.g., online contests and sweepstakes). Customer

engagement associated with followership and purchase intention in live-streaming digital marketing could go beyond mere purchase when consumers become streamers' followers (Clement Addo et al., 2021; Kaveh et al., 2021). However, in the marketing context, cultural boundaries, marketed content, and sponsorship disclosure are among difficulties that social media influencers face when it comes to establishing influencer marketing (S. Zhou et al., 2021). Hence, this study hypothesized the following:

- H2** There will be a positive relationship between marketing mix and perceived live-stream commerce value.

### **Content Marketing**

Positive attitude and purchase intention implications arising from content marketing through the use of SM have been attested in empirical studies (Basch et al., 2020; Fang et al., 2019; Kaye et al., 2021; Y. Su et al., 2020). Lou and Yuan (2019) asserted that content marketing generated by influencers positively affected their followers and customers in relation to informative value, trustworthiness, and attractiveness. Previous studies conducted by Kim et al. (2020) indicated that product-focused content could lead consumers to have perceptions of credibility. Fan et al. (2017) also argued that complementary content and a diversity of sources affected message responses via perceived credibility, which led to consumer's attitude towards brands' trustworthiness. Under such circumstances, it would be possible that ideation (Bhimani et al., 2019), creation and optimization of content (Raji et al., 2020), distribution (Matarazzo et al., 2021), and performance tracking and audit (Belanche et al., 2021; Farivar et al., 2021) could be important elements in creating a strong foundation of live-streaming content. As a result, live-streaming attracted content creators of different genres. Such content provided a method to segment audiences and customer profiles by analyzing their preferences, needs, lifestyles, and attitudes towards brands, including their online purchase intentions (Park & Lin, 2020; L. Sun et al., 2020). This led to the third hypothesis:

- H3** There will be a positive relationship between content marketing and audience attitude.

### **Influencers**

Prior research studies indicated that the perceived informativeness and entertainment value generated by influencers affected customers' trustworthiness (Lou & Yuan, 2019), which led to the attitude related to the online purchase intention. Online influencer marketing could be considered a form of online advertising. This research study considered online influencer advertising as a factor affecting customers' online purchase intentions. live-stream influencers who successfully monetized their content broadcast for a consistent amount of time each week. Such influencers set up streams correctly, broadcast streams on time, and promoted streaming with good intentions and solid numerical proof by evaluating their live streaming viewers and sales (Woodcock & Johnson, 2019). In the age of content marketing, the market rapidly expanded as influencer types proliferated, with influencers filling every conceivable niche and sub-niche interest (Trivedi & Sama, 2020). Influencers influenced consumer's online purchasing decisions and positive attitudes towards brands, which in turn led to a higher online purchase intention (Lim et al., 2017). Consequently, consumer's attitudes

towards such intentions have become significant for brands and their marketing strategies. This led to the fourth hypothesis:

- H4** There will be a positive relationship between online influencers and audience attitudes.

#### **Influences of Perceived Value and Attitude on Behavioral Intention**

Perceived Value is considered the overall appreciation of a consumer's consumption of products or services, determined by the consumer's perception of what they received. Perceived value is commonly assessed by the relationship between quality and price. It could be increased both by reducing the costs of buying and using the goods or services (tangible perceived value) and by enhancing benefits for the individual (satisfaction value) (Y.-H. Chen et al., 2020; Oh & Kim, 2017). Hsiao and Chen (2016) argued that the valuation of the total value was not based solely on price and quality, but also on several types of value—functional, social, emotional, epistemic, and conditional—which influenced the behavioral intention to buy.

Recent studies by Ma (2021) also showed that perceived utility did not always have direct positive effects on consumer's intentions of live-streaming shopping. However, Alalwan et al. (2018) found that customers' trust, loyalty, and contentment were all influenced by perceived value, which had an impact on their continued intentions. These results indicated that various factors played different roles in fulfilling gratifications (Ma, 2021; Y. Sun et al., 2019). This implied that perceived value could be a predominant factor contributing to continued intention and loyalty, which led to behavioral intention. Moreover, previous studies on the impact of attitude on intention in the context of online shopping were carried out to determine the moderating effect of perceived behavioral control, especially on the relationship between attitude and behavioral intention. Such studies empirically supported the notion that attitude was an important factor influencing behavioral intention (Martinez & Lewis, 2016; Xiaoyu et al., 2020). Therefore, this study proposed the following hypothesis:

- H5** There will be a positive relationship between perceived value and behavioral intention.
- H6** There will be a positive relationship between attitude and behavioral intention.

#### **Live-streaming Behavioral and Online Purchasing Intention**

As mentioned before, to predict consumer behavior, it is necessary to know the attitudes, perceived values, and internal factors that ultimately generate online purchase intent. From the TPB theory, behavioral intention refers to the motivational factors that drive a specific action, resulting in behavioral intention to perform and express actual behavior (Ajzen, 1985). Purchasing is defined in the context of live-streaming as the willingness of a consumer's behavior to purchase a product through an online channel. Most empirical research articles examined the behavior or psychology behind activities related to video content creation coupled with influencers' performances (Alalwan et al., 2018; Belanche et al., 2021; Pick, 2021; Singh et al., 2021; Trivedi & Sama, 2020). These papers also examined the behavior of consumers towards SM video content creators. (Daugherty et al., 2008; Fan et al., 2017; Gao-fu et al., 2019). Although there

has been limited research on the factors influencing behavioral intention and online purchase intention in the context of live-streaming shopping, which links experiential outcomes to ultimate behavioral consequences towards the willingness of such purchasing, previous anecdotal research studies in digital marketing settings offered evidence of such behavioral intention control factors as trust, e-word of mouth (e-WOM), perceived usefulness, self-comparison, and perceived usefulness (Francesca Di & Gilda, 2018; Ruangkanjanases et al., 2020).

