

THE EFFECT OF SHOPEE LIVE FEATURES AND INFORMATION QUALITY ON ONLINE IMPULSIVE BUYING OF FASHION PRODUCTS (CASE STUDY ON STUDENTS AS E-COMMERCE CUSTOMERS SHOPEE AT THE FACULTY OF ECONOMICS AND BUSINESS)

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Abstract

This study aims to analyze the influence of Shopee Live Features and Information Quality on Online Impulse Buying on Fashion Products, with a case study of Shopee Ecommerce customer students at the Faculty of Economics and Business, Universitas Malikussaleh. This study used a quantitative method with purposive sampling, involving 108 respondents. Data were collected through questionnaires and analyzed using descriptive analysis, multiple linear regression, and validity and reliability tests. The results show that the Shopee Live Feature and Information Quality significantly affect Online Impulse Buying of Fashion Product, with the Shopee Live Feature having the greatest influence. An Adjusted R Square of 0.473 indicates that 47.3% of the Online Impulsive Buying variation is explained by an independent variable and 52.7 is influenced by other variables that were not studied in this study.

Keywords: *Shopee live feature, Information quality, Online Impulsive Buying*

INTRODUCTION

In today's era, almost every aspect of our lives uses technology, both technology used for daily home activities and technology used for work or business activities. Based on the latest report, the results of a survey by the Indonesian Internet Service Providers Association (APJII) in 2022-2023 stated that there were 215.63 million internet users in Indonesia. Compared to the previous year, internet users in Indonesia increased by 2.67% or 210.03 million people. Based on the Central Statistics Agency (BPS), the total population of Indonesia until mid-2023 was 278.7 million people, which means that 77.36% of the Indonesian population has experienced access to the world of technology. More than half of Indonesia's population has shopped online or better known as e-commerce (Annur, 2023).

In Indonesia, e-commerce has grown rapidly and become an important part of the digital economy. E-commerce in Indonesia has experienced significant growth in recent years. Factors such as increasing internet penetration, increasing number of smartphone users, and the growth of the digital economy drive the adoption of e-commerce (Amallia & Syaefulloh, 2023). E-commerce has had a significant impact on the Indonesian economy. This includes the growth of online sales by small and medium enterprises (SMEs), job opportunities in the logistics industry and contributions to the growth of the digital economy. As growth continues, e-commerce in Indonesia will continue to be an integral part of consumers' lives and the national economy. This not only provides consumers with more shopping options, but also provides business opportunities for traders, entrepreneurs and small and medium enterprises (SMEs) who want to use e-commerce platforms to market their products and services (Amallia & Syaefulloh, 2023). The large number of internet users in Indonesia is supported by a digital infrastructure that continues to grow over time. This has a significant impact on the potential of e-commerce, because the target of the e-commerce trading process is internet users (Annur, 2023). E-commerce has created a phenomenon that changes people's shopping behavior. This behavior has changed the way shopping becomes more convenient and flexible because it can be done anywhere. Shopee has become an e-commerce platform that is widely used in 2023. It is known that Shopee has continued to increase from 2018 to 2023.

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Table 1 Five E-Commerce with the Most Visitors in Indonesia 2023 Quarter 1

No	E-Commerce Name	Number of WEB APP Store and Playstore Visitors/Monthly	Rankings
1	Shopee	158 Million	1
2	Tokopedia	117 Million	2
3	Lazada	83.2 Million	3
4	Blibli	25.4 Million	4
5	Open	18.1 Million	5

Source:(Databox, 2023)

Based on databoks (2023), Shopee became the most visited e-commerce company site in the first quarter of 2023. From January to March 2023, the Shopee site had an average of 157.9 million visits per month, much more than its competitors. In the same period, Tokopedia had an average of 117 million visits, the Lazada site 83.2 million visits, the Blibli site 25.4 million visits, and the Bukalapak site 18.1 million visits per month.(Ahdiat, 2023).

