

# The Influence of Live Streaming, Content Marketing and Ease of Transactions on Purchasing Decisions MSME Culinary Snacks Products

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## Abstract

This study aims to analyze the effect of live streaming, content marketing, and the ease of transactions on purchasing decisions for students who make purchases of packaged snack culinary MSME products in the Special Region of Yogyakarta. The sample for this study was students in the Special Region of Yogyakarta who had purchased snacks produced by MSME. This study employs quantitative method and uses a questionnaire distributed to students in the Special Region of Yogyakarta. Multiple linear regression is utilized to analyze the data. The results of data analysis show that simultaneously or together live streaming, content marketing, and ease of transaction has a positive and significant effect on purchasing decisions. Partially live streaming, content marketing, and ease of transaction has a positive and significant effect on purchasing decisions. The magnitude of the coefficient of determination (Adjusted R Square) is 57.1%, which means that 57.1% dependent variable i.e. purchasing decisions are influenced by variables independent live streaming, content marketing, and ease of transactions while the remaining 42.9% is influenced by variables outside this study.

**Keywords:** live streaming, content marketing, ease of transactions, purchase decisions.

## 1. Introduction

The development of information technology is currently increasing, especially after the Covid-19 pandemic. Technological developments have a major influence on economic, social and cultural changes, one of which is online buying and selling activities. The development of technology and information also has an impact on the Micro, Small and Medium Enterprises (MSMEs) sector. Micro, Small and Medium Enterprises (MSMEs) are productive businesses carried out individually, in groups, small business entities, and households. Based on the Law of the Republic of Indonesia No. 20 of 2008, the criteria for MSMEs are divided into three according to the number of assets and turnover, namely micro, small and medium enterprises (Koperasi.kulonprogokab.go.id, 2022). Culinary business is one of the most popular types of MSME business. The Special Region of Yogyakarta is one of the areas that has the largest number of culinary Micro, Small and Medium Enterprises (MSMEs) in Indonesia. According to Angelia (2022) in Goodstats.id quoted from the Central Statistics Agency (BPS), Yogyakarta is in the top 10 provinces with the most culinary businesses in 2020. Based on data from the Central Statistics Agency in June 2021, due to their preference for selling in-person, disinterest in doing business online, and lack of knowledge or experience, there are still relatively few companies conducting business. To address this, Indonesia's digital MSME program must be strengthened. First, expand access to digital funding by using data from market research, so that there will be more digital MSMEs operating online.

The growth of the digital economy provides convenience in shopping through live streaming, where shopping activities are not limited by distance and time. Live streaming is a digital marketing promotion tool that attracts many people. Live streaming allows individuals to broadcast video and audio of an event to viewers via the internet in real time (Chen et al., 2018). Business people are indirectly able to present a shopping atmosphere in front of prospective buyers directly. According to Fang Fang et al., (2019) explains how factors such as seller interactivity, seller humor, and seller attractiveness influence viewers in doing live streaming.

In the current development of information, customers request factual and useful information from content to assist in the purchasing decision-making process. Content marketing provides information about the existence of a business or brand awareness and increases interaction between customers and sellers, so that they can attract the desired target audience. Content marketing is any marketing activity that helps sell products, services or organizations by offering free information (Ryan et al., 2020). Content marketing has three main requirements, namely relevance, quality, and consistency. Apart from seeing interesting content, advances in technology have also encouraged people to make payments in digital or non-cash form.

Digital payments are considered very important in efforts to encourage economic recovery after the Covid-19 pandemic. Digital payment methods are referred to as a cashless society. Cashless payments are one of the conveniences in transactions because they are considered practical and safe. Ease of transaction is the effectiveness and efficiency felt by consumers in making payment transactions for the products they buy by going through easy steps (Yuliawan, 2018). Ease of transaction online can be in the form of an easy ordering procedure, the availability of various payment methods, an informative and enjoyable purchasing process as well as a fast and precise product delivery process. Ease of transaction online makes it easier for consumers to make product purchase decisions via the internet.

Purchasing decision is a decision made by consumers before they buy a product based on several considerations. According to Tjiptono (2014), purchasing decisions are the consumer's efforts to choose a product to consume after going through a number of steps and processes. Consumers must go through a number of steps before making a choice in order to avoid regret. The availability of digital marketing tools like live streaming and content marketing promotions, as well as the ease of transactions, are anticipated to be able to encourage consumers to buy more packaged snack and culinary products of MSME.