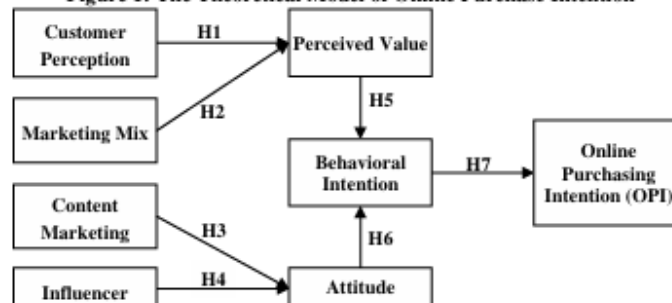
The present study argued that although the association between online purchase intent and behavior had been found to be positive and substantial in general, the strength of the relationship varied in different contexts of different studies. The strength of the intention-behavior relationship could be influenced by a number of factors. Some of these variables had to do with the individual audience variation, while others had to do with the process or product class variation. The individual behavioral intentions in online live-streaming online purchases could be influenced by something other than impulses and experiences. Habits based on perceived value and attitudes, such as online shopping addiction, self-esteem behavior, self-problem solving, luxurious behavior in everyday life, online transaction savvy, and/or any such behavioral traits, could lead to changes in the purchase decision-making process (Q. Su et al., 2020). These behavioral traits are supposed to have a direct effect on consumer's online purchase intentions. Hence, the last proposed hypothesis was as followed.

**H7** There will be a positive relationship between behavioral intention and online purchase intention.

### Research Model

Considering the aforementioned literature and the description of the individuals' factors in online purchases, this present study constructed a theoretical model of the customers' online purchase intention for live-streaming shopping. In this study, live-streaming was considered to contain four main factors: customer experience, marketing mix, content marketing, and influencers, all of which could affect consumer's trust and belief, leading to the attitude and perceived benefits related to live-streaming shopping. As a result, the factors influencing their perceived value and attitudes were proposed in this study. Moreover, TPB was used to incorporate the PTV and TRA theories and dominant logic literature, which connected perceived value and attitudes with behavioral intention. This study speculates that behavioral intention had a positive effect on online purchase intention. The research model is shown below in Figure 1.

**Figure 1: The Theoretical Model of Online Purchase Intention**



## Methodology

All the participants in this study were from Phitsanulok province in the lower northern region of Thailand, which has the demographic characteristics of the rural population. The sampling technique is based on purposive sampling, where participants should have experience in livestreaming activities. The sample group consisted of 198 participants (out of 230 participants who returned the questionnaires, 32 of which were incomplete and subsequently eliminated). The measurement survey items and proposed research model were constructed based on the current literature and used to establish the proposed hypotheses. The measurement items were adapted from the context of customer experience and perception (Wibowo et al., 2021), content marketing (Su et al., 2020), influencers (Ma, 2021), perceived value, attitude, and intention (Chen & Lin, 2018). The questions were reviewed and examined by experts and scholars to validate the measurement scales, definitions, content, and appropriateness of the wording. The questionnaires were designed based on the 5-point Likert scale, moving from “strongly disagree” to “strongly agree,” to measure the constructed items. To analyze the proposed model, the Partial Least Squares (PLS) approach was used for Structural Equation Modeling (SEM) with path and regression analysis.

The reliability of each variable was tested before the analysis, in which the value of Cronbach's should be greater than 0.7 (Nunnally, 1978), and as mentioned by previous scholars, the factor loading of each dimension's item should be greater than the threshold value of 0.5, the Composite (construct) Reliability (CR) of each dimension should exceed the threshold value of 0.7, and the Average Variance Extracted (AVE) should exceed the threshold value of 0.6 (Fornell & Larcker, 1981).

**Table 1: Results of Validity and Reliability Analysis**

| Construct                         | Item | Cronbach's $\alpha$<br>(>0.7) | Factor Loading<br>(>0.5) | CR<br>(>0.7) | AVE<br>(>0.6) |
|-----------------------------------|------|-------------------------------|--------------------------|--------------|---------------|
| Customer Perception (CP)          | CP1  | 0.775                         | 0.787                    | 0.899        | 0.639         |
|                                   | CP2  |                               | 0.814                    |              |               |
|                                   | CP3  |                               | 0.817                    |              |               |
| Marketing Mix (MM)                | MM1  | 0.834                         | 0.824                    | 0.916        | 0.775         |
|                                   | MM2  |                               | 0.875                    |              |               |
|                                   | MM3  |                               | 0.787                    |              |               |
| Content Marketing (CM)            | CM1  | 0.795                         | 0.751                    | 0.866        | 0.639         |
|                                   | CM2  |                               | 0.844                    |              |               |
|                                   | CM3  |                               | 0.817                    |              |               |
| Influencer (INF)                  | INF1 | 0.880                         | 0.860                    | 0.847        | 0.788         |
|                                   | INF2 |                               | 0.915                    |              |               |
|                                   | INF3 |                               | 0.823                    |              |               |
| Perceived Value (PV)              | PV1  | 0.906                         | 0.875                    | 0.824        | 0.616         |
|                                   | PV2  |                               | 0.912                    |              |               |
|                                   | PV3  |                               | 0.989                    |              |               |
| Attitude (ATT)                    | ATT1 | 0.817                         | 0.898                    | 0.865        | 0.627         |
|                                   | ATT2 |                               | 0.852                    |              |               |
|                                   | ATT3 |                               | 0.814                    |              |               |
| Behavioral Intention (BI)         | BI1  | 0.869                         | 0.798                    | 0.929        | 0.765         |
|                                   | BI2  |                               | 0.834                    |              |               |
|                                   | BI3  |                               | 0.899                    |              |               |
| Online Purchasing Intention (OPI) | PI1  | 0.807                         | 0.834                    | 0.897        | 0.684         |
|                                   | PI2  |                               | 0.814                    |              |               |
|                                   | PI3  |                               | 0.754                    |              |               |

Also, the common method bias was tested using Harman's single factor test. All variables were first run through an unrotated exploratory factor analysis with a one-factor forced solution. The result showed that a common method variance was absent (the total variance was less than 50%), which did not affect the data (Podsakoff & Organ, 1986; Dupuis et al., 2017). The results of the sample validity and reliability analysis are also shown in Table 1. Finally, the discriminant validity (See Table 2) was analyzed to examine the different dimensions measured by each construct using a Fornell-Larcker criterion analysis in which the square root of the AVE for each dimension was greater than the correlation coefficients between the dimensions (Fornell & Larcker, 1981). The results showed that each dimension proposed by this study was sufficiently segregated from the others, demonstrating the good discriminant validity of the instrument.

