

Increase Sales with Influencers and Word of Mouth: A Live Streaming Study On Cosmetics and Fashion Products at Shopee Batam Customers

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Abstrak

Penelitian ini mencoba untuk mengetahui pengaruh *influencer* dan *word of mouth* terhadap keputusan pembelian dengan *live streaming* sebagai variabel moderasi pada produk kosmetik dan *fashion*. Penelitian ini menggunakan populasi Masyarakat Kota Batam yang pernah menggunakan aplikasi Shopee. Penelitian kuantitatif ini menggunakan metode analisis jalur (*path analysis*) sebagai teknik analisis datanya. Pengumpulan data akan dilakukan dengan menyebarkan kuesioner kepada masyarakat Kota Batam. Dengan menggunakan rumus Lemeshow, diperoleh 150 responden di Kota Batam. Temuan penelitian menunjukkan bahwa *influencer* berpengaruh positive dan signifikan terhadap keputusan pembelian pada produk kosmetik dan *fashion*, *word of mouth* berpengaruh positive dan signifikan terhadap keputusan pembelian pada produk kosmetik dan *fashion*, *live streaming* sebagai variabel moderasi memperlemah pengaruh *influencer* terhadap keputusan pembelian pada produk kosmetik dan *fashion*, dan *live streaming* sebagai variabel moderasi memperkuat pengaruh *word of mouth* terhadap keputusan pembelian pada produk kosmetik dan *fashion*.

Kata Kunci: *Influencer, Word of Mouth, Live Streaming, Keputusan Pembelian*

Abstract

This study tries to determine the impact of influencers and word of mouth on purchasing decisions with live streaming as a moderating variable on cosmetic and fashion products. This study uses the population of Batam City People who have used the Shopee application. This quantitative research uses the path analysis method as the data analysis technique. Data collection will be done by distributing questionnaires to the Batam City community. Using the Lemeshow formula, 150 respondents were obtained in Batam City. The research findings show that influencers have a positive and significant effect on purchasing decisions on cosmetic and fashion products, word of mouth has a positive and significant impact on buying decisions on cosmetic and fashion products, live streaming as a moderating variable weakens the influence of influencers on purchasing decisions on cosmetic and fashion products, and live streaming as a moderating variable strengthens the impact of word of mouth on buying decisions on cosmetic and fashion products.

Keywords: *Influencer, Word of Mouth, Live Streaming, Purchase Decision*

1. Introduction

One of the most influential technological developments today is the use of e-commerce. E-commerce is an online platform based on digital business; users can do it online. One of them is the user of the Shopee application (Waluyo & Trishananto, 2022).

One vital strategy to increase purchases is to promote through an influencer. Influencers are experts in

promoting products through their video content. They share their expertise through social media such as Instagram, YouTube, and TikTok because they have a large and active fan base. They also promote businesses and products through social media (Taftazani Hilbram Alhilal, 2023).

Not only influencers but also word of mouth can influence consumer purchases. The Word of Mouth Marketing Association (WOMMA) provides a

definition *word-of-mouth* marketing as a consumer activity informing other buyers about a particular product label. Without realizing it, customers who have previously purchased or used a product are entitled to promotions from one merchant to another when interacting with others. This word of mouth has nothing to do with business. In other words, word of mouth refers to direct communication between consumers (Julianti & Junaidi, 2020).

In addition to applying word of mouth, live streaming also plays a role in increasing sales. Manufacturers need to pay attention to the sales strategy. One of the essential parts of the buying process in e-commerce is building customer trust because social media cannot display products and store environments like traditional stores. With live streaming, businesses can directly answer potential customers' questions and communicate in (Saputra & Fadhilah, 2022).

Consumer behavior studies how individuals, communities, or organizations determine what to acquire, how to use, and how to satisfy their wants and urges (Kotler & Armstrong, 2018). The purchase decision is one of the components of this field.



Source: Statistik E-commerce 2021 & 2022

Figure 1.1 E-commerce Sales

Based on Figure 1.1, sales through e-commerce for cosmetic products reached 6.85% in 2021, while sales of fashion products reached 16.25%. In 2022, sales of cosmetic products are estimated to have reached 5.37%, while sales of fashion items are estimated to have reached 15.04%. It can be observed that there was a decline in 2021 and 2022.