According to previous studies by Amin & Fikriyah (2023) and Faradiba & Syarifuddin (2021), live streaming has a favorable and significant impact on purchasing decisions. This is because sellers promote their products through features live streaming routinely and consistently, it will improve purchasing decisions. Meanwhile, research conducted by Saputra & Fadhilah (2020) explains that there is no significant direct effect between live streaming shopping to the purchase decision.

Prasetya et al. (2020) and Fadhilah & Saputra (2021) explained that content marketing has a significant impact on purchasing decisions in their studies. Interesting content marketing are important for consumers because most consumers use social media to seek

entertainment, so business actors must be able to create interesting video content according to consumer needs. In creating content, business actors can first analyze trends that are currently in demand by consumers. Meanwhile, research conducted by Huda et al., (2021) states that content marketing has no significant effect on purchasing decisions.

Lestari and Iriani (2018), Heni and Mursito (2020), and Fauzan and Sujana (2022) found in their studies that the convenience of transactions has a favorable and significant impact on purchasing decisions. With the availability of easy payment features and a wide selection of payment methods, it is easier for consumers to make transactions. The easier it is to make transactions, the more purchasing decisions consumers will make because there is no difficulty in learning procedures when making transactions.

The ease of transaction variable in this study distinguishes it from previous studies. Technology advancements and digitalization have allowed for the integration of this variable, necessitating a change in the sales system by business actors using an electronic system. Transactions should be simpler with the electronic system, which should lead to more purchases. The major subject of this study is MSME actors in the packaged snack food industry who use program digitalization and consumer interaction to influence consumer purchasing behavior. The chance exists that MSME actors will miss out on the program's digitization benefits and will gain more if they do.

## **2. Literature Review**

**Live Streaming.** Live streaming is the latest technology that can display live video as a buying and selling medium via the internet network. According to Chen et al., (2018) in live streaming sellers can influence buyers to shop, because they see a product directly. Live streaming allows individuals to broadcast video and audio of an event to viewers via the internet in real time. There are several factors that affect connectivity in applications live streaming among others, audio and bandwidth. Live streaming video application is a video service that is performed in real time. Currently, the video service has been added with many interesting features so that many people can watch it. The existence of the latest features really helps communication between sellers and buyers, because users can chat and interact with each other between buyers and hosts in real time. According to Islamy 2016 (in Setyawan & Marzuki, 2018) applications that have live video streaming services include Facebook Live streaming, TikTok Live streaming, Shopee Live streaming, Ome.TV, Instagram, and more.

**Content Marketing.** Content marketing is one of the marketing strategies used to introduce products to the wider community with the aim of getting people interested and to increase sales (Cahyaningtyas et al., 2021). According to Gunelius (in Prasetya et al., 2020) content marketing is direct and indirect process of promoting a business or brand through text, video or audio content that is value added either in online or offline. Ho et al. (in Asnawati et al., 2022) define the quality and quantity of information offered to customers as the content marketing dimension. Furthermore, Yusuf et al., (2020) mentions several factors that must be considered in creating interesting and creative content marketing, namely: design, current event, the reading experience, timing and tone. Design: for the purpose of grouping various content, color coding is used. Even interesting material will not have much of an impact if it is not balanced with the design that is produced. Typography layouts and additional cues can help to get the attention of

the audience. Content will get a good psychological response like the topic discussed, if the background design, color selection, and layout used are also good. Design color can also affect a brand in delivering content. Current event: good content is content that presents news about events and phenomena that are currently taking place. Thus, the content created will be read by Google and allow internet users to visit the sites and social media that we have. The reading experience: an attractive design is not only about eye-catching colors and images, but also about how the layout and fonts are used so that the content remains legible and effortless. Timing: after packaging the content attractively with an attractive and easy-to-read design, the next step that must be considered is when and how many times the content is uploaded. In building brand awareness to the public through the use of social media, it is necessary to have consistent intensity and frequency in uploading content, because not everyone immediately sees the content that has just been uploaded. Tone: characteristics of certain languages used to convey messages to the audience. The suitability of the news affects the customer's purchasing decision.