**Table 2: Results of Discriminant Validity Analysis**

|     | CP          | MM          | CM          | INF         | PV          | ATT         | BI          | OPI         |
|-----|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CP  | <b>0.84</b> |             |             |             |             |             |             |             |
| MM  | 0.46        | <b>0.86</b> |             |             |             |             |             |             |
| CM  | 0.38        | 0.44        | <b>0.81</b> |             |             |             |             |             |
| INF | 0.41        | 0.38        | 0.67        | <b>0.78</b> |             |             |             |             |
| PV  | 0.49        | 0.42        | 0.48        | 0.66        | <b>0.76</b> |             |             |             |
| ATT | 0.52        | 0.46        | 0.42        | 0.45        | 0.57        | <b>0.80</b> |             |             |
| BI  | 0.48        | 0.51        | 0.47        | 0.57        | 0.64        | 0.65        | <b>0.85</b> |             |
| OPI | 0.59        | 0.52        | 0.61        | 0.68        | 0.58        | 0.69        | 0.78        | <b>0.82</b> |

## Results

Table 3 shows the demographic composition of the survey respondents. This sample comprised more females (67.6%) than males (32.8%), and most respondents were between the ages of 18 and 29 (78.2%). The majority of the respondents (55.5%) spent less than an hour a day on live-streams, and about 71.7% of the respondents purchased products during live-streams 1 to 2 times a week.

**Table 3: Demographic Characteristics**

| Characteristics/Items                                             | Description        | Frequency | Percentage (%) |
|-------------------------------------------------------------------|--------------------|-----------|----------------|
| Gender                                                            | Female             | 134       | 67.68          |
|                                                                   | Male               | 65        | 32.82          |
| Age                                                               | 18-22years         | 82        | 41.41          |
|                                                                   | 22-29 years        | 73        | 36.87          |
|                                                                   | 30-39 years        | 32        | 16.17          |
|                                                                   | 40-50 years        | 8         | 4.04           |
|                                                                   | More than 50 years | 3         | 1.51           |
| Time spent engaging in live-streaming<br>(average/per day)        | Less than 1 hour   | 110       | 55.50          |
|                                                                   | 1-3 hours          | 60        | 30.30          |
|                                                                   | 4-5 hours          | 18        | 9.10           |
|                                                                   | More than 5 hours  | 10        | 5.10           |
| Frequency of online purchases via<br>live-streaming<br>(per week) | 1-2 times          | 142       | 71.71          |
|                                                                   | 3-5 times          | 41        | 20.70          |
|                                                                   | 6-10 times         | 10        | 5.06           |
|                                                                   | More than 10 times | 5         | 2.53           |

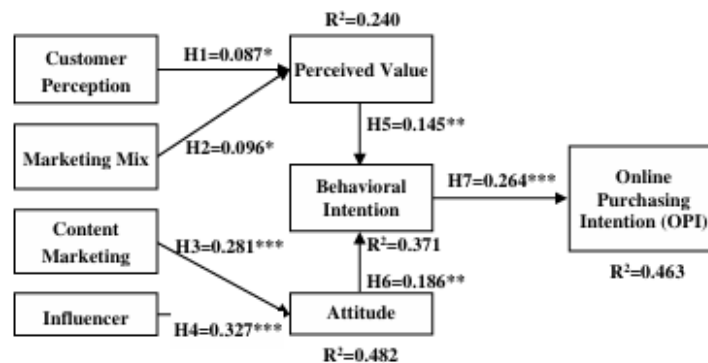
Table 4: Assessment of Structural Model

| Relationship                                      | Coefficient | R <sup>2</sup> | Two-tailed significance |
|---------------------------------------------------|-------------|----------------|-------------------------|
| Marketing Mix→ Perceived Value                    | 0.096       |                | 0.041(*)                |
| Content Marketing→ Attitude                       | 0.281       |                | 0.000(***)              |
| Influencer→ Attitude                              | 0.327       |                | 0.000(***)              |
| Perceived Value→ Behavioral Intention             | 0.145       |                | 0.001(**)               |
| Attitude→ Behavioral Intention                    | 0.186       |                | 0.001(**)               |
| Behavioral Intention→ Online Purchasing Intention | 0.264       |                | 0.000(***)              |
| Perceived Value                                   |             | 0.240          |                         |
| Attitude                                          |             | 0.482          |                         |
| Behavioral Intention                              |             | 0.371          |                         |

Note: Significant a p-value at, \*p<0.05, \*\* p < 0.01, and \*\*\*p < 0.001

The hypotheses were also tested using the PLS-SEM approach in AMOS version 23 after the research instruments' reliability and validity were assessed. SEM could be used to examine causal connections between several latent variables. Examining the structural pathways and R-square scores of the endogenous variables in the PLS analysis determined the structural model's explanatory ability. The relevance of all paths in the research model was tested using a bootstrapping technique with 198 cases and 5, 000 resamples as shown in Table 4. The results of the PLS-SEM are also shown in Figure 2. The results suggested that the model was capable of explaining 46% of the variance of online purchase intention. Overall, all hypotheses were supported. In support of hypotheses 1 and 2, customer perception ( $\beta = 0.087$ ,  $p < 0.05$ ) and marketing mix ( $\beta = 0.096$ ,  $p < 0.05$ ) had significant positive impacts on perceived value. Meanwhile, in support of hypotheses 3 and 4, content marketing ( $\beta = 0.281$ ,  $p < 0.001$ ) and influencer ( $\beta = 0.327$ ,  $p < 0.001$ ) had significant positive relationships with consumer's attitude.