If we look at the monthly trend, these 5 e-commerce sites experienced a decrease in traffic from January to February 2023. However, in March 2023 the trend increased again along with the arrival of the month of Ramadan 1444 Hijriah. Throughout March 2023, the number of visits to the Shopee site increased by around 10% compared to the previous month (month-on-month/mom). Visits to the Tokopedia site also increased by around 6%, the Lazada site increased by 13%, and visitors to the Blibli site increased by 5%, only the Bukalapak site was different. Visits to the Bukalapak site in March 2023 were still the same as last month(Amallia & Syaefulloh, 2023). In addition, Shopee ranks first in the Appstore and Playstore. This ratio is the highest compared to other e-commerce such as Tokopedia, Lazada, Blibli, Bukalapak, and others. This happens for several reasons, including shipping subsidies for each product sold and interesting information conveyed through advertisements. Shopee is one of the online shopping in e-commerce, a start-up company from Singapore.

Shopee started entering Indonesia in December 2015. Shopee is also an online buying and selling facility that offers a variety of products such as beauty supplies, gadgets and accessories, photography equipment, sports equipment, electronic equipment, home equipment, fashion, cars, vitamins, food and drinks(Arifianto & Pratiwi, 2021). Shopee also comes in the form of a mobile phone application, in order to make it easier for users to access their services. This feature simplifies the online shopping experience for users by allowing them to make purchases directly. Shopee, an online store popular among students, offers a convenient buying and selling platform without the need for a computer. Providing a secure payment process, making it easier for sellers to sell and buyers to shop safely(Annur, 2023). Online shopping has become a trend, especially among young people and students who are busy. With the help of Shopee, students can easily meet their needs and enjoy the subsidies available on the platform. Shopee offers an attractive free shipping option for each product, making it even more attractive.

In addition, Shopee also provides a review column for customers to provide their input, so that information and product review results can be conveyed to new consumers. In the digital era, e-commerce has become an integral part of everyday consumer life. As one of the largest e-commerce platforms in Indonesia, Shopee has launched various innovative features, one of which is "Shopee live streaming". Shopee's live feature allows sellers to broadcast live and interact with customers in real-time, so that sellers can provide information quality to attract customers. The phenomenon that needs to be understood is how the innovative features launched by Shopee can provide information quality to influence impulsive online buying behavior for fashion products on Shopee (Amallia & Syaefulloh, 2023). Shopee's live feature allows sellers to interact directly with customers through live streaming. The issue that arises is to what extent this feature increases customer interest in following live

broadcasts and ultimately making impulsive purchases of fashion products. Sellers can showcase products in real-time, provide reviews, answer questions, and run special promotions. Live streaming can be very persuasive. Sellers can build closer relationships with customers and convince them to buy quickly. This feature also allows sellers to display products directly to customers, providing a more detailed and realistic view (Amallia & Syaefulloh, 2023). Online impulsive buying is an act of buying that occurs suddenly and is not driven by deep consideration. This phenomenon is often triggered by factors such as attractive product display promotions, or time pressure. Emotions, the desire to fulfill needs, or the urge to have a limited number of offers can influence impulsive buying. Shopee's live feature can influence emotions and urges (Amallia & Syaefulloh, 2023).

In terms of Shopee e-commerce, these features create an environment that supports online impulsive buying of fashion products. Live streaming can be used by sellers to influence customers' purchasing decisions, while customers can browse products comfortably and feel satisfied with the online shopping experience. (Amallia & Syaefulloh, 2023). This phenomenon creates opportunities for sellers to increase sales of their fashion products and provide customers with satisfaction from impulsive buying that is done in a fun and interactive atmosphere. According to Jogiyanto in his research Saputra et al., (2022), said that delivering quality information about a product while promoting the product in live streaming can influence consumer emotions and interest, so that consumers are impulsive to buy the product being promoted.