**Ease of Transaction.** Ease of transaction is the effectiveness and efficiency felt by consumers in making payment transactions for the products they buy by going through easy stages (Yuliawan, 2018). Lestari & Iriani (2018) explains that the convenience of transactions should be as easy to use as possible without going through a process that can make it difficult for users to process transactions.

**Purchasing Decision.** According to Tjiptono (2014), purchasing decisions are the consumer's efforts to choose a product to consume after going through a number of steps and processes. The stages in question are the stages from before making a purchase to the stage after making a purchase. Kotler & Armstrong (2018) claim that consumers choose to buy the most popular brand when making purchases. Customers develop brand preferences among the options available to them and may also develop purchasing intents for their top pick. In carrying out purchase intentions, consumers can make as many as five purchase decisions, namely: brand, distribution channel, amount, time, and payment method (Kotler et al., 2022).

### 3. Research Method

This study employed a quantitative method. The quantitative method is a type of research that uses statistics to analyze data and is founded on the positivism philosophy. This study was carried out in the Special Region of Yogyakarta. The sample was determined using a non-probability sampling methodology called purposive sampling, which included 100 respondents. Purposive sampling technique is a sampling technique based on certain considerations (Sugiyono, 2015). Considerations or criteria of respondents in this study are as follows; (1) Active students in the Special Region of Yogyakarta, (2) Have made purchases of packaged snack culinary MSME products in the Special Region of Yogyakarta, (3) Minimum age of 17 years. The study's data was collected from a survey that was sent to students in Special Region of Yogyakarta utilizing a Google Form. Answers on each instrument item using a scale likert which has a gradation from very positive to very negative (Sugiyono, 2015). So that the answers from the questionnaire are distributed to respondents using five levels. Furthermore, data analysis technique uses multiple linear regression analysis techniques which are used to determine the effect of live *streaming*, *content marketing*, and the ease of transactions on purchasing decisions for students who make purchases of packaged snack culinary MSME products in the

Special Region of Yogyakarta. In this study the variables studied were independent variables, namely variables live *streaming* (X1), *content marketing* (X2), ease of transaction (X3) and the dependent variable, namely the purchase decision (Y).

#### 4. Findings and Discussions

The influence of the independent factors on the dependent variable is examined using multiple linear regression analysis. With the use of SPSS, the multiple linear regression analysis findings are summarized in the table below:

Table 1. Multiple Linear Regression Test

| Model                                    |                   | Unstandardized Coefficients |       | Standardized Coefficients | t     | Sig. |
|------------------------------------------|-------------------|-----------------------------|-------|---------------------------|-------|------|
| B                                        |                   | Std. Error                  |       | Beta                      |       |      |
| 1                                        | (Constant)        | .668                        | 1.417 |                           | .471  | .638 |
|                                          | Live Streaming    | .265                        | .083  | .269                      | 3.211 | .002 |
|                                          | Content Marketing | .253                        | .068  | .382                      | 3.692 | .000 |
|                                          | Transaction Ease  | .243                        | .104  | .226                      | 2.347 | .021 |
| a. Dependent Variable: Purchase Decision |                   |                             |       |                           |       |      |

The multiple linear regression equations shown in table 1 above can be calculated as follows:  $Y = 0,668 + 0,265 X_1 + 0,253 X_2 + 0,243 X_3$ . The constant value ( $\alpha$ ) in Table 1 above is 0.668, which means that if the variables live streaming (X1), content marketing (X2), and ease of transaction (X3) are equal to zero, then the purchase decision (Y) for consumers is positive. This means that even if there is no live streaming, consumers will still make purchases based on content marketing and ease of transaction.

