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ANALYSIS OF FACTOR AFFECTING CUSTOMER PURCHASE SHOPPING LIVE SHOP

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Abstract

The rise of online shopping, particularly through e-commerce platforms, has given rise to a new phenomenon called live shopping. Live shopping involves sellers creating virtual shopping experiences that are directly accessible to potential buyers. This study aims to identify the factors that influence buyers when making purchases in live shopping marketplaces, utilizing a basic model derived from the Technology Acceptance Model. The research employs a quantitative research method and utilizes the SmartPLS software. The findings of this study demonstrate that all indicators significantly impact Customer Purchase Shopping Live Shop. These factors include Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness. The main implication of this research is that stakeholders in the live shopping industry should focus on providing comprehensive product information, ensuring seamless transactions, creating an engaging atmosphere with product tips, offering promotions to attract customers, and prioritizing product quality. This is due to the significant role of complete and honest information in making purchases on social media platforms.

Keywords*: Customer Purchase, Shopping Live Shop, Technology Acceptance Model, E-commerce, Online Shop.*

Abstrak

Maraknya belanja online, khususnya melalui e-commerce, telah memunculkan fenomena baru yang dikenal dengan istilah live shopping, dimana penjual menciptakan pengalaman belanja virtual yang dapat diakses langsung oleh calon pembeli. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pembeli dalam melakukan pembelian di marketplace dengan menggunakan model dasar yang diturunkan dari Technology Acceptance Model. Metode yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif dengan menggunakan software SmartPLS. Hasil dari penelitian ini menyatakan bahwa semua indikator secara signifikan mempengaruhi *Customer Purchase Shopping Live Shop*, faktor-faktor tersebut adalah *Information Quality, Intention to Use, Perceived Ease of Use*, dan *Perceived Usefulness*. Implikasi intinya adalah para pemangku kepentingan dalam live shopping harus memberikan informasi produk yang komprehensif, memastikan transaksi yang mudah, menciptakan suasana yang hidup dengan tips produk, menawarkan promosi untuk menarik pelanggan, dan mengutamakan kualitas produk karena pentingnya informasi yang lengkap dan jujur dalam pembelian di media sosial**.**

Kata Kunci: Pembelian Pelanggan, Toko Langsung Belanja, Model Penerimaan Teknologi, E-commerce, Toko Online.

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Introduction

The year 2020 has forced us to adapt to life during a pandemic, with no certainty about its end. All parties have had to continue their activities while adhering to the government's health protocols. Every aspect of life has shifted from offline to online, including the commercial industry. Businesses have had to limit the number of visitors and implement staggered shifts for employees. However, people still fear and avoid these places, opting to stay at home for the sake of health and safety. This situation has posed a challenge for business owners seeking to generate income during the pandemic.

In-person shopping has taken a different form compared to regular online shopping. Sellers now indirectly present a shopping experience to potential buyers. The widespread adoption of this direct shopping activity has had a significant impact on the digital communications industry.

TikTok is an app that provides unique and interesting special effects, allowing users to easily create cool and attention-grabbing short videos (Aji & Setiyadi, 2020). According to an article on the tribunnews online page titled "The Concept of Live Streaming TikTok Shopping 10.10 Facilitates Seller and Buyer Transactions," the number of orders during the 10.10 live streaming event increased by 354 percent compared to the previous week. Many brands and business owners achieved remarkable breakthroughs during this event. Sales of Garnier Indonesia and Maybelline increased by 160 percent and 223 percent, respectively, compared to the previous week. TikTok is committed to providing a fun and convenient shopping experience during such campaigns. It offers interest-based recommendations to help users find suitable products at the best prices (Endarwati & Ekawarti, 2021).

Another popular e-commerce application is Shopee, which has incorporated live shopping services into its platform (Wulandari & Anwar, 2021). According to an article on Kompas.com titled "KIC Survey: Shopee Contributes Biggest Turnover for MSMEs During the Pandemic," Shopee has been the major contributor to the survival of micro, small, and medium enterprises (MSMEs) during the pandemic. Shopee is favored by MSMEs due to its promotional programs and transaction security. In a survey, 57 percent of MSMEs stated that Shopee was the e-commerce platform bringing in the highest turnover or sales value, surpassing its competitors such as Tokopedia (28 percent), Lazada (6 percent), Bukalapak (3 percent), and Blibli (2 percent). Moreover, 89 percent of MSME players within the Shopee ecosystem reported an increase in sales figures. This can be attributed to Shopee's promotional programs, including free shipping, cashback, and discounts.