LITERATURE REVIEW

The Influence of Shopee's Live Feature on Online Impulsive Buying

Based on research Buana et al., (2023) Shopee's live streaming feature has a positive and significant influence on online impulsive buying. Live streaming has been needed as a primary commerce marketing channel because it is considered to have the potential to exploit the "see-now-buy-now" mentality of consumers impulsively. In live streaming, consumers will feel pressured to make purchases due to the limited time provided (Lin et al., 2022).

The Influence of Information Quality on Online Impulsive Buying

In research Rizqy & Hidayati, (2021) said that information quality has a positive and significant effect on online impulsive purchases. Information quality is related to the amount, accuracy and form of information about products and services offered on the website. In e-commerce, information quality is very important to pay attention to, because consumers usually see information about the product first.

Conceptual Framework

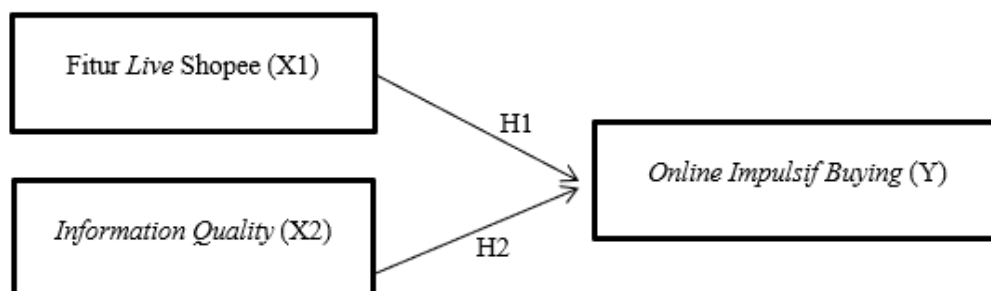


Figure 1 Conceptual Framework

Hypothesis

The research hypothesis is a temporary answer to a temporary problem because its truth must still be proven. until proven through collected data and must be tested empirically. Based on the conceptual framework above, the research hypothesis is as follows:

H₁ : It is suspected that the Shopee Live feature has an influence on online impulsive buying of fashion products at the Faculty of Economics and Business, Malikussaleh University.

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H2 : It is suspected that Information Quality has an influence on online impulsive buying of fashion products.Faculty of Economics and BusinessMalikussaleh University.

IMPLEMENTATION METHODS

Location and Subject of Research

To obtain the data needed in this study, the author conducted research at the Faculty of Economics and Business, Malikussaleh University. While the research subjects were students of the Faculty of Economics and Business who had purchased fashion products on the e-commerce Shopee.

Population and Sample

The population in this study were students of the Faculty of Economics and Business, Malikussaleh University who had purchased fashion products on the e-commerce Shopee, where the number is not known for sure. The number of samples in this study, the author used the formula of Hair et al., (2019). Determination of the minimum number of samples is calculated based on the following formula (Hair et al., 2019):

$$N = \{5 \text{ to } 10 \times \text{number of indicators used}\} \\ = 9 \times 12 = 108$$

From the calculation above, the number of samples to be studied is 108 respondents.

Sampling Techniques

Sampling technique using nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities or chances to each member of the population when being selected as a sample.(Septiani et al., 2020).

Data Collection Techniques

In this study, the author collected data by using a questionnaire. A questionnaire is a data collection carried out by giving a set of written questions or statements to respondents to be answered (Sugiyono, 2017). In this study, the questions in the questionnaire were arranged according to the order of variables that correspond to the dimensions, the aim being that the questions in the questionnaire do not deviate from the research objectives.

RESULT

Validity Test Results

Table 2
Validity Test

No	Statement	r table	r count	Information
1	X1.1	0.1890	0.819	Valid
2	X1.2		0.867	
3	X1.3		0.713	
4	X1.4		0.783	
5	X2.1		0.769	
6	X2.2		0.809	
7	X2.3		0.775	
8	X2.4		0.721	
9	Y.1		0.817	
10	Y.2		0.754	
11	Y.3		0.723	
12	Y.4		0.709	

Source: SPSS 26 Output (2024)

Based on the results of the validity test, the four variables have a calculated r value that is greater than r table (0.1890). So it can be concluded that all statement items in the questionnaire made to measure the statement items on the four variables are declared valid.