Figure 2: Results of Proposed Theoretical Model



Hypothesis 5 indicated that perceived value was positively related to behavioral intention. This was supported by the study's results ( $\beta = 0.145, p < 0.01$ ). Furthermore, the results provided strong support for the significant positive relationship between attitude and behavioral intention ( $\beta = 0.186, p < 0.01$ ), thus providing support for hypothesis 6. Finally, in support of hypothesis 7, the results significantly reaffirmed the positive role of behavioral intention towards online purchase intention as expected ( $\beta = 0.264, p < 0.001$ ).

## Discussion and Conclusion

In line with previous research studies, customer perception (H1) and marketing mix (H2) had significant effects on perceived value (Zuo & Wang 2019). The difference in consumer characteristics, including online shopping experiences, average incomes, and cultures, made a significant difference in consumption from the social psychology traits (Chen and Lin, 2018). This implied that consumers received perceived value from high levels of perceived enjoyment in live-streaming online purchases, which could affect their intention to engage in live-streaming purchasing. Moreover, these people tended to avoid uncertainty and negative experiences after their online purchases. Skepticism led to less attention being paid to and less reliance on advertising, which decreased the chance of purchase. At the same time, a strong marketing mix was achieved through high-quality products and services such as a variety of distribution channels, payment methods (e.g., e-Payment), and reasonable pricing. Consumers and audiences in the online culture had different cognitive styles, which decreased brand biases and led to perceived value.

The aspects concerning content marketing (H3) and influencers (H4) also played a crucial role in supporting motivation and trustworthiness, which corresponded to findings from previous studies (Kaye et al., 2021; Su et al., 2020). Content marketing creates an appropriate selling atmosphere for online purchase intentions through real-time information dissemination (C.-C. Chen & Lin, 2018). Although the limited-time strategy (during live-streams for selling products) utilized by streamers gave consumers limited time to think before their online purchases, the attractiveness of the content and the performances of the influencers helped promote the reliability of the products and the reasonableness of the prices. At the same time, influencers expressed their perception of the products in both positive and negative ways to show the spirit of peer sincerity to their followers, and they did not generally recommend unsafe products and unsatisfactory services to their 'peers'.

This study showed that using online influencer cues in a live-streaming approach resulted in a more genuine viewing experience, leading to online purchase intention even without prior experience of live-streaming online purchase. In line with Ma (2021), who indicated that influencers had a stronger impact on customer behavior than traditional endorsers because influencers were seen as more trustworthy information sources who were less influenced by brands. Similarly, the research studies conducted by Fan et al. (2017) and Cambra-Fierro et al. (2021) found that influencers and celebrities with interactivity functions (real-time response activities) were significant indicators of online purchase intention. The findings of the present study also suggest that brands utilizing influencers' endorsements should realize that their targeted audiences have their own sets of requirements, cultures, styles, language, idioms, and

preferences. Instead of setting up a business SM channel for marketing purposes, brands must select their optimal platform-specific audiences who want to engage in live streams. This proposed method could help build a set of values or an attitude where audience interest and interaction would be appreciated at first glance, leading to impulsive online purchases even without any prior experience of such purchases (Lee & Chen, 2021). Consequently, this would build trust with a transparent attitude. Thus, content marketing and influencers had significant effects on consumer's attitudes, as this research study had expected.

Furthermore, perceived value (H5) and attitude (H6) could initially create empowered and inspired audiences and naturally promote the products, leading to satisfaction among audiences and customers. This result was consistent with previous findings regarding the intention to engage with online sellers with short video content (Daugherty et al., 2008; Fan et al., 2017; Gao-fu et al., 2019). Therefore, the results were consistent with those presented by Ma (2021), who indicated that during the COVID-19 lockdowns, consumers engaged in live-streams for a variety of reasons other than purchasing products, such as passing time and socializing. As a result, attitude created habit, and habit promoted repeated live-streaming online purchases, brand loyalty and addiction. It showed one way audiences' behavioral intentions could be formed.

Finally, the results provide additional support for prior research by Francesca Di. and Gilda, (2018), who found that the best strategy to increase engagement in the form of comments and social shares is to create an emotional connection activity with consumers. Moreover, social presence and self-esteem behavior determined online purchase intention. Specifically, in line with a previous study conducted by Su et al. (2020), who reaffirmed that consumers and audiences who projected the self-perception of high competence or were outcompeting other audiences within the group of live-stream channels (i.e., purchasing products for special prices, winning auctions, obtaining rewards or identifications with privilege accounts), resulting in a sense of superiority over other audiences, were more likely to develop a better sense of self-esteem from the live-streaming platforms. Live-streaming activities encouraged them to engage in a higher level of loyalty, leading to online purchase intention. Behavioral intention had significant effects on live-streaming online purchase intention (H7). The quality of interactions has an impact on knowledge and behavior creation, which has the potential to influence decision-making.

The aims of this study were to examine the factors influencing customers' behavioral intentions towards their actual online purchase intentions for live-streaming commerce. The findings showed that customer perception and marketing mix had significant positive impacts on perceived value. Content marketing and influencers also had a positive impact on consumer attitudes. Moreover, the customer's perceived value and attitude influenced their behavioral intention. Also, the results significantly reaffirmed the positive role of behavioral intention towards one-line purchase intention. The contributions of this study were in its proposed live-streaming online shopping strategies for business owners and practitioners who might consider engaging in live-streaming services.

