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FACTORS THAT PLAY A ROLE IN INCREASING CONSUMERS' PURCHASE INTENTION OF SAMBAL PRODUCTS THROUGH TIKTOK LIVE STREAMS

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Abstract:

This study aims to identify the factors that positively and significantly influence consumer purchase intentions for sambal products through TikTok live streams, the variables used are purchase intention, social media marketing, brand image, brand trust and brand awareness. Sampling was done by purposive sampling technique to 250 respondents. The criteria for respondents in this study were TikTok application users who are in the DKI Jakarta area, at least 17 years old, have seen Eat Sambel content on TikTok, intend to buy Eat Sambel on TikTok and ever followed Eat Sambel's TikTok live stream. Data is processed using software such as SPSS and SEM AMOS. The research findings show that social media marketing has a positive and significant effect on brand image, social media marketing has a positive and significant effect on brand trust, social media marketing has a positive and significant effect on brand awareness, brand image has a positive and significant effect on purchase intention , brand trust has a positive and significant effect on purchase intention and brand awareness has a positive and significant effect on purchase intention.

Keywords: Purchase intention, social media marketing, brand image, brand trust, brand awareness, TikTok live stream

Background
The internet is an information tool that can connect people even at a long distance. The use of the internet has become ingrained in people's daily lives. There are many people who use the internet actively in Indonesia. The Association of Indonesian Internet Service Providers (APJII) stated that during the first quarter of 2019 to the second quarter of 2020 there were 196.7 million internet users in Indonesia or around 73.7% of the country's total population (APJII, 2020). The development of the internet has led to many social media applications starting to emerge.

Hasena and Sakapurnama (2021) state that many companies use social media to increase their sales or what is commonly known as social media marketing. According to Saputro and Hidayat (2020) by using social media, business actors can offer and introduce their products or services which can then expand product targets, so that the number of sales and profits earned will increase. Laksamana (2018) states that there are several reasons why business owners decide to utilize social media for marketing, including the absence of time constraints, wider geographic coverage, the ability to distribute material in the form of two-way videos, and relatively lower costs.

The existence of social restrictions from the government as an effort to prevent transmission of the Covid-19 virus has resulted in fewer and fewer people participating in social activities outside the home. This also has an impact on increasing the number of application downloads. The number of application downloads has increased not only for applications used to meet people's productivity needs such as working from home, but many people have also downloaded applications for entertainment and to spark their creativity, for example the TikTok application (Mulyani et al., 2022).

The Ministry of Communication and Informatics had blocked TikTok on the grounds that it was producing negative content or not being good for the environment for children (Kominfo, 2018). In 2020, TikTok became the most downloaded application with more than 63.3 million users on iOS and Android smartphones, after being restricted for two years (Pertiwi, 2020). TikTok is downloaded by people from all walks of life. In Indonesia, TikTok users tend to be between 18-24 years old with a percentage of 40% and as many as 37% are 25-34 years old. Thus, the total number of Indonesians who access TikTok aged 18-34 is 76% (Ginee, 2021).

According to Rizaty (2022) a number of countries really enjoy the TikTok application. The United States, with 136.4 million users as of April 2022, has the highest percentage of active TikTok users worldwide, taking the top spot. With 99.1 million active TikTok users, Indonesia is in second place. With 73.6 million active TikTok users, Brazil takes third place. With 51.3 million active TikTok users, Russia is in fourth place, followed by the Philippines in fifth with 40.4 million users. Then based on data from Ginee (2021), the DKI Jakarta area has the highest rate of TikTok users in Indonesia, namely 22%. East Java is in second place with a percentage of 18%, and West Java is in third place with a total of 13% of TikTok users.

TikTok has a live stream feature that can be used by businesses as a promotional strategy to increase their sales, because it has a wide reach and has a big impact on sales. Chen et al. (2019) stated that the existence of a TikTok live stream helps consumers to be able to interact directly with sellers. Live stream is an effective marketing tool used to market a product. With a live stream, business people can provide impressions about the products offered. There are several types of business products from various brands that market their products through TikTok live streams such as skincare products, perfume, makeup, fashion to food products.