Reliability Test Results

Table 3
Reliability Test

Variables	Cronbach's Alpha	N	Cut Off	Information
Shopee live feature (X1)	0.807	4	0.60	Reliable
Information quality (X2)	0.770	4		
Online impulsive buying (Y)	0.744	4		

Source: SPSS 26 Output (2024)

In Table 3, the Cronbach alpha value of the 4 items of the Shopee live feature variable statement (X1) is 0.807, then the Cronbach alpha value of the 4 items of the information quality variable statement (X2) is 0.770, then the Cronbach alpha value of the 4 items of the online impulsive buying variable statement (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University) is 0.744. So it can be concluded that all variables in this study have a Cronbach Alpha value > 0.60, so it is concluded that all statement items in each variable are declared reliable.

Multiple Linear Regression Analysis

Table 4 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1,160	0.309	
Shopee live feature (X1)	0.348	0.067	0.420
Information quality (X2)	0.373	0.078	0.384

Source: SPSS 26 Output (2024).

Based on Table 4 above, it can be seen that the regression equation used is:

$Y = 1,160 + 0.348X_1 + 0.373X_2 + e$. Can be interpreted as follows:

- The constant value is 1.160 means that if the variable Shopee live features (X1), and information quality (X2) have constant values (0). So online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University) is 1,160.
- The coefficient value of the Shopee live feature (X1) is 0.348, meaning that if the Shopee live feature variable (X1) is increased by one unit on the Likert scale. Then online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University) increases by 0.348.
- The coefficient value of information quality (X2) is 0.373, meaning that if the variable information quality (X2) is increased by one unit of the Likert scale. Then online impulsive buying (Y) on fashion products (case study on student e-commerce customers of Shopee at the Faculty of Economics and Business, Malikussaleh University) increases by 0.373.

Test of Determination Coefficient (R²) and Correlation

Table 5 Test of Determination Coefficient (R²) and Correlation

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 ^a	0.483	0.473	0.377

Source: SPSS 26 Output (2024).

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The Adjusted R Square (R²) determination coefficient value obtained a value of 0.473. This value indicates that the independent variable consisting of the Shopee live feature (X1), information quality (X2), can explain its influence on the dependent variable, namely online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University) by 47.3% while 52.7%, online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University) is influenced by other variables not included in this study. While the correlation coefficient test (R) obtained a value of 0.695 or 69.5%, meaning that the Shopee live feature variable (X1), and information quality (X2) have a strong relationship to the online impulsive buying variable (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University).

Partial Test (t-Test)

Table 6
Partial Test (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,160	0.309		3,759	0,000
Shopee live feature (X1)	0.348	0.067	0.420	5,212	0,000
Information quality (X2)	0.373	0.078	0.384	4,761	0,000

Source:SPSS 26 Output (2024).

Based on Table 6, it can be explained as follows:

1. The Shopee live feature (X1) has a calculated value of 5,212 > t_{table} (1.982) with a significance level of 0.000 < 0.05. This shows that the Shopee live feature (X1) has a significant effect on online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University). Thus, it can be concluded that hypothesis 1 (H1) in this study is accepted.
2. Information quality (X2) has a calculated t value of 4,761 > t_{table} (1.982) with a significance level of 0.000 < 0.05. This shows that (X2) has a significant effect on online impulsive buying (Y) on fashion products (case study on student e-commerce customers of Shopee at the Faculty of Economics and Business, Malikussaleh University). Thus, it can be concluded that hypothesis 2 (H2) in this study is accepted.

DISCUSSION

The Influence of Shopee's Live Feature on Online Impulsive Buying

At the hypothesis testing stage, based on the calculation of the partial test results (t-test), the t-count value is 5.212, which is greater than the t-table (1.982) and has a significant value of 0.000, which is less than 0.05. The results of the analysis indicate that hypothesis 1 is accepted, so it can be concluded that there is a significant influence of the Shopee live feature (X1), on online impulsive buying (Y) on fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University).