This research is also motivated by gap theory, a gap from previous research. Several researchers examined influencers. Research by Waluyo & Trishananto (2022), indicates that influencers significantly and positively affect the online sales process in e-commerce stores. However, research by Purwanto & Sahetapy (2022), indicates that although influential endorsers have an influence, it is not statistically significant in purchase intention for specific products. According to research by Sabita & Mardalis (2023), word of mouth significantly impacts consumers' desire to buy safe products. Furthermore, research by Anisa et

al., (2022), shows that word of mouth hurts millennial consumers' intention to buy on TikTok Shop live streaming.

Based on the different results in previous studies or inconsistent results, with the conclusions drawn by the researcher. The researcher wants to re-examine the variables in purchasing decisions. This study aims to find out "The Influence of Influencers and Word of Mouth on Purchasing Decisions with Live Streaming as a Moderating Variable on Cosmetics and Fashion Products conducted in the Batam City Community".

2. Literatur Review

Influencer

Torres et al., (2019), define influencers as non-celebrities who use social media sites such as Instagram and TikTok to share material, develop their online following, and become famous. According to Kristen Petra & Irena Suriyadi (2021), Influencers are one of the communication channels that celebrities use to promote brands. Celebrities use influencers to express their words and actions based on their personality and popularity, involving qualities that can positively influence consumers' attitudes and reactions so that they can consider making a purchase. According to Afandi et al.,(2021) and Abdullah et al., (2020), there are several indicators used in this variable, namely:

- 1) Trust refers to a person's tendency to believe or trust an influencer based on their expertise and credibility.
- 2) Attractiveness refers to similarity, familiarity, and liking. Attractiveness is not only limited to physical appearance but also includes various advantages of the influencer, such as intellectual ability, personality traits, lifestyle, skills, and other aspects.
- 3) Expertise refers to the charisma emanating from an influencer who can influence consumers' mindset, attitude, or behavior through the statements or messages they deliver.

Word of Mouth

According to Murhadi & Reski (2022), explains that word of mouth is the verbal communication of individuals with other individuals. The main difference is that, unlike other promotional tools, word of mouth is an uncontrollable type of communication in which customers discuss the quality and price of the goods or services they have purchased.

There are five leading indicators for word of mouth, according to Joesyiana (2018), namely:

- 1) Talk refers to conversations conducted by two or more people.
- 2) Topic refers to consulting consumers online regarding a product they want.
- 3) Tools or means, referring to gathering information

from consumer reviews through social networks or online.

- Tracking or monitoring refers to monitoring customer responses regarding positive or negative consumer feedback.

Live Streaming

Live streaming is an online multimedia application that users can access entirely via the internet and in real-time by interacting with text, sound, and images. Through live streaming, consumers can better understand streamers' real-life talents and opinions. Live streaming represents a novel social and commercial application, directly integrating with social commerce where commerce serves as the primary content of live streams (Wang et al., 2019).

According to Alviyani Febriyanti et al., (2024), there are several indicators of live streaming, namely:

- Promotion time, refers to live streaming; there is a time that can be used as a live event that many consumers can see. For example, during break time, many consumers rest and have free time to open the application.
- Bonuses, when joining live shopping, many sellers provide cashback bonuses and shopping discounts to attract consumers to make purchases.
- Product description, when joining live shopping, consumers will be explained regarding the description of the product to be asked about and which will be purchased.
- Visual images, in the case of live broadcasts, sellers will display the products or goods being sold to consumers who are watching or joining live streaming shopping.

Purchase Decision

According to Nurniati et al., (2023), buyers make purchasing decisions before, during, and after they buy goods or services.

According to Subianto & Basuki (2024), there are 5 indicators, namely:

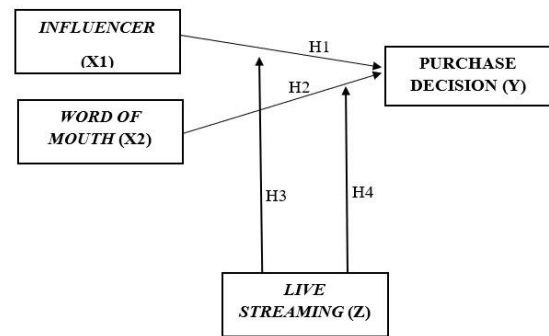
- Brand selection refers to purchasing a product or item seen from the brand you want to buy according to your wants and needs.
- Product selection refers to the selection of products that are suitable or appropriate for making purchases.
- Selection of purchase channels refers to someone purchasing a trusted application.
- Payment method refers to when purchasing; consumers can choose what payment method they want.
- Experience refers to when making a purchase; consumers will see product reviews about an item if the item is by the product being sold.