Of the many business products offered on TikTok live streams, there is one product that has quite a large number of sales, namely products from Eat Sambel. In January 2023, Eat Sambel's sales included the most sales in the TikTok shop in the category of canned food, jars and packaging with total sales reaching 69,872 products. In the same sales category Mr. Crispy with 1,624 products and Dapoer Kuno with 883 products (TikTok, 2023).

However, even though Eat Sambel is widely known by the public, there are still some consumer problems regarding the marketing and products sold by Eat Sambel. Problems with brand image and brand trust, which were reported on the Eat Sambel TikTok shop, many consumers gave unfavorable reviews, including those related to the product and the quantity sent by Eat Sambel did not match what the consumer ordered. Then, when the Eat Sambel product was received by the consumer, the container was damaged and opened, as well as reviews that the contents of the product were not as full as shown in the advertisement (TikTok, 2023). Then there is the problem with the brand awareness variable, Eat Sambel only uploads content once a day, which causes the content to rarely appear on individual TikTok pages. Referring to the problems above, researchers want to know the extent to which these factors influence consumer purchase intentions through TikTok live streams.

THEORETICAL FRAMEWORK
Purchase Intention
According to Yunita et al. (2019) purchase intention is the intention to buy a product and invite others to do the same. Nurlinda (2018) argues that purchase intention is an evaluation stage in which customers describe choices between brands they are interested in. Then Mayasari and Patmawati (2019) argue that purchase intention is something that manifests after being stimulated by the goods it sees, from which the interest in buying and owning it grows.

Social Media Marketing
According to research by Kusuma and Putri (2019) social media marketing is a tool that business people can use to effectively meet customer needs that are created through social media. Ansari et al. (2019)define social media as a digital platform used by companies to be able to carry out marketing activities. Aswir and Misbah (2018) claim that social media marketing provides added value, is effective and efficient in introducing products or brands so that customers will choose them when buying goods or services from a company.

Brand Image
Fan (2019) said that brand image is a consumer's understanding of a brand that is recorded in consumers' memories. According to Veronika (2020) brand image is a person's memory of an item, both likes and dislikes. While Sarippudin et al. (2019) in their research said that brand image is a series of tangible and intangible properties that represent all internal and external characteristics that can influence how products from an existing brand can be enjoyed by customers.

Brand Trust
According to Rusmanida (2020), the ability of a brand to be trusted comes from the customer's belief that the product is able to fulfill the promised value and the goodwill of the brand is based on the belief that the company is able to prioritize consumer interests. Research conducted by Kim et al. (2020) stated that brand trust is a positive response from consumers towards a brand. According to Shin et al. (2016) brand trust is a feeling of security that is generated based on consumer interaction with a brand and that brand can be trusted and responsible.

Brand Awareness

Muliawan and Waluyo (2021) in their research stated that brand awareness is the ability of consumers to recognize and remember a brand. In line with research conducted by Raharjo and Samuel (2018) which said that brand awareness is the ability of consumers to recognize or recall that the brand is part of a certain product category. According to Seo et al. (2020) explained that brand awareness is the ability of potential customers to recognize and remember certain brands in a product.
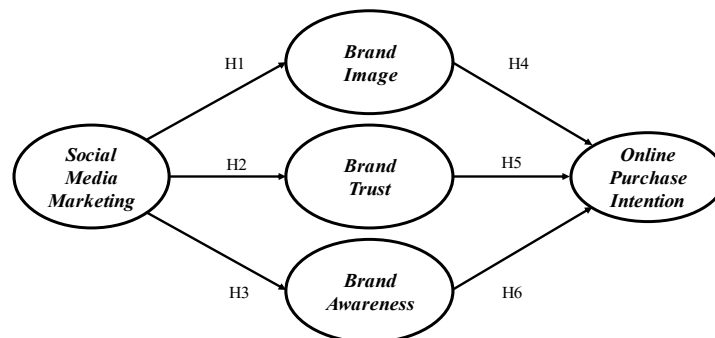
Picture 1 Researh Model

Source: Data processed by researchers, 2023

Research Hypothesis

Based on the theoretical framework above, the hypothesis can be formulated as follows:

H_1 : Social media marketing has a positive and significant effect on brand image.