This study is in line with the results of research conducted by Ardiansyah et al., (2023), and Amallia & Syaefulloh (2023) which stated that the Shopee live feature has a significant effect on online impulsive buying of Shopee Application Users. This study is also in line with research conducted by Suhyar & Pratminingsih (2023), which stated that the Shopee live feature has a significant effect on online impulsive buying in purchasing skintific skincare products. Prastiwi & Susanti (2024) stated that the live streaming feature has a significant influence on impulsive buying in purchasing fashion products and accessories by the community: A study of the people of Surabaya City.

The Influence of Information Quality on Online Impulsive Buying

At the hypothesis testing stage, based on the calculation of the partial test results (t-test), the t-count value is 4.761, which is greater than the t-table (1.982) and has a significant value of 0.000, which is less than 0.05. The results of the analysis indicate that hypothesis 2 is accepted, so it can be concluded that there is a significant influence of information quality (X2), on online impulsive buying (Y), on fashion products (case study on student e-commerce customers of Shopee at the Faculty of Economics and Business, Malikussaleh University) The descriptive results of respondents' answers to the information quality variable (X2) show that the average respondent's answer agrees. There are 4 indicators tested in this variable, namely accurate, timeliness, relevance, completeness. Based on the results of these answers, it shows that respondents feel that the information provided is quite accurate, timely, relevant, and complete.

This research is in line with the results of research conducted by Rizqy & Hidayati, (2021) which states that information quality has a significant effect on millennials' online impulsive buying on e-Commerce (case study on students at Muhammadiyah University of Magelang). This study is also in line with research conducted by Saputra (2023), Indarsih et al., (2019) and Maradita & Sopiana (2020), which states that information quality has a significant influence on online impulsive buying behavior moderated by hedonic motivation buying and fashion consciousness.

Conclusion

- 1) Shopee live features has a significant influence on online impulsive buying of fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University). So it can be concluded that the better the Shopee live features provided, the higher the tendency of someone to make impulsive purchases online.
- 2) Information quality has a significant influence on online impulsive buying of fashion products (case study on Shopee e-commerce customer students at the Faculty of Economics and Business, Malikussaleh University). It can be concluded that the higher the quality of information provided, the greater the likelihood that someone will make an impulsive purchase. This means that accurate, relevant, complete, and timely information can trigger consumers' desire to immediately buy a product without careful consideration.

Suggestion

The suggestions given by the researcher are as follows:

- 1) PT. Shopee International Indonesia
 - a. It is recommended that Shopee platform managers pay more attention to Shopee's live features, related to the promotion schedule so that consumers can know in detail what products are available.
 - b. For managers to pay attention to information quality, related to the provision of required information and providing information that matches consumer needs to be improved so that consumers can shop easily.
 - c. It is also recommended that Shopee platform managers pay attention to Shopee's live features and information quality for consumers so that spontaneous purchases from consumers and the desire to buy without missing out on discounts from Shopee will increase.
- 2) Academic Advice

The academic suggestions provided by the researcher are as follows: This study has not been able to reveal all the factors that influence the interest in use. This study only explains 47.3% of the variables that influence online impulsive buying. Therefore, the researcher expects novelty from further research by adding moderating variables.

Research Limitations

Based on the discussion of this study, there are several limitations that need to be considered. First, this study only involved students of the Faculty of Economics and Business, Malikussaleh University, so the results may not fully represent the wider population or other market segments

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outside of students. Second, the approach used is a quantitative method with a questionnaire distribution, which relies on the subjective perceptions of respondents and can be influenced by bias. Third, this study only focuses on the variables of Shopee's live features and information quality, so other factors that may also influence online impulsive purchases, such as psychological aspects or social environment, have not been explored. Finally, this study specifically examines fashion products, so the results may be different if applied to other types of products. These limitations provide opportunities for further research that can expand the scope by exploring other factors and involving more varied populations and product categories.

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