### Limitations and Recommendations for Future Studies

This study had its limitations. First, given the study's focus on a single national economic context together with a single source of data, the generalizability of the findings and the identification of causality were limited. Apart from replicating this exploratory study in other economies, future research could examine in greater depth the use of multiple data collection methods, including a different group of participants based on longitudinal research design. Second, this study did not focus on the demographic characteristics or the types of live-streaming commerce platforms. Thus, future studies could focus on live-streaming shopping intentions of the individuals of different genders, ages, generations, and cultures. Third, more mediating variables should be included in the model and examined to obtain a more comprehensive understanding of the constructs' relationships. It was possible that some consumers might place higher value on some preferred networks because they better fit their needs. The degree of customer engagement with their favorite influencers could also lead customers to trust them more than other types of advertisers. Such differences in an individual network value and preferences for different influencers could affect the intensity of consumer's intentions to purchase.

### Implications for Asian Business

This empirical research study had several theoretical implications. First, the current study was one of the first to investigate the elements that influenced live-streaming purchasing intents in Thailand's lower northern business area, which added to the existing live-streaming commerce studies in the Asian business context (Ma, 2021; Sun et al., 2019; Sun et al., 2020). Second, the findings suggested that the effect of consumer's behavior on live-streaming online purchase intention might be urged by several factors which fulfilled consumer's needs, not consumption behavior, and displayed factors related to natural an individual behavior or group interactions. Third, although prior studies had shown the influence of consumer's perceived value in tandem with attitude and online purchase intentions (C.-C. Chen & Lin, 2018; Singh et al., 2021), less was known about the relationship between the individuals' behavioral impulses and actual online purchases during live-streaming. Fourth, the theoretical model identified behavioral intention as a key antecedent of actual purchase, thus advancing the knowledge on how businesses could use marketing mix strategy and influencers selected for each SM to align with consumer's behavioral expressions to consume the products. Fifth, this was one of the research studies that offered empirical evidence for the association between customers' behavioral intentions and actual purchase behavior using a sample of a rural population in a developing nation. Finally, the empirical validation of the proposed model added to the theoretical development of the marketing of digital streaming strategies, thus separating this study from the existing body of studies that largely offered anecdotal evidence on how to leverage digital technologies to improve digital marketing performances.

This research study offered recommendations for practitioners and marketers on how to undertake live-stream commerce strategies to retain existing customers and attract prospective ones. First, the research findings implied that the satisfaction of customers predicted their behavioral intention through live-streaming online purchases. Combination of marketing techniques that use digital technologies to adapt to changing

consumer preferences and keep customers engaged by selecting appropriate channels based on the culture presences of social and commercial groups. Second, the market was rapidly expanding as influencer types proliferated, with influencers filling every conceivable niche and sub-niche interest (Trivedi & Sama, 2020). As a result, consumer's attitudes towards technology adoption have become significant for brands and their strategies in their markets.

According to the findings in this study, consumer's live-stream shopping intentions were predicted by the behavioral intentions of value perception and attitude. Therefore, the structure and content of the streaming presentation coupled with the influencers' messages would be unique. Live streaming platforms should concentrate more on characteristics that triggered customers' attention, including the technique of offering privileges or 'Buy now' discounts, reviewing actual-use products, organizing live auctions and competitions, streaming on multiple platforms, and creating a variety of content such as peer review contents, entertainment and challenge activities (Wang, 2020), education (Moussiades et al., 2019), dissemination of rich information (Darnell et al., 2017), experiments and knowledge sharing (Lu & Miller, 2019), inspiration (Gao et al., 2020), and marketing mix contents (advertisements, sales, and promotions) (Plessis, 2017).

Fianlly, the findings of this study indicated that shopping online during live-streams would support social presence in online environments. Business or marketing practitioners should build up online communities to mitigate risks that could harm their brands' reputations. Such online communities were fueled by the exchange and sharing of content and information, and they had the potential to generate powerful brand reputations and sales tools (Bowden & Mirzaei, 2021). At the same time, live streaming could be used by businesses to strengthen influencer-audience (followers) connections across different platforms.

## References

- Ajzen, I., (1985), "From Intentions to Actions: A Theory of Planned Behavior", in J. Kuhl and J. Beckmann (eds), *Action Control: From Cognition to Behavior*, Springer Berlin Heidelberg, Berlin, Heidelberg, pp. 11-39.
- Alalwan, A.A., Dwivedi, Y.K., Rana, N.P., & Algharabat, R., (2018), "Examining factors influencing Jordanian customers' intentions and adoption of internet banking: Extending UTAUT2 with risk", *Journal of Retailing and Consumer Services*, vol. 40, pp. 125-138.
- Apasrawirote, D., & Yawised, K., (2021), "The factors influencing the adoption of E-payment system by SMEs", *International Journal of Innovation, Creativity and Change*, vol. 15, no. 8, pp. 471-489.
- Basch, C., Hillyer, G., & Jaime, C., (2020), "COVID-19 on TikTok: harnessing an emerging social media platform to convey important public health messages", *International journal of adolescent medicine and health*, vol. (10 August 2020) , no. 20200111.
- Belanche, D., Casaló, V., Flavián, M., & Ibáñez-Sánchez, S., (2021), "Understanding influencer marketing: The role of congruence between influencers, products and consumers", *Journal of Business Research*, vol. 132, pp. 186-195.
- Bhimani, H., Mention, A-L., & Barlatier, P-J., (2019), "Social media and innovation: A systematic literature review and future research directions", *Technological Forecasting and Social Change*, vol. 144, pp. 251-269.