The link between promotion and purchasing decisions serves as a way to introduce and communicate the benefits of a product or service, as well as to invite consumers to make use of the offerings (Arli et al., 2018). Purchasing decisions involve the process of actual buying, whether a purchase is made or not. Given the increasingly competitive market conditions, businesses must strategize to succeed by providing products that can fulfill consumers' needs and desires, thereby ensuring their sale in the market. Apart from product satisfaction, consumers also consider whether the prices offer satisfaction or not.

This research aims to examine the factors that influence customer purchases in the context of Shopping Live Shop, a platform for purchasing goods, utilizing a basic model derived from the Technology Acceptance Model (TAM) developed by Davis in 1985 (Marikyan & Papagiannidis, 2022). This model is an adaptation of the Theory of Reasoned Action (TRA).

Davis explained that individuals' acceptance of computer technology is based on two variables: perceived usefulness, which refers to the extent to which people believe that using specific

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technologies or systems can enhance their performance, and perceived ease of use, which reflects the degree to which a person believes that using technology is easy and requires minimal effort. the adoption of e-business as the digitalization of the company (Masud et al., 2022). These two variables affect the behavioral intention to use, which, in turn, influences actual system use (Mwiya et al., 2017).

The TAM model has been widely utilized in various studies, particularly in relation to platforms like TikTok and Shopee, which incorporate multiple factors. This has motivated a literature review on external factors conducted by Putri (2021). In this study, a model was found that demonstrated a positive influence of perceived usefulness and playfulness on the intention to use the TikTok application. Additionally, Abdullah's research, along with others, explored the factors influencing the use of TikTok, incorporating six variables, namely personal innovativeness, perceived ease of use, perceived risk, satisfaction, and intention to use Shopping Live Shop (Kholifah et al., 2021).

The reason for using the TAM theory is that TAM aims to explain and estimate user acceptance of a system, namely the Tiktok and Shopee applications. The TAM is used as a basis for knowing the relationship between perceptions of usability and perceived ease of use on the interest of IT (information technology) users. TAM is a theory that explains the perceptions of technology users. The user's perception will have an influence on the interest in using IT. Moreover, the main purpose of TAM is to become a basis for understanding the influence of external factors on internal beliefs and attitudes. According to (Oladipupo & Olubusayo, 2020), TAM is specifically used in the field of information systems to predict acceptance and use in the work of individual users.

For this research, will choose Tiktok and Shopee Live as the research scope. The reason for choosing to use Tiktok and Shopee Live is because these two e-commerce platforms are popular social media for use by all e-commerce business owners. With the implementation of this research, it can be useful for Shopping Live Shop owners to find out what factors can influence customer purchases to keep wanting to make purchases at the Shopping Live Shop.

Tiktok

TikTok is an app which gives special effects that are unique and interesting that can be used by application with easy to make cool short videos can attract the attention (Aji & Setiyadi, 2020). TikTok is a social network music video platform China which launched in September 2016. This application is an application making short videos supported by music, which liked by many people including many people adults and children under age.

Tiktok is currently the most popular application in the world. According to data from Sensor Tower (Chapple, 2020) in Yulan and Yue (2021). This application was downloaded more than 738 million times 2019 and the total of downloads exceeded 1.9 billion on Google Play and Apple Stores. Tiktok has been introduced in 155 countries and territories in 75 languages and the number of monthly active users is more than 800 million (Mohsin, 2020).

Shopee

Shopee online marketplace platform that bridges sellers buyers to make it easier for selling transactions online through their mobile Shopee offers a wide range of products, from fashion products to products for needs The target Shopee users are young people who are currently to with of devices including For that reason, Shopee is in form of an mobile application order to activities which are easy Shopee is here in form of mobile application make it easier for users do shopping activities without having to open website through computer.