3. Research Methodology

This research applies a quantitative approach relevant to my research objectives to test the relationship between the independent and dependent variables. The path analysis method determines direct and indirect effects, and the data is processed using the SmartPLS3 application (Sugiyono, 2022).

According to Hardisman (2021), the partial least square is a statistical method that simultaneously analyses independent and dependent variables. Data collection is obtained from questionnaires in data collection—Batam people who have used the Shopee application, which is the topic of this research.

This study uses influencer variables (X1) and word of mouth (X2) as dependent variables, live streaming (Z) as a moderating variable, and purchasing decisions (Y) as independent variables.



Source: develop for this study

Figure 3.1 Thinking Framework

Figure 3.1 above depicts the connection between the independent variable's influence and the dependent variable's impact. The relationship are outlined as follows:

- Hypothesis 1 in this study examines the impact of influencers on purchasing decisions.
- Hypothesis 2 in this study explores the influence of word of mouth on purchasing decisions.
- Hypothesis 3 in this study posits that live streaming, as a moderating variable, influences the impact of influencers on purchasing decisions.
- Hypothesis 4 in this study proposes that live streaming, as a moderating variable, affects the impact of word of mouth on purchasing decisions.

Hypothesis Development

The influence of influencers on purchasing decisions

Based on research from Rahmawaty (2024), The study on the impact of customer reviews, influencers, and price on purchasing decisions for Something Serum on the Shopee e-commerce platform concludes that

influencers positively and significantly affect buying decisions.

H1: "The influence of influencers has a positive and significant influence on online cosmetics and fashion in the Batam City Community".

The effect of word of mouth on purchasing decisions

Based on research from Nur & Octavia (2022) on "The effect of electronic word of mouth on purchasing decisions with consumer confidence as mediation in the Shopee marketplace in Jambi city," the analysis concluded that electronic word of mouth has a positive and significant impact on purchasing decisions.

H2: "The influence of word of mouth has a positive and significant influence on purchasing decisions for online cosmetic and fashion products in the Batam City Community".

The influence of live streaming weakens the impact of influencers on purchasing decisions at Shopee

This hypothesis is generated from the influence of the independent and dependent variables. In this study, the hypothesis is that live streaming weakens the variables that influence purchasing decisions. Therefore, the researcher proposes the third hypothesis, which is as follows.

H3: "The effect of live streaming as a moderating variable weakens the relationship between influencer influence and has a positive but insignificant effect on purchasing decisions for online cosmetics and fashion products in the Batam City Community".

The effect of live streaming strengthens the influence of word of mouth on purchasing decisions at Shopee

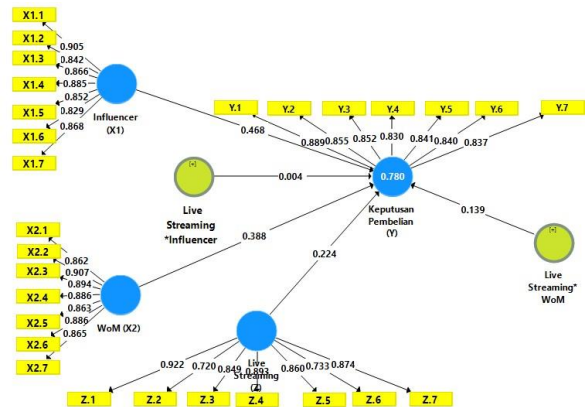
Based on research from Anisa et al., (2022) on "The effect of word of mouth in relation to TikTok Shop live streaming on consumer purchasing decisions," this study assumes that live streaming is believed to increase the influence of word-of-mouth variables on purchasing decisions. Therefore, the researcher makes the fourth hypothesis.

H4: The effect of live streaming as a moderating variable strengthens the word-of-mouth relationship and positively and significantly impacts online purchasing decisions.

4. Research Result and Discussion

Evaluation of The Measurement Model (Outer Model)

The Measurement Model Evaluation (outer model) is used to evaluate the validity and reliability of the model.