- Bowden, J., & Mirzaei, A., (2021), "Consumer engagement within retail communication channels: an examination of online brand communities and digital content marketing initiatives", *European Journal of Marketing*, vol. 55, no. 5, pp. 1411-1439.
- Cambra-Fierro, J., Gao, L., & Melero-Polo, I., (2021), "The power of social influence and customer-firm interactions in predicting non-transactional behavior, immediate customer profitability, and long-term customer value", *Journal of Business Research*, vol. 125, pp. 103-119.
- Cao, K., Xu, Y., Wu, Q., Wang, J., & Liu, C., (2021), "Optimal channel and logistics service selection strategies in the e-commerce context", *Electronic Commerce Research and Applications*, vol. 48, pp. 101070.
- Chen, C.-C., & Lin, Y.-C., (2018), "What drives live-stream usage intention?: The perspectives of flow, entertainment, social interaction, and endorsement", *Telematics and Informatics*, vol. 35, no. 1, pp. 293-303.
- Chen, Y.-H., Chen, M.-C., & Keng, C.-J., (2020), "Measuring online live streaming of perceived servicescape", *Internet Research*, vol. 30, no. 3, pp. 737-762.
- Clement Addo, P., Fang, J., Asare, A.O., & Kulbo, N.B., (2021), "Customer engagement and purchase intention in live-streaming digital marketing platforms", *The Service Industries Journal*, vol. 41, no. 11-12, pp. 767-786.
- Darnell, D., Dorsey, C.N., Melvin, A., Chi, J., Lyon, A.R., & Lewis, C.C., (2017), "A content analysis of dissemination and implementation science resource initiatives: what types of resources do they offer to advance the field?", *Implementation Science*, vol. 12, no. 1, p. 137.
- Daugherty, T., Eastin, M., & Bright, L., (2008), "Exploring consumer motivations for creating user-generated content", *Journal of Interactive Advertising*, vol. 8, pp. 16 - 25.
- Dupuis, M., Khadeer, S., & Huang, J., (2017), "I Got the Job! : an exploratory study examining the psychological factors related to status updates on Facebook", *Computers in Human Behavior*, Vol. 73, pp. 132-140.
- Fan, X., Dong, X., & Chang, Y., (2017), "Effects of the characteristics of online multimedia synergy on consumer's message acceptance and message response", *Online Information Review*, vol. 41, no. 5, pp. 710-727.
- Fang, J., Wang, Z., & Hao, B., (2019), "Analysis of "Anesthesia" mechanism in mobile short video applications", *Advances in Social Science, Education and Humanities Research*, vol. 309, pp. 348-351.
- Farivar, S., Wang, F., & Yuan, Y., (2021), "Opinion leadership vs. para-social relationship: key factors in influencer marketing", *Journal of Retailing and Consumer Services*, vol. 59, no. 102371.
- Fishbein, M., & Ajzen, I., (1975), *Belief, attitude, intention, and behavior: An introduction to theory and research*, Reading, MA: Addison-Wesley.
- Fornell, C., & Larcker, D.F., (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, vol. 18, no. 1, pp. 39-50.
- Francesca Di, V., & Gilda, A., (2018), Consumer behavior, trust, and electronic word of mouth communication: developing an online purchase intention model, in V Francesca Di (ed.), *Social Media for Knowledge Management Applications in Modern Organizations*, IGI Global, Hershey, PA, USA, <<https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/978-1-5225-2897-5.ch003>>, pp. 58-80.
- Gao-fu, L., Peng-chao, G., Yu-chun, L., & Zhuo-ping, Z., (2019), "Research on the influence of social media short video marketing on consumer brand attitude", *Advances in Social Science, Education and Humanities Research*, vol. 336, pp. 784-789.
- Gao, P., Li, C., Chu, Y., & Xie, Y., (2020), "The triggering mechanism of short video customer inspiration and its influence on customer engagement", *Advances in Psychological Science*, vol. 28, no. 5, pp. 731-745.

- Hsiao, K.-L., & Chen, C.-C., (2016), "What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty", *Electronic Commerce Research and Applications*, vol. 16, pp. 18-29.
- Hu, M., & Chaudhry, S.S., (2020), "Enhancing consumer engagement in e-commerce live streaming via relational bonds", *Internet Research*, vol. 30, no. 3, pp. 1019-1041.
- Jiang, Y., & Cai, H., (2021), "The impact of impulsive consumption on supply chain in the live-streaming economy", *IEEE Access*, vol. 9, pp. 48923-48930.
- Kaveh, A., Nazari, M., van der Rest, J.-P., & Mira, S.A., (2021), "Customer engagement in sales promotion", *Marketing Intelligence and Planning*, vol. 39, no. 3, pp. 424-437.
- Kaye, D., Chen, X., & Zeng, J., (2021), "The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok", *Mobile Media and Communication*, vol. 9, no. 2, pp. 229-253.
- Kemp, S., (2020), *Digital 2020 Global Digital Overview, DataReportal, Thailand report*, <https://datareportal.com/reports/digital-2020-thailand>.
- Kim, J., Melton, R., Min, E., & Kim, Y., (2020), "Who says what?: exploring the impacts of content type and blog type on brand credibility, brand similarity and eWOM intention", *Journal of Fashion Marketing and Management: An International Journal*, vol. 24, no. 4, pp. 611-630.
- Krishen, A.S., Dwivedi, Y.K., Bindu, N., & Kumar, K.S., (2021), "A broad overview of interactive digital marketing: A bibliometric network analysis", *Journal of Business Research*, vol. 131, pp. 183-195.
- Lee, C.-H., & Chen, C.-W., (2021), "Impulse buying behavior in live streaming commerce based on the stimulus-organism-response Framework", *Information*, vol. 12, no. 6, pp. 241-258.
- Lim, X., Radzol, ARM., Cheah, J., & Wong, M.W., (2017), "The impact of social media influencers on purchase intention and the mediation effect of customer attitude", *Asian Journal of Business Research*, vol. 7, no. 2, pp. 19-36.
- Lou, C., & Yuan, S., (2019), "Influencer marketing: how message value and credibility affect consumer trust of branded content on social media", *Journal of Interactive Advertising*, vol. 19, no. 1, pp. 58-73.
- Lu, Q.S., & Miller, R., (2019), "How social media communications combine with customer loyalty management to boost green retail sales", *Journal of Interactive Marketing*, vol. 46, no. 11, pp. 87-100.
- Ma, Y., (2021), "To shop or not: Understanding Chinese consumer's live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations", *Telematics and Informatics*, vol. 59, no. 101562, pp. 1-17.
- Martinez, L.S., & Lewis, N., (2016), "The moderated influence of perceived behavioral control on intentions among the general U.S. population: implications for public communication campaigns", *J Health Commun*, vol. 21, no. 9, pp. 1006-1015.
- Matarazzo, M., Penco, L., Profumo, G., & Quaglia, R., (2021), "Digital transformation and customer value creation in made in Italy SMEs: a dynamic capabilities perspective", *Journal of Business Research*, vol. 123, pp. 642-656.
- McLean, G., & Wilson, A., (2019), "Shopping in the digital world: Examining customer engagement through augmented reality mobile applications", *Computers in Human Behavior*, vol. 101, pp. 210-224.
- Mohammed, A., & Ferraris, A., (2021), "Factors influencing user participation in social media: Evidence from twitter usage during COVID-19 pandemic in Saudi Arabia", *Technology in Society*, vol. 66, no. 101651, pp. 1-10.
- Moussiades, L., Kazanidis, I., & Iliopoulou, A., (2019), "A framework for the development of educational video: an empirical approach", *Innovations in Education and Teaching International*, vol. 56, no. 2, pp. 217-228.
- Nunnally, J.C., (1978), *Psychometric theory. 2nd Edition* McGraw-Hill, New York.
- Oh, H., & Kim, K., (2017), "Customer satisfaction, service quality, and customer value: years