H_2 : Social media marketing has a positive and significant effect on brand trust.

H_3 : Social media marketing has a positive and significant effect on brand awareness.

H_4 : Brand image has a positive and significant effect on purchase intention.

H_5 : Brand trust has a positive and significant effect on purchase intention.

H_6 : Brand awareness has a positive and significant effect on purchase intention.

METHOD
Place and Time of Research
The research was conducted online using the Google Form by distributing questionnaires to respondents in DKI Jakarta. This research was conducted from January to June 2023.

Research Design
The method in this study is quantitative with primary data sources that researchers obtain by distributing questionnaires to respondents who match the criteria.

Population and Sample
The population in this study were all residents of the DKI Jakarta area. The purposive sampling technique was used as the sampling method in this study, with the respondent criteria being TikTok application users, domicile DKI Jakarta, at least 17 years old, have seen Eat Sambel content on TikTok, intend to buy Eat Sambel on TikTok, and have participated in TikTok live streams. Eat Sambal.

Measurement Scale
This study used a 6-point likert scale, 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, and 6 = Strongly Agree, which was adapted by the journal to measure variables.

Data Collection Technique
The data collection technique that will be used by researchers is a survey through online questionnaires. The research questionnaire is in the form of a Google Form which contains statements made by researchers based on the results of journal adaptations. The questionnaire instrument contains a number of statements that are used to collect information about purchase intention variables, social media marketing, brand image, brand trust, and brand awareness.

Data Analysis Technique
In this study, the data analysis technique used was SPSS and SEM AMOS software. Statistical Package for the Social Sciences to measure how valid the data is and how reliable the research instruments used are. Structural Equation Modeling (SEM) uses AMOS software to test the feasibility of research models and hypotheses.

RESULT
Validity Test
In this study, the level of validity of the research instruments was tested through Exploratory Factor Analysis (EFA) using SPSS (Statistical Package for the Social Sciences) software. The variable is said to be valid if the factor loading value is greater than 0.4 (Hair et al., 2019).

Table 1 *Exploratory Factor Analysis Purchase Intention*

Items	Statement	Factor Loading
PI1	I will soon buy Eat Sambel products via TikTok live stream.	0.823
PI2	I will buy Eat Sambel products over other brands that are on TikTok live stream.	0.731
PI3	Interacting on TikTok live streams helps me make better decisions before buying Eat Sambel products.	0.636
PI4	I will recommend Eat Sambel's TikTok live stream to my friends.	0.809
PI5	I have big intention to buy Eat Sambel via TikTok live stream in the future.	0.806
PI6	I intend to continue buying Eat Sambel products through the TikTok live stream.	0.787
PI7	I intend to purchase the Eat Sambel product offered on the TikTok live stream.	0.819

Source: Data processed by researchers, 2023

Based on Table 1, there is no purchase intention indicator that must be removed. This is because all indicators have factor loading values above 0.4, namely from 0.636 to 0.823. Therefore it can be said that all indicators of purchase intention are considered valid.

Table 2 *Exploratory Factor Analysis Social Media Marketing*

Item	Pernyataan	Factor Loading
SMM1	It's easy to share my opinion via Eat Sambel's TikTok live stream.	0.729
SMM2	The information provided on Eat Sambel's live stream TikTok is very complete.	0.741
SMM3	The information I need can be found on Eat Sambel's TikTok live stream.	0.706
SMM4	Eat Sambel's TikTok live stream is very interesting.	0.680
SMM5	Eat Sambel's TikTok live stream provided the information I needed.	0.770
SMM6	Eat Sambel's TikTok live stream provides purchase recommendations according to my needs.	0.735
SMM7	Eat Sambel routinely and regularly conducts TikTok live streams.	0.657

Source: Data processed by researchers, 2023

Based on Table 2, there are no social media marketing indicators that must be removed. This is because all indicators have factor loading values above 0.4, namely from 0.657 to 0.770. Therefore, it can be said that all social media marketing indicators are considered valid.