Source: develop for this study

Figure 4.1 Structural Model

Figure 4.1 above shows that no data has a loading factor below 0.70. This shows that all indicators are valid and ideal for measuring latent constructs; therefore, this data can be processed for the next stage.

A. Convergent Validity

Convergent validity measures the validity of each predictor on a composite score. The validity indicator is calculated by the magnitude of the loading factor of each predictor on the latent variable. If the loading factor value is > 0.7, the predictor or item is considered valid in confirmatory research, namely, in research that has conducted an initial test of the previous research instrument (Hardisman, 2021).

Table 4.1 Loading Factor Value

Variabel	Indikator	Loading Factor
<i>Influencer (X1)</i>	X1.1	0,905
	X1.2	0,842
	X1.3	0,866
	X1.4	0,885
	X1.5	0,852
	X1.6	0,829
	X1.7	0,868
<i>Word of Mouth (X2)</i>	X2.1	0,862
	X2.2	0,907
	X2.3	0,894
	X2.4	0,886
	X2.5	0,863
	X2.6	0,886
	X2.7	0,865
<i>Live Streaming (Z)</i>	Z.1	0,922
	Z.2	0,72
	Z.3	0,849
	Z.4	0,893
	Z.5	0,86
	Z.6	0,733
	Z.7	0,874

	Z.7	0,874
	Z*X1*Y	0,866
	Z*X2*Y	0,922
Purchase Decision (Y)	Y.1	0,889
	Y.2	0,855
	Y.3	0,852
	Y.4	0,830
	Y.5	0,841
	Y.6	0,840
	Y.7	0,837

Source: develop for this study

All loading factor values on the indicators in each instrument in the Cosmetics and Fashion cross-loading table above are more than 0.7, and their validity is recognized.

B. Average Variance Extracted (AVE)

One of the structural validity tests is AVE. A construction is considered valid if the AVE value is > 0.5. Convergent validity can be determined using an AVE value > 0.5.

Table 4.2 Average Variance Extracted (AVE)

Variabel	AVE	Cut Off	Ket
<i>Influencer (X1)</i>	0,75	0,5	Valid
<i>Word of Mouth (X2)</i>	0,78	0,5	Valid
<i>Live Streaming (Z)</i>	0,7	0,5	Valid
Purchase Decision (Y)	0,72	0,5	Valid
<i>Live Streaming*Influencer (Z*X1)</i>	1000	0,5	Valid
<i>Live Streaming*Word of Mouth (Z*X2)</i>	1000	0,5	Valid

Source: develop for this study

The AVE value for each construct, namely influencer = 0.746; wom = 0.775; live streaming = 0.704; purchase decision = 0.722; ls* Influencer = 1000 and ls* Wom = 1000, already has a value > 0.50, which means that the six constructs are categorized as valid.

C. Discriminant Validity

According to Hardisman (2021), discriminant validity predictors are evaluated by looking at how they relate to other variations. Predictors are considered valid if the cross-loading value is > 0.7 or when the cross-loading value for the hidden variable itself is higher than that of different variables. In addition, the HTMT criterion, according to Hair Jr. Joseph F et al., (2021), proposes that the constructed boundary is said to be valid if the HTMT value is <0.90. The discriminant validity value is invalid or non-existent if it is above that.

Table 4.3 Heterotrait – Monotrait Ratio (HTMT)

	X1	Y	Z	Z*X1	Z*X2
Influencer (X1)					
WoM (X2)	0,619	0,798	0,409	0,057	0,043
Purchase Decision (Y)	0,826				
Live Streaming (Z)	0,390	0,529			
LS*Influencer (Z*X1)	0,147	0,073	0,289		
LS*WoM (Z*X2)	0,079	0,055	0,343	0,543	

Source: develop for this study

The Heterotrait-Monotrait Ratio (HTMT) value for the above variables is said to be fulfilled or valid because the HTMT value is above <0.90.

D. Reliabilitas

According to Hardisman (2021), Cronbach's Alpha (a) value, a more widely used indicator to assess the dependability of research instruments, is used to determine reliability. For confirmatory research, a Cronbach's Alpha value or composite reliability > 0.7 is considered reliable; for explanatory research, a value > 0.6 is also acceptable.