Shopee itself is an extension of from Garena to expand into the -commerce segment Garena is an Asia-based provider of internet platform consumer which was founded in Shopee is not present the Indonesian market but has had the markets Malaysia Thailand Singapore, Philippines, Taiwan,

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and also Vietnam. Referring to their Facebook page Shopee entered the Indonesian market May 2015 started operating at the end of June 2015, 2015).

The decision to open branch Indonesia itself is inseparable from the potential that country has CEO of Shopee, Chris Feng that Indonesia has a large of more than million Apart from penetration in the country is higher with more million users Even though it was opened in seven countries at once, Shopee a local touch including Indonesia According to Chris, each country has its own. For this, he recruited more professionals so that he understand the tastes of the people. Shopee focuses itself on being a mobile-based Said Chris, the mobile platform is considered easier and more widely (Rachman & Santoso, 2014).

Live Sales (Shopping Live Shop)

In Indonesia, there are such as social media that are often use by the, such as Facebook, Twitter, and Related to the existence of new business opportunities, namely the entry of social commerce into social media which creates opportunities and new trends. Finally, sellers on social media started to take advantage of the features found on social media, one of which is the live broadcast feature.

Live steaming involve streamers / broadcasters as upload real-time video and audio with content video games, talent shows, everyday life, or whatever he wants to share (Chen et al., 2019). This live broadcast combines several elements such as text, images, sound, and other expressions into the broadcast, so that the atmosphere and the live broadcast that I do feel more intuitive, clearer, more real and interact more with people. Audience (Tong, 2022).

With having the live broadcast feature that has on social media, created an competitive advantage for social commerce compared to e-commerce. Because consumers can see the goods directly and see who is selling product. Viewers or audience who watch broadcasts can also comment and communicate with each other through the text -based chat feature (Chen et al., 2019). The live broadcast feature helps sellers to convince consumers about what sells and who sells.

Global trend of live streaming services globally has grown by 266 % over the last 3 years. This fact is supported by data from Vimeo Livestream which states that 80% consumers to watch live video than read a blog from brand. Data from Restream also shows that 36% of companies that use stream experienced growth revenue thanks to provision of live streaming For company:

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

Factor Analysis

In analyzing the existing problems, this study uses several factors including the following:

1) Perceived Ease of Use

Perceived of use can be defined a level of confidence the use of a system that can provide relief's effort doing something. According to Jogiyanto in his book "*Sistem Informasi Keperilakuan*" Perceived ease of use can also be interpreted that extent to which the level of confidence individuals when using a technology that will make their work performance (Solikah et al., 2023). When an individual has assumption that if the information media is useful, then he will use it, if is not then he does not use it.

Perceived ease of use can have an impact on behavior, Because the higher the level of one's perception of the ease of using the system, the higher the level on the utilization of a technology (Wahyuningtyas & Widiastuti, 2015).

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The indicator used for perceived ease of use developed by Davis in 1989 (Chawla & Joshi, 2019) are as follows:

a. Easyi to learn, is an individual who can learn a technology easily is a sign that the individual considers the technology easy to use, otherwise if individual is difficult to learn a technology then the individual will respond to the technology It's not easy for me to use.
b. Easyi to understand, is an individual who feel a technology is easy for to understand then the individual considers the technology i is easy to use, on the other hand if the individual feels a technology is difficult for to understand then individuals consider technology It's not that easy for me to use.
c. Effortlessi, is an individual who feels that a technology can do in brief, then the technology is considered easy to use and conversely if a technology cannot be done in a nutshell, then the technology is not easy for used.
d. Easy to usei, is an individual who feels a technology is easy to use, then the individual will feel his trust increases in that technology, conversely if the individual feels a technology is not easy to use, then feels individual believe in a technology will decrease.

2) Perceived Usefulness

Perceived usefulness can be defined as a measure of the extent to which a user believes that the use of a system will improve its performance. From this definition, it can be concluded that if someone believes that an system is useful, then he will use the system, if someone feels that an system is less useful, then he will not use it.