Table 3 *Exploratory Factor Analysis Brand Image*

Item	Pernyataan	*Factor Loading*
BI1	Eat Sambal is a top priority product when you want to buy chili sauce via TikTok live stream.	0.785
BI2	Eat Sambel's TikTok live stream is better than its competitors.	0.777
BI3	I think the Eat Sambel brand is popular on TikTok live streams.	0.684
BI4	The characteristics of Eat Sambel's TikTok live stream are distinguishable from competitors.	0.722
BI5	Eat Sambel's TikTok live stream does not disappoint its subscribers.	0.760
BI6	Eat Sambal is one of the best chili sauce brand on TikTok live stream.	0.767
BI7	Eat Sambel is a brand that others recommend when I want to shop via TikTok live stream.	0.710

Source: Data processed by researchers, 2023

Based on Table 3, there are no brand image indicators that must be removed. This is because all indicators have factor loading values above 0.4, namely from 0.684 to 0.785. Therefore, it can be said that all brand image indicators are considered valid.

Table 4 *Exploratory Factor Analysis Brand Trust*

Item	Pernyataan	*Factor Loading*
BT1	I am sure that when buying Eat Sambel products via TikTok live stream, it will be the same as I expected.	0.797
BT2	I feel confident about Eat Sambel's TikTok live stream.	0.802
BT3	Eat Sambel's live stream TikTok is honest in providing information to its subscribers.	0.785
BT4	I believe in the quality of service on Eat Sambel's TikTok live stream.	0.794
BT5	Eat Sambel's TikTok live stream makes me feel safe.	0.728
BT6	Eat Sambel's live stream TikTok has never let me down.	0.762
BT7	Eat Sambel's TikTok live stream provides a solution if you have a problem with the product.	0.791

Source: Data processed by researchers, 2023

Based on Table 4, there are no indicators of brand trust that must be removed. This is because all indicators have factor loading values above 0.4, namely from 0.728 to 0.802. Therefore, it can be said that all indicators of brand trust are considered valid.

Table 5 *Exploratory Factor Analysis Brand Awareness*

| Item	Pernyataan	Factor Loading
BA1	When I think of Eat Sambel's TikTok live stream, its symbol or logo comes to mind.	0.789
BA2	I can recognize Eat Sambel's TikTok live stream among other sambal brands.	0.734
BA3	I'm aware of Eat Sambel's TikTok live stream.	0.785
BA4	I easily envision Eat Sambel's TikTok live stream in my mind.	0.781
BA5	When I think of Eat Sambel's TikTok live stream, a few of its characteristics come to mind quickly.	0.721
BA6	I easily explained Eat Sambel's TikTok live stream to a friend.	0.770
BA7	I am very familiar with or familiar with Eat Sambel's TikTok live stream.	0.783

Source: Data processed by researchers, 2023

Based on Table 5, there are no brand awareness indicators that must be removed. This is because all indicators have a factor loading value above 0.4, which ranges from 0.721 to 0.789. Therefore, it can be said that all indicators of brand awareness are considered valid.