Table 4.4 Composite Reliability and Cronbach's Alpha

Construct	Composite Reliability	Cronbach's Alpha
<i>Influencer (X1)</i>	0,954	0,943
<i>WoM (X2)</i>	0,960	0,952
Live Streaming (Z)	0,943	0,930
Purchase Decision (Y)	0,948	0,936
<i>Live Streaming*Influencer</i>	1,000	1,000
<i>Live Streaming*WoM</i>	1,000	1,000

Source: develop for this study

The output results of Cronbach's alpha for the influencer construct = 0.943; wom = 0.952; live streaming = 0.930; purchase decision = 0.936; live streaming * influencer = 1000; live streaming * wom = 1000. All Cronbach's alpha values are above 0.7. So the constructs on influencers, word of mouth, live streaming, purchase decisions, live streaming * influencers, live streaming * wom have good reliability or are categorized as reliable. The composite reliability of individual variables also has a value > 0.6, which shows that each construction of each variable is valid in this study.

Evaluation of The Measurement Model (Inner Model)

Inner model analysis is a step used to test the model or hypothesis. The leading indicators assessed in structural analysis or hypothesis testing are R-squared value (R2) and significance (T and P). In addition, F-square (F2) and Q2 can also be evaluated (Garson, 2016; Ghozali and Luthan, 2015; Hair, et al., 2017; Wong in (Hardisman, 2021)).

A. R-Square

According to Hardisman (2021), the R-square value of SmartPLS is obtained along with the validity and reliability analysis (outer model). An R-square value exceeding 0.75 suggests a robust model, while a value between 0.50 to 0.75 indicates a moderate model, and a value from above 0.25 to 0.50 suggests a weak model.

Table 4.5 R-Square

	R Square Adjusted
Purchase Decision (Y)	0,772

Source: develop for this study

Table 4.5 shows that the adjusted R-Square value is 0.772, or 77.2%. This means that the Influencer, Word of Mouth, and Live Streaming variables impact sales 77.2%, while other variables influence 22.8%, which is not found in this study.

B. Variance Inflation Factor (VIF)

According to David Garson G 2016), multicollinearity is a situation where two or more independent variables or exogenous constructs have a strong correlation, which makes the model power low. Statistics often show the presence of multicollinearity if the VIF Value < 5 because if > 5 indicates there is collinearity between constructs.

Table 4.6 Variance Inflation Factor (VIF)

	Y
<i>Influencer (X1)</i>	1,757
<i>Word Of Mouth (X2)</i>	1,689
Purchase Decision (Y)	
<i>Live Streaming (Z)</i>	1,477
<i>Ls*Influencer (Z*X1)</i>	1,598
<i>Ls*WoM (Z*X2)</i>	1,540

Source: develop for this study

Before hypothesis testing, the inner VIF is examined. The VIF table above shows that the VIF Value for influencer variables, women, and live-streaming moderation variables is below 5, so the level of multicollinearity is low.

C. F-Square

According to Hardisman (2021), the f-square value is an additional analysis used to assess the strength of the influence of exogenous variables endogenous variables. It is calculated concurrently with the PLS algorithm. Based on the F-square value, the influence strength can be categorized as follows:

F-Square value < 0.02 : no effect

F-Square value $< 0.02 - < 0.15$: small effect

F-Square value $< 0.15 - < 0.35$: medium effect

F-Square value > 0.35 : large effect

Table 4.7 F-Square

	Y
<i>Influencer (X1)</i>	0,566
<i>WoM (X2)</i>	0,405
Purchase Decision (Y)	
<i>Live Streaming (Z)</i>	0,154
<i>Live Streaming*Influencer (Z*X1)</i>	0,000
<i>Live Streaming*WoM (Z*X2)</i>	0,049

Source: develop for this study

Based on the moderation test F-Square, it is known that:

The effect of live streaming variables in moderating the influence of influencers on purchasing decisions has an F-Square value of 0.000 (no effect).

D. Path Coefficients

The P-value can be used to determine the significance of the prediction model when evaluating the path coefficients in the structural model. It can be stated that exogenous factors significantly affect endogenous variables if the P-value is lower than 0.05 or 5% (Hardisman, 2021).