The indicators used for perceived usefulness developed by Davis in 1989 (Chawla & Joshi, 2019) are as follows:

a. Worki more quickly, is an individual who can complete work faster by using a technology will make that individual feel that the technology he uses is useful, and if individual uses a technology and does not can help get the job done faster, then the individual's trust in the technology uses will decrease.
b. Useful, is an individual who uses a technology feels useful for his work is a sign that the individual trust in that technology will increase, and if the individual who uses a technology feels has no use, then the trust in the technology will decrease.
c. Effectiveness, is an individual who uses a technology and can complete his work effectively, then the individual will believe that the technology is useful, and conversely the individual feels that by using a technology cannot help complete work effectively, then the individual does not believe in the technology.
d. Easier, is an individual who feels his job is getting easier by using a technology, then the individual will feel the technology is useful, conversely if the individual feels the technology used does not make his job easier, then the individual feel the technology is not useful.
e. Performancei, is an individual who feels that his work performance is increasing by using of a technology, then that individual will consider the technology useful, and if the individual feels that his work performance does not increase when using of a technology, then the individual will not consider that technology is useful for his work.

3) Information Quality

According to (Mofokeng, 2021), Information Quality refers to consumers' thoughts about the format of information presented on e-commerce sites about products and transactions that have high quality in terms of accuracy, relevance, timeliness, completeness, and consistency. Information Quality is an important attribute for buyers because in the absence of information to evaluate physical products, buyers who act on incomplete information that may be wrong, will

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face the consequences of the risk of buying wrong goods or uncertainty in their purchasing decisions.

According to (Fadhillah et al., 2021), the information presented in an online shop must include information related to products and services available in online shopping. This information should be useful and relevant in predicting the quality and usefulness of products and services. So, the more quality information that I provide to quality online shoppers, the higher the interest of online shoppers to keep buying these products.

Information quality indicators according to DeLone & McLean in 2003 (Ojo, 2017) are as follows:

a. Completeness, which is a system that has adequate completeness in meeting the expectations of its users.
b. Ease of understanding, namely a system that is easy to operate for its users.
c. Personalization, namely a system that has good personalization.
d. Relevance, namely a system that has relevance in each of its uses for users
e. Security, which is a system that has a high level of security in creating comfort in its operation

4) Intention to Use

Intention to use is defined as a form of a person's desire to use or reuse a particular product or service which is deemed appropriate between the motive use and attribute or characteristic of product and service which can consider (Setiawan, 2020). Meanwhile (Tanamal, 2017) stated that intention to use is the behavior intention of user to use an information system, so will be the tendency of behavior to keep using the information system. The level of uncertainty avoidance and long- term orientation is carried out by individuals who move strongly in the use of social media as an application of the effects of input interface (Hoehle et al., 2015).

According to Venkatesh et. al. (2003) construct as a direct determinant of behavioral intention to use is as follows (Chawla & Joshi, 2019):

a. Performance expectancy, the level where a person believes that using a system will help him to achieve gains in job performance.
b. Effort expectancy, the level of easiness associated with using the system.
c. Social Influence, a level where someone feels that he must use the new system.
d. Facilitating conditions, the extent to which a person believes that the organizational and technical infrastructure exists to support the use of the system.

Method

The data analysis method used in this research is Structural Equation Modeling (SEM). In processing data with the SEM method was done with the Smart PLS statistical application. SEM is a combination of factor analysis and path analysis, and is a comprehensive statistical method (Ghozali, 2017). Some of the advantages of SEM are testing the structural model and simultaneously testing the measurement model, testing the measurement errors structural errors, testing the suitability of an model, testing the variables. The method of data analysis used in this research is Structural Equation Modeling (SEM). In processing the data using the SEM method, is carried out with the Smart PLS statistical application. SEM is a combination of factor analysis and path analysis, which is a comprehensive statistical method (Ghozali, 2017). Some of the advantages of SEM are testing the structural model and simultaneously testing the measurement model, testing the error measurement of the structural error, testing the fit of a model, testing the variables.