Reliability Test
Reliability test to measure the level of reliability of an instrument on a variable. The variable is said to be reliable if the Cronbach alpha value is 0.7 (Hadi, 2006).
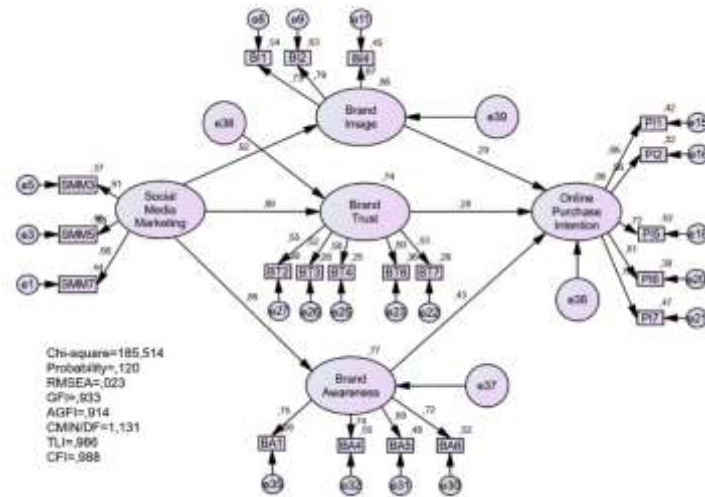
Model Feasibility Test
In this study, researchers conducted a model feasibility test with SEM AMOS (Analysis of Moment Structure) to determine a fit research model, with a probability value > 0.05 by eliminating several indicators (Hair et al., 2019).
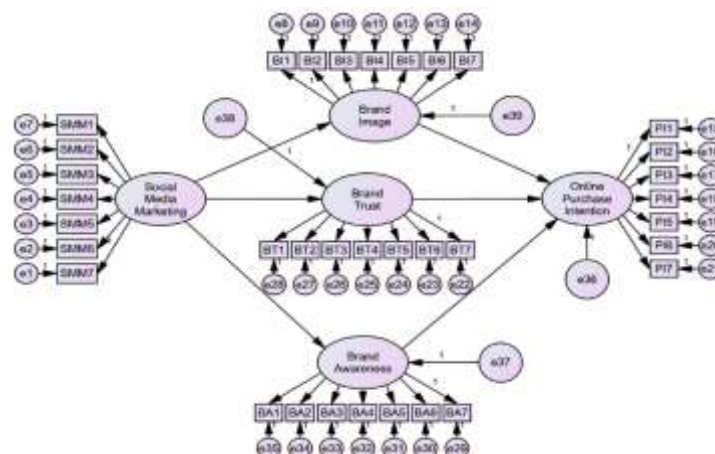
Picture 2 Research Model Before Modification

Source: Data processed by researchers, 2023

Picture 3 Model Feasibility Test Results

Source: Data processed by researchers, 2023

This is evidenced by a significant probability value greater than 0.05, namely 0.120. The expected Chi-Square value is small, namely 185.514. The RMSEA value is smaller than 0.08, namely 0.023. The GFI and AGFI values must be greater than 0.90, namely 0.933 and 0.914. The CMIN/DF value must be less than 2.00 which is 1.131. TLI and CFI values must be greater than 0.95, namely 0.986 and 0.988.

Table 6 Model Feasibility Test Results

Goodness of fit indices	Cut off value	Count	Result
Chi-square	Expected small	185,514	Baik
Probability level	≥ 0,05	0,120	Baik
RMSEA	≤ 0,08	0,023	Baik
GFI	≥ 0,90	0,933	Baik
AGFI	≥ 0,90	0,914	Baik
CMIN/DF	≤ 2,00	1,131	Baik
TLI	≥ 0,95	0,986	Baik
CFI	≥ 0,95	0,988	Baik

Source: Data processed by researchers, 2023

Hypothesis Testing

In this study there are six hypotheses tested. The hypothesis can be accepted if the C.R value is greater than 1.96 and the hypothesis can be said to be significant if the P value is less than 0.05 (Hair et al., 2019). The following are the results of hypothesis testing:

Table 7 Hypothesis Test Results

Hypothesis	Independent Variable	Dependent Variable	C.R	P	Result
H_1	*Social Media Marketing*	*Brand Image*	9,213	***	H_1 accepted
H_2	*Social Media Marketing*	*Brand Trust*	6,844	***	H_2 accepted
H_3	*Social Media Marketing*	*Brand Awareness*	9,049	***	H_3 accepted
H_4	*Brand Image*	*Purchase Intention*	2,650	,008	H_4 accepted
H_5	*Brand Trust*	*Purchase Intention*	1,995	,046	H_5 accepted
H_6	*Brand Awareness*	*Purchase Intention*	3,406	***	H_6 accepted

Source: Data processed by researchers, 2023

DISCUSSION
The Effect of Social Media Marketing on Brand Image
Based on hypothesis testing 1 with a Critical Ratio (C.R.) value of 9.213 and a probability smaller than 0.05. Thus it can be concluded that social media marketing has a positive and significant effect on brand image, this can also mean that H_a is accepted and H_0 is rejected. The findings of this study are in line with the research of Fahmi et al. (2020) who found that social media marketing has a sizable influence on brand image in the fast food restaurant industry in Medan City. This is further supported by Wibowo et al. (2022) in their research on Instagram users who follow Samsung Indonesia accounts and are already Samsung users. According to his study findings, social media marketing has a positive and significant influence on brand awareness. This can increase customer awareness of a brand by effectively using social media as a platform for business people to sell the goods or services provided.