Table 4.8 Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<i>Influencer (X1) -> Purchase Decision (Y)</i>	0,468	0,468	0,057	8,172	0,000
<i>WoM (X2) -> Purchase Decision (Y)</i>	0,388	0,385	0,071	5,433	0,000
<i>Live Streaming*Influencer (Z*X1) -> Purchase Decision (Y)</i>	0,004	-0,001	0,055	0,071	0,472
<i>Live Streaming*WoM (Z*X2) -> Purchase Decision (Y)</i>	0,139	0,135	0,065	2,154	0,016

Source: develop for this study

The following explanation explains the influence between the independent and dependent variables:

- Influencers have a positive and significant effect on purchasing decisions with an original sample value of 0.468 and a statistical T value of 8.172 > 1.96 (t-table) with a P-value level of 0.000 < 0.05 meeting the criteria for a significant P-value level which means the hypothesis is accepted. According to previous research by Rahmawaty (2024), influencers positively and significantly influence consumer purchasing decisions. Thus, influencers are significant in improving consumer purchasing decisions.
- Word of Mouth positively and significantly impacts purchasing decisions with an original sample value of 0.388 and a statistical T value of 5.433 > 1.96 (t-table); the P-value meets the significance level criteria of 0.000 < 0.05. These values show that the hypothesis is accepted. This research is relevant to research Nur & Octavia (2022), which means that word of mouth significantly increases consumer purchasing decisions. The better a review, the higher the desire to make a purchase.
- Live Streaming as a moderating variable weakens the influence of influencers on purchasing decisions with an original sample value of 0.004, T statistics because as much as 0.071 is lower than 1.96 (t-table) and P-value: 0.472 is higher than 0.05, namely the P-value above the reference value. This value shows that the hypothesis is rejected. Research conducted by Mada & Prabayanti (2024), shows that live-streaming shopping conducted by influencers has a positive and significant effect. Meanwhile, the research conducted in Batam City did not have a considerable positive impact.
- Live Streaming as a moderating variable strengthens the effect of word of mouth on purchasing decisions with an original sample value of 0.139 and a statistical T value of 2.154 > 1.96 (t-table) with a significant P-value level of 0.016 < 0.05, where the P-value is included in the considerable P-value criteria. These results show that the hypothesis is accepted. This research is in line with research (Anisa et al.,

2022). This means that word of mouth significantly improves consumer purchasing decisions—the more positive recommendations from word of mouth, the more purchases consumers will make.

5. Conclusions

This study aims to assess the impact of influencer variables and word of mouth on purchasing decisions, with live streaming as a moderating factor in the cosmetics and fashion products. The research focuses on using cosmetics and fashion products in Batam City. Using the Path Analysis method and distributing questionnaires through online forms to 150 participants, the study draws several conclusions:

Influencers significantly and positively affect purchasing decisions for cosmetics and fashion products. Word of Mouth also positively and significantly influences buying decisions for these products. Live Streaming as moderator diminishes the impact of influencers on purchasing decisions but enhances the effect of word of mouth on buying decisions for cosmetics and fashion products.

6. Suggestion

With the conclusions described above, the researcher at this moment suggests suggestions for Shopee companies and further research as follows:

Researchers advise Shopee companies regarding influencer variables, word of mouth, and live streaming in promoting the Shopee application; it is hoped that Shopee can continue providing convenience and exciting content so that consumers are interested in buying the products being promoted. Researchers also suggest that related reviews on stores in the Shopee application offer product descriptions that match the reality of the product so that consumers believe that the shops in the Shopee application can be trusted. Also, researchers suggest that Shopee companies provide other promos related to relatively high free shipping, such as discounts and cashback, to attract consumers to purchase at Shopee.

Researchers suggest that future researchers obtain journals related to live-streaming variables that weaken the influence of influencers on purchasing decisions because, in this study, researchers have not found journals based on the research results. Researchers also suggest that future researchers add other variables to differentiate previous research.

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LEMBAR PENGESAHAN

RISET MAHASISWA

Pengaruh *Influencer* dan *Word of Mouth* Terhadap Keputusan Pembelian dengan *Live Streaming* Sebagai Variabel Moderasi Pada Produk kosmetik dan *Fashion*

(Studi Pengguna Platform *Online* Shopee Pada Masyarakat Kota Batam)

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BATAM, 19 JULI 2024

DOSEN PEMBIMBING



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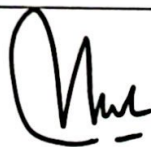
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