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Cronbach's Alpha and Composite Reliability are values used to test reliability, Cronbach's Alpha values which are considered reliable have a limit of 0.7 and Composite Reliability values with a limit of 0.7. A variable is declared reliable if the value of Cronbach's Alpha is 0.7 and Composite Reliability is 0.7 (Ghozali, 2017). To calculate the Cronbach's Alpha method, the following formula is used:

$$r_{11} = [\frac{k}{(k-1)}] [1 - \frac{\Sigma\sigma_t^2}{\sigma_t^2}]$$

CR value ≥ 0.70 indicates good reliability. Reliability test is used to determine the level of consistency of the instrument or questionnaire being measured. Questionnaires that are considered reliable or reliable can be accepted if when used several times to measure the same object, it will produce the same data (Sugiyono, 2017).

This study involved 417 respondents who are general public who actively use the internet and actively use E-commerce. The distribution of questionnaires was distributed to respondents online using the Google form. The questionnaire made consists of two parts, namely the identity of the respondent and a statement regarding each of the variables studied. The results of distributing questionnaires to respondents were then processed for analysis. An overview of the characteristics of the respondents can be seen in the table below.

Table 1 Characteristics of Respondents Based on Years

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

From the results of table 1 above, it can be seen that of the 417 respondents who were studied based on age, respondents in the age category 18-23 years and 24-31 years showed the highest number, namely 180 respondents (43,2%), then in the age category less than 17 years there were 34 respondents (8,2%), the age category of more than 31 years was 172 respondents (41,2%).

Table 2 Characteristics of Respondents Based on E-commerce used

E-commerce	Amount	Percentage
Instagram	14	3,4%
Lazada	12	2.9%
Shopee	160	38%
Tiktok	76	18%
Tokopedia	126	30%
Bukalapak	9	2,2%
Blibli	19	4,6%

The results of table 2 above can be seen that of the 417 respondents studied. Based on the use of E-commerce for shopping, it can be seen that most of the respondents use Shopee as live shopping E-commerce with a total of 160 respondents (38%). Respondents who use Tokopedia are 126 respondents (30%), Tiktok are 76 respondents (18%), Blibli are 19 respondents (4,6%) and Instagram are 14 respondents (3,4%), Lazada are 12 respondents (2,9%), Bukalapak are 9 respondent (2,2%)

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The theoretical model that has been built on the hypothesis will be described in a flow chart. Flowcharts are used to make it easier to see the causality relationships you want to test.

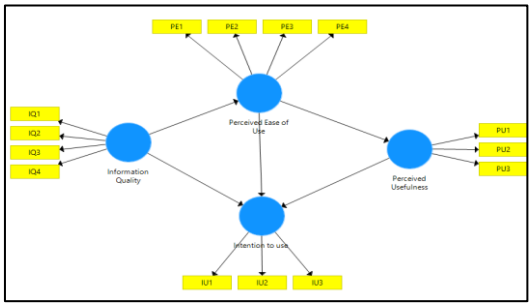

Figure 1 Causality Relationship Diagram

The blue round shape in the image above represents the variable which was observed using a questionnaire. For example, the Information Quality variable is formed from 4 indicators for question, namely IQ1, IQ2, IQ3, and IQ4. Likewise, the other constructs formed from each of the indicators. In the Amos application, the causality relationship is simply depicted i in a flowchart.

Results

Validity Test

The validity test is used to show the extent to which the measuring instrument used is able to reveal something that will be measured by the questionnaire. An indicator variable is said to have good validity against the construct or its latent variable if:

1) (standardized *loading factors*) ≥ 0,70
2) AVE value > 0.6

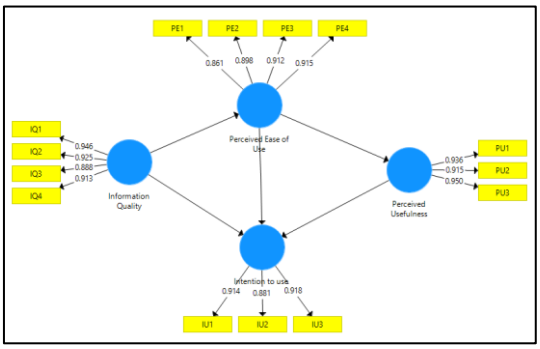

Figure 2 Test the validity of standardized loading factors

Based on Figure 2, it can be seen that all statement indicators are declared valid because their values are standardized loading factors ≥ 0.70. So that the model evaluation process can be continued.