The Effect of Social Media Marketing on Brand Trust
Based on testing hypothesis 2 with a Critical Ratio (C.R.) value of 6.844 and a probability smaller than 0.05. Thus it can be concluded that social media marketing has a positive and significant effect on brand trust, this can also mean that H_a is accepted and H_0 is rejected. The results of this study are in line with research conducted by Hadisumarto and Irawan (2020) on Indonesian residents who have used social media Instagram that social media marketing has a positive effect on brand trust. This is also reinforced by research conducted by Wantini and Yudiana (2021) on Islamic Bank customers in Indonesia confirming that brand trust has a positive effect on purchase intention.

The Effect of Social Media Marketing on Brand Awareness
Based on testing hypothesis 3 with a Critical Ratio (C.R.) value of 9.049 and a probability smaller than 0.05. Thus it can be concluded that social media marketing has a positive and significant effect on brand awareness, this can also mean that H_a is accepted and H_0 is rejected. The findings of this study are in line with research conducted by Wibowo et al. (2022) on Instagram users who follow Samsung Indonesia who find that social media marketing has a significant effect on brand awareness. This is supported by research by Upadana and Pramudana (2020), whose findings show that social media marketing has a positive effect on brand awareness. The better the level of social media marketing, the better the level of brand awareness on Eat Sambel.

The Effect of Brand Image on Purchase Intention

Based on testing hypothesis 4 with a Critical Ratio (C.R.) value of 2.650 and a probability smaller than 0.05. Thus it can be concluded that brand image has a positive and significant effect on purchase intention, this can also mean that H_a is accepted and H_0 is rejected. The results of this study are in line with research conducted by Hermanda et al. (2019) which shows that brand image has a positive and significant effect on purchase intention. This is reinforced by research conducted by Wijaya and Yulita (2022) which states that brand image has a significant effect on the intention to buy Mother of Pearl products.

The Effect of Brand Trust on Purchase Intention

Based on testing hypothesis 5 with a Critical Ratio (C.R.) value of 1.995 and a probability smaller than 0.05. Thus it can be concluded that brand trust has a positive and significant influence on purchase intention or it can also be interpreted that H_a is accepted and H_0 is rejected. The findings of this study are in line with research conducted by Suciawan (2022) on people who are interested in goods with batik nuances and are followers of the development of fashion trends, which supports the idea that brand trust significantly influences purchase intention. This was also reinforced by research conducted by Sinambela et al. (2022) who said that brand trust has a significant influence on consumer purchase intentions.

The Effect of Brand Awareness on Purchase Intention

Based on testing hypothesis 6 with a Critical Ratio (C.R.) value of 3.406 and a probability smaller than 0.05. Thus it can be concluded that brand awareness has a positive and significant influence on purchase intention or it can also be interpreted that H_a is accepted and H_0 is rejected. The findings of this study are in line with research by Taufik et al. (2022) among residents of DKI Jakarta, who found that brand awareness positively influences purchase intention. This is further supported by research from Setiawan and Aksari (2020) whose findings show that brand awareness has a positive and significant effect on purchase intention because the more known and remembered a brand is, the more likely it is to become the top choice thereby influencing consumer purchase intentions towards a product. product.

CONCLUSION

Based on the findings of this study, there are six hypotheses tested by researchers. H_1 social media marketing has a positive effect on brand image. H_2 social media marketing has a positive effect on brand trust. H_3 social media marketing has a positive effect on brand awareness. H_4 brand image has a positive effect on purchase intention. H_5 brand trust has a positive effect on purchase intention. H_6 brand awareness has a positive and significant effect on purchase intention.

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