- 2000-2015", *International Journal of Contemporary Hospitality Management*, vol. 29, no. 1, pp. 2-29.
- Omar, B., & Wang, D., (2020), "Watch, Share or Create: the influence of personality traits and user motivation on TikTok mobile video usage", *International Journal of Interactive Mobile Technologies*, vol. 14, pp. 121-137.
- Park, H.J., & Lin, L.M., (2020), "The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement", *Journal of Retailing and Consumer Services*, vol. 52, pp. 101934.
- Pick, M., (2021), "Psychological ownership in social media influencer marketing", *European Business Review*, vol. 33, no.1, pp. 9-30.
- Plessis, C.D., (2017), "The role of content marketing in social media content communities", *SA Journal of Information Management*, vol. 19, no. 1, pp. 1-7.
- Podsakoff, P.M., & Organ, D.W. (1986), "Self-Reports in Organizational Research: Problems and Prospects. *Journal of Management*", vol. 12, no.4, pp. 531-544.
- Rahman, S., Khan, M., & Iqbal, N. (2018), "Motivations and barriers to purchasing online: understanding consumer responses", *South Asian Journal of Business Studies*, vol.7, no.1, pp. 111-128.
- Raji, R.A., Mohd Rashid, S., Mohd Ishak, S., & Mohamad, B., (2020), "Do firm-created contents on social media enhance brand equity and consumer response among consumers of automotive brands?", *Journal of Promotion Management*, vol. 26, no. 1, pp. 19-49.
- Ruangkanjanases, A., You, J-J., Chien, S-W., Ma, Y., Chen, S-C., & Chao, L-C., (2020), "Elucidating the effect of Antecedents on consumer's green purchase intention: an extension of the theory of planned behavior", *Frontiers in Psychology*, vol. 11, no. 1433, pp.1-13.
- Sembada, Y., & Koay, Y. (2021). "How perceived behavioral control affects trust to purchase in social media stores". *Journal of Business Research*, vol.130, pp. 574-582.
- Singh, S., Singh, N., Kalinić, Z., & Liébana-Cabanillas, F.J., (2021), "Assessing determinants influencing continued use of live streaming services: an extended perceived value theory of streaming addiction", *Expert Systems with Applications*, vol. 168, no. 114241, pp. 1-13.
- Su, Q., Zhou, F., & Wu, Y., (2020), "Using virtual gifts on live streaming platforms as a sustainable strategy to stimulate consumer's green purchase intention", *Sustainability*, vol. 12, no. 3783, pp. 1-15.
- Su, Y., Baker, J., Doyle, J., & Yan, M., (2020), "Fan engagement in 15 seconds: athletes' relationship marketing during a pandemic via TikTok", *International Journal of Sport Communication*, vol. 13, pp. 436-446.
- Sun, L., Zhang, H., Zhang, S., & Luo, J., (2020), "Content-based analysis of the cultural differences between TikTok and douyin", *ArXiv*, vol. abs/2011.01414.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K., (2019), "How live streaming influences purchase intentions in social commerce: An IT affordance perspective", *Electronic Commerce Research and Applications*, vol. 37, no. 100886, pp.1-12.
- Trivedi, J., & Sama, R., (2020), "The effect of influencer marketing on consumer's brand admiration and online purchase intentions: an emerging market perspective", *Journal of Internet Commerce*, vol. 19, no. 1, pp. 103-124.
- Wang, Y., (2020), "Humor and camera view on mobile short-form video apps influence user experience and technology-adoption intent, an example of TikTok (DouYin)", *Computers in Human Behavior*, vol. 110, no. 106373, pp. 1-9.
- Wibowo, A., Chen, S-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A., (2021), "Customer behavior as an outcome of social media marketing: the role of social media marketing activity and customer experience", *Sustainability*, vol. 13, no. 1, pp. 189-207.
- Woodcock, J., & Johnson, M.R., (2019), "The affective labor and performance of live streaming on twitch.tv", *Television and New Media*, vol. 20, no. 8, pp. 813-823.

- Xiaoyu, X., Jen-Her, W., & Qi, L., (2020), "What drives consumer shopping behavior in live streaming commerce?", *Journal of Electronic Commerce Research*, vol. 21, no. 3, pp. 144-167.
- Zuo, H., & Wang, T., (2019), "Analysis of Tik Tok user behavior from the perspective of popular culture", *Frontiers in Art Research*, vol. 1, no. 3, pp. 1-5.
- Zhou, M., Huang, J., Wu, K., Huang, X., Kong, N., & Campy, K. S. (2021). "Characterizing Chinese consumers' intention to use live e-commerce shopping", *Technology in Society*, vol. 67, no.101767, pp. 1-13.
- Zhou, S., Blazquez, M., McCormick, H., & Barnes, L. (2021). "How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure", *Journal of Business Research*, vol. 134, pp. 122-142.