Table 3 Validity test using AVE

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

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Based on table 3, it can be seen that all statement indicators are declared valid because their value is AVE≥ 0.60. So that the process can be said that the model has met the validity criteria.

Reliability Test

Reliability test is an index that shows the extent to which a measuring instrument (questionnaire) can be trusted or can be relied upon. Each measuring device must have the ability to provide relatively consistent measurement results from time to time. The reliability test was performed using the Cronbach Alpha coefficient. Instrument indicator is said to be reliable if has a Cronbach Alpha ≥ 0.70 coefficient.

Table 4 Reliability Test Result

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

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

Evaluation of Model Accuracy Criteria

The purpose of this test is to assess the fit of the model from the diagram shown in Figure 2. The results of the calculation of the PLS SEM model produce a goodness of fit index as shown in Table 5 below:

Table 5 Calculation Results of the Goodness of Fit Index

Size	Score	Criteria	Results
SRMR	0.066	< 0.08	*Fit*
NFIs	0.846	Close to 1	*Fit*

The NFI value of 0.846 means 84.6% fit, and the SRMR value of 0.066 is below 0.08. Based on the three criteria for the accuracy of the model that has been analyzed, it is concluded that the model is declared fit. So, the model can properly determine the influence between variables Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness.

Research Hypothesis Testing

The direct effect is indicated by one arrow on the diagram and corresponds to the given hypothesis. The direct influence on this research model is as follows:

Table 6 Direct Effect (Direct Effect)

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

Based on table 6, the results of a direct relationship are obtained with the following results:

1. Information Quality has a significant effect on Perceived Ease of Use as seen from the p-value 0.00 <0.05. The direct effect of Information Quality on Perceived Ease of Use is 0.821, which

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means that if Information Quality increases by one unit, Perceived Ease of Use can increase by 82.1%. This influence is positive.

2. Perceived Ease of Use has a significant effect on Perceived Usefulness as can be seen from the p-value 0.00 <0.05. The direct effect of Perceived Ease of Use on Perceived Usefulness is 0.784, which means if Perceived Ease of Use increases by one unit, Perceived Usefulness can increase by 78.4%. This influence is positive.
3. Perceived Usefulness has a significant effect on Intention to Use as seen from the p-value 0.00 <0.05. The direct effect of Perceived Usefulness on Intention to Use is 0.291, which means that if Perceived Usefulness increases by one unit, Intention to Use can increase by 29.1%. This influence is positive.
4. Perceived Ease of Use has a significant effect on Intention to Use as seen from the p-value 0.001 <0.05. The direct effect of Perceived Ease of Use on Intention to Use is 0.255, which means that if Perceived Ease of Use increases by one unit, Intention to Use can increase by 25.5%. This influence is positive.
5. Information Quality has a significant effect on Intention to Use as seen from the p-value 0.000 <0.05. The direct effect of Information Quality on Intention to Use is 0.340, which means that if Information Quality increases by one unit, Intention to Use can increase by 34%. This influence is positive.

Coefficient Of Determination

Analysis of the effect of determination in SEM analysis is used to determine the contribution of exogenous variables to endogenous variables, which can be seen from the adjusted R square. The coefficient of determination (R2) essentially measures how far the model's ability to explain endogenous variation.

Table 7 R-Square Value

	R Square Adjusted
Intention to Use	0,673
Perceived Ease of Use	0,672
Perceived Usefulness	0,614

Based on the table above, the adjusted r square of the Intention to Use variable is 67.3%, the adjusted r square of the Perceived Ease of Use variable is 67.2%, and the adjusted r square of the Perceived Usefulness variable is 6.14%. This means that 67.3% explains the variance of the Intention to Use variable simultaneously by exogenous latent variables and the rest is explained by other factors not explained in the model. Meanwhile, 67.2% explains the variance in the Perceived Ease of Use variable simultaneously by exogenous latent variables and the rest is explained by other factors not explained in the model. As well as 6.14%. explaining the variance of the Perceived Usefulness variable simultaneously by exogenous latent variables and the rest being explained by other factors not explained in the model.