All papers are published under the Creative Commons Attribution 4.0 International (CC BY 4.0). For more details, visit <https://creativecommons.org/licenses/by-nc/4.0/>.

## Request for Permission to Use Questionnaire from Your Study Kotak Masuk x



**Joshua Kurniaawan**

Dear Dr. Kritcha Yawised I hope this email finds you well. My name is Joshua, and I am a student at Atma Jaya Yogyakarta University currently working on my thesis



**Kritcha Yawised** <kritchay@nu.ac.th>

kepada saya ▾

As you requested.

Good luck with PhD Journey.

Best,

Kritcha

Asst.Prof. Kritcha Yawised, Ph.D.

Assistant Dean for Policy Analysis Division,

Full-time lecturer,

Department of Business Administration

Faculty of Business, Economics and Communications (BEC)

Naresuan University.

**BEC building | Room : BEC 5107**

99 Moo9, Tapho, Muang, Phitsanulok, Thailand 65000

Tel: +66 5596 4918 | Ph: +66 6161 97959

Email: [kritchay@nu.ac.th](mailto:kritchay@nu.ac.th)

ORCID: <https://orcid.org/0000-0002-3372-6081>

Academic Profile: <https://scholar.google.com/citations?user=5geYglAAAAJ&hl=en>

Research Gate: <https://www.researchgate.net/profile/Kritcha-Yawised>

Institute Profile: <https://bec.nu.ac.th/main-site/about-us-staff-detail.php?person=168&type=1>



Wardonsuksorn, Naresuan University

<https://www.nu.ac.th/en/>

### Measurement items

| Constructs/items                  | Questions                                                                                                                                                                                                                                                                                                      |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customer Perception (CP)          | <p>CP1 1. The live streaming on social media shops tried to intrigue me.</p> <p>CP2 2. The live streaming on social media shops tried to make me think about my lifestyle.</p> <p>CP3 3. Purchasing products via live-streams creates a new buying experience.</p>                                             |
| Marketing Mix (MM)                | <p>MM1 1. The marketing mix utilized by streamers via live streams is satisfactory.</p> <p>MM2 2. Using the marketing mix via live stream presents opportunities for the audience to foster existing fan relationships.</p> <p>MM3 3. The marketing mix brought me to watching streamers.</p>                  |
| Content Marketing (CM)            | <p>CM1 1. The attractive contents produced by the seller try to get me to shop via live streaming.</p> <p>CM2 2. The unique contents produced by the seller via live streaming try to get me to think about relationships.</p> <p>CM3 3. Overall, the content made by the seller is likely to be reliable.</p> |
| Influencer (INF)                  | <p>INF1 1. Influencers are regarded as a good source for advice.</p> <p>INF2 2. Influencers are quite competent.</p> <p>INF3 3. The streamer is trustworthy.</p>                                                                                                                                               |
| Perceived Value (PV)              | <p>PV1 1. Watching live streams provides me with a lot of enjoyment or gives me happiness.</p> <p>PV2 2. Given the time I need to spend doing it, watching a live stream is worthwhile to me.</p> <p>PV3 3. I am likely to purchase products via live stream; it is convenient.</p>                            |
| Attitude (ATT)                    | <p>ATT1 1. My attitude toward watching live streams is positive.</p> <p>ATT2 2. I like watching live streams.</p> <p>ATT3 3. I think watching a live stream is a good idea.</p>                                                                                                                                |
| Behavioral Intention (BI)         | <p>BI1 1. I use live-stream shopping because I want to be perceived as being fashionable.</p> <p>BI2 2. I will watch a live stream when the streamer notices us.</p> <p>BI3 3. Willing to share my knowledge and recommendations when a friend wants to buy products via live-stream.</p>                      |
| Online Purchasing Intention (OPI) | <p>PI1 1. I am likely to purchase products via live streaming on social media.</p> <p>PI2 2. I would consider purchasing products via live streaming platforms in the future.</p> <p>PI3 3. I am likely to buy a particular product via live streams.</p>                                                      |

## LAMPIRAN 6 TURNITIN

### Pengaruh Faktor-Faktor Live Streaming Shopee Terhadap Perilaku dan Niat Beli Konsumen Generasi Z

#### ORIGINALITY REPORT

|                  |                  |              |                |
|------------------|------------------|--------------|----------------|
| <b>18%</b>       | <b>19%</b>       | <b>7%</b>    | <b>5%</b>      |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

#### PRIMARY SOURCES

|          |                                                     |               |
|----------|-----------------------------------------------------|---------------|
| <b>1</b> | <b>e-journal.uajy.ac.id</b><br>Internet Source      | <b>4%</b>     |
| <b>2</b> | <b>dspace.uui.ac.id</b><br>Internet Source          | <b>3%</b>     |
| <b>3</b> | <b>repository.usbypkp.ac.id</b><br>Internet Source  | <b>1%</b>     |
| <b>4</b> | <b>eprints.unpak.ac.id</b><br>Internet Source       | <b>1%</b>     |
| <b>5</b> | <b>repository.uinsaizu.ac.id</b><br>Internet Source | <b>1%</b>     |
| <b>6</b> | <b>etheses.uin-malang.ac.id</b><br>Internet Source  | <b>1%</b>     |
| <b>7</b> | <b>repository.ub.ac.id</b><br>Internet Source       | <b>&lt;1%</b> |
| <b>8</b> | <b>spm.banyuwangikab.go.id</b><br>Internet Source   | <b>&lt;1%</b> |
| <b>9</b> | <b>repository.unpas.ac.id</b><br>Internet Source    | <b>&lt;1%</b> |