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Discussion

Effect of Information Quality on Perceived Ease of Use

Based on the previous test results, it was found that Information Quality has a significant positive effect on Perceived Ease of Use. The direct effect coefficient between Information Quality and Perceived Ease of Use is 0.821, with a p-value of 0.00, indicating statistical significance.

This means that when the quality of information presented on e-commerce platforms is high (accurate, relevant, timely, complete, and consistent), consumers perceive the platform as easier to use. The higher the Information Quality, the greater the perceived ease of navigating and interacting with the platform.

This finding aligns with the literature mentioned earlier. The study by Al-Mamary et al. (2014) emphasizes the importance of Information Quality in facilitating buyer decision-making processes. (Sanjaya, 2020) highlights the relevance and usefulness of information in predicting the quality of products or services. (Romla & Ratnawati, 2018) suggest that convenience and access to up-to-date information contribute to buyers' trust and ease in using online platforms.

The Effect of Perceived Ease of Use on Perceived Usefulness

In this study, the direct effect coefficient of perceived ease of use on perceived usefulness was found to be 0.784 (T Statistics: 26,994, P Values: 0.000). This indicates a statistically significant positive relationship, implying that a one-unit increase in perceived ease of use is associated with a 78.4% increase in perceived usefulness.

The results of this study align with previous research conducted by Tyas & Darma (2017), indicating a significantly positive effect of perceived ease of use on perceived usefulness. Perceived usefulness refers to the belief that utilizing a technology will enhance user performance. It can be understood as a user's subjective perception or evaluation of the benefits provided by the technology.

Consistent with Nursiah (2018), the impact of perceived ease of use on perceived usefulness is explained by the fact that the easier it is to use a system, the more it can improve performance. Empirical evidence supports the notion that perceived ease of use is significantly related, either directly or indirectly, to perceived usefulness.

The Effect of Perceived Usefulness on Intention to Use

In the present study, the findings suggest that Perceived Usefulness positively influences Intention to Use, where a one-unit increase in Perceived Usefulness is associated with a 29.1% increase in Intention to Use. The statistical significance of the effect, indicated by a p-value of 0.000, further strengthens the conclusion of this relationship.

This research is in line with research conducted by Setyawati (2020), whose results suggest that perceived usefulness has a significant effect on intention to use. Users tend to have an interest in and continue to use technology when they directly perceive the benefits they receive. Perceived usefulness can influence the level of technology usage, as users are more likely to engage with technology if they perceive tangible benefits. The study indicates that the variable Perceived Usefulness can impact Intention to Use.

Based on the test results above, it shows that with the benefits of the live shopping system, it helps make it easier for users to make purchases and check goods live. This makes users interested and interested in seeing the products offered and also attractive hosts can attract the attention of users of social media accounts.

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The Effect of Perceived Ease of Use on Intention to Use

The analysis of the direct effect reveals that Perceived Ease of Use has a significant positive effect on Intention to Use. The coefficient value is 0.255, with a T-Statistics value of 3,277 and a P-Value of 0.001, which is less than the significance level of 0.05.

These results indicate that a one-unit increase in Perceived Ease of Use leads to a 25.5% increase in Intention to Use. This finding suggests that when users perceive a system or product to be easier to use, their intention to use it also increases. This aligns with the statement made by Kucukusta et al. (2015) that the easier a technology is to use, the more likely users are to adopt and utilize it.

Furthermore, this research demonstrates that users have trust in and continue to engage in live shopping activities. The study indicates that there are still many people participating in live shopping on e-commerce platforms and other platforms. The positive influence of Perceived Ease of Use on Intention to Use suggests that users find live shopping to be convenient and user-friendly, leading to a stronger intention to continue using it as a shopping alternative.

Moreover, the research findings reveal that the perceived benefits felt by users contribute to their intention to continue using live shopping. Users experience benefits such as entertainment from the hosts and the ability to purchase needed items. These benefits positively influence their intention to continue using live shopping and even recommend it to others. This finding is consistent with a study by Aditya & Wardhana (2016) that highlights how perceived benefits play a crucial role in attracting users to continue using applications and promoting them to others.

Effect of Information Quality on Intention to Use

The coefficient of 0.340 indicates that for every one-unit increase in Information Quality, Intention to Use can increase by 34%, and this effect is statistically significant based on the T Statistics value of 4.168, exceeding the critical value of 1.96 (typically used for a 95% confidence level). Furthermore, the P-value of 0.000, which is less than 0.05, provides additional confirmation of the statistical significance of the effect.

According to Khairani (2015), trust and the quality factor of information are crucial in online business. The quality of information pertains to the product or service being sold. Complete and honest information plays a vital role in making purchases or sales through social media, where buyers and sellers do not have physical interaction and rely solely on photographs. Therefore, predicting the quality of goods becomes challenging, making the provision of high-quality information essential to increase buyer interest in online purchases. Trust and good-quality information alone are insufficient without good service, which heavily relies on consumer perceptions. A positive perception arises when the received service exceeds consumer expectations, while a negative perception emerges when the service fails to meet buyer expectations.

These findings are supported by Gunawan & Ayuningtiyas (2018), who conducted research showing that the quality of information positively and significantly affects the willingness to make a purchase. As the quality of information provided on social media improves, the consumer's inclination to use a product, especially through social media platforms, also increases.

Conclusion

The study included 417 respondents, and their characteristics were analyzed. The results showed that the highest number of respondents fell in the age category of 24-31 years, with 180 respondents (43.2%). Respondents over the age of 31 accounted for 172 respondents (41.2%), while those below 17 years old were 34 respondents (8.2%), and the age category of 18-23 years had 31 respondents (7.4%). In terms of e-commerce usage for shopping, the majority of respondents (38%) preferred Shopee as their live shopping platform. Other platforms included

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Tokopedia with 126 respondents (30%), TikTok with 76 respondents (18%), Blibli with 19 respondents (5%), Instagram with 14 respondents (3%), Lazada with 12 respondents (3%), Bukalapak with 9 respondents (2%), and Bhinneka with 1 respondent (0%).

The validity test confirmed the validity of all statement indicators, as their standardized loading factors were ≥ 0.70, allowing for the continuation of the model evaluation process. Furthermore, the AVE values indicated the validity of all statement indicators, as their AVE values were ≥ 0.60. Thus, the model met the validity criteria. The reliability test results, based on the alpha coefficient (Cronbach's alpha) and composite reliability, demonstrated values above 0.70, indicating that the research variables (constructs) of Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness were reliable and exhibited high accuracy as variables in the study.

The model's accuracy was assessed based on the NFI value of 0.846, indicating an 84.6% fit, and the SRMR value of 0.066, which was below 0.08. Considering the three criteria for model accuracy, it can be concluded that the model is a good fit and can effectively determine the influence between the variables Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness.

The hypothesis testing results revealed that all indicators, namely Information Quality, Intention to Use, Perceived Ease of Use, and Perceived Usefulness, significantly influenced Customer Purchase at Shopping Live Shop. Furthermore, the factors influencing Customer Purchase at Shopping Live Shop were identified as follows: Firstly, Information Quality exhibited a significant effect on Perceived Ease of Use (p-value of 0.00 < 0.05). An increase of one unit in Information Quality led to an 82.1% increase in Perceived Ease of Use, indicating a positive influence. Secondly, Perceived Ease of Use had a significant impact on Perceived Usefulness (p-value of 0.00 < 0.05). A one-unit increase in Perceived Ease of Use resulted in a 78.4% increase in Perceived Usefulness, demonstrating a positive influence. Thirdly, Perceived Usefulness showed a significant effect on Intention to Use (p-value of 0.00 < 0.05). A one-unit increase in Perceived Usefulness led to a 29.1% increase in Intention to Use, indicating a positive influence. Moreover, Perceived Ease of Use demonstrated a significant effect on Intention to Use (p-value of 0.001 < 0.05). A one-unit increase in Perceived Ease of Use resulted in a 25.5% increase in Intention to Use, indicating a positive influence. Lastly, Information Quality exerted a significant effect on Intention to Use (p-value of 0.000 < 0.05). A one-unit increase in Information Quality led to a 34% increase in Intention to Use, showing a positive influence. In addition, the feedback from customers regarding the factors influencing their purchases at the Shopping Live Shop indicated unanimous agreement and positive feedback from all 417 respondents (100%).

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