Table 2. Test F

| ANOVA <sup>a</sup>                                                                 |            |                |    |             |        |                   |
|------------------------------------------------------------------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                                                                              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                                                                                  | Regression | 215.475        | 3  | 71.825      | 44.939 | .000 <sup>b</sup> |
|                                                                                    | Residual   | 153.435        | 96 | 1.598       |        |                   |
|                                                                                    | Total      | 368.910        | 99 |             |        |                   |
| a. Dependent Variable: Purchase Decision                                           |            |                |    |             |        |                   |
| b. Predictors: (Constant), Ease of Transactions, Live Streaming, Content Marketing |            |                |    |             |        |                   |

Based on table 2 above, a significance value of 0.000 is less than 0.05 ( $0.000 < 0.05$ ) leading one to the conclusion that simplicity of transaction, live streaming, and content marketing all have a simultaneous positive and substantial impact on purchasing

decisions. The F-count value of 44.939, when compared to the F-table value of 2.696, indicates that the F-count value is bigger ( $44.939 > 2.696$ ). These results show that live streaming, content marketing, and the convenience of transactions has a positive and significant effect on purchasing decisions on culinary MSME consumers of packaged snacks simultaneously.

Table 3. Test t

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
| B                         |                             | Std. Error | Beta                      |       |      |
| 1 (Constant)              | .668                        | 1.417      |                           | .471  | .638 |
| Live Streaming            | .265                        | .083       | .269                      | 3.211 | .002 |
| Content Marketing         | .253                        | .068       | .382                      | 3.692 | .000 |
| Transaction Ease          | .243                        | .104       | .226                      | 2.347 | .021 |

a. Dependent Variable: Purchase Decision

Live streaming (X1) received a value of 0.002 0.05 based on table 3 above, and a t-count value of 3.211 that was higher than the t-table value of 1.985 ( $3.211 > 1.985$ ). It follows that the first hypothesis, or H1, which has been accepted, states that there is a positive and substantial relationship between variables live streaming (X1) and purchasing decisions (Y) for student customers who buy packaged snack food products of MSME in the Special Region of Yogyakarta.

Content marketing (X2) has a variable significance value of 0.000 0.05 and t-count value of 3.692, which is higher than the t-table value of 1.985 ( $3.692 > 1.985$ ). Therefore, it can be inferred that the second hypothesis, or H2, is accepted. This suggests that there is a positive and significant relationship between variables related to content marketing (X2) on consumer decision-making (Y) for students who purchase packaged snack food products of MSME in the Special Region of Yogyakarta.

The t-count value of the ease of transaction variable (X3) acquired a value of 2.347 which was more than the t-table value of 1.985 ( $2.347 > 1.985$ ), and the significance value of the ease of transaction variable (X3) obtained a value of 0.021 0.05. It is therefore possible to draw the conclusion that the third hypothesis, or H3, is accepted, meaning that there is a positive and significant relationship between the ease of transaction variable (X3) and purchasing decisions (Y) for student customers who purchase packaged snack products of MSME in the Special Region of Yogyakarta.

Table 4. The Coefficient of Determination

| Model                                                                              | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| 1                                                                                  | .764 <sup>a</sup> | .584     | .571              | 1.26423                    | 2.096         |
| a. Predictors: (Constant), Ease of Transactions, Live Streaming, Content Marketing |                   |          |                   |                            |               |
| b. Dependent Variable: Purchase Decision                                           |                   |          |                   |                            |               |

Based on the value of the coefficient of determination ( $R^2$ ) in the table above it is known that the value adjusted R Square ( $R^2$ ) of 0.571 (57.1%), which means that live streaming (X1), content marketing (X2), and ease of transaction (X3) has an effect on the purchasing decision variable (Y) of 57.1% and the remaining 42.9% is influenced by other variables from outside this study.

The influence of live streaming on purchase decisions. Live streaming (X1) has a positive and significant influence partially or individually on the purchasing decision variable (Y). This is evidenced by the t-count of 3.211 greater than the t- table value of 1.985 ( $3.211 > 1.985$ ) and a significance value of 0.002 less than 0.005. As a result, if the live streaming method is successful or developed further, more students will choose to buy packaged snack food products of MSME. This is also true because it will influence purchasing decisions if the product is regularly and continuously promoted through live streaming features. Instead of only looking at experience or testimonials in the form of writing on feeds from previous sellers or customers, live streaming video shows visual and aural digital content instantly and in real time while viewing marketing campaigns. The implication is that live streaming will have an impact on buying choices (Faradiba & Syarifuddin, 2021). Live streaming makes it easier for customers to get more detailed information about products because sellers (streamer) display the product automatically in real time. Customers feel comfortable buying products at the moment live streaming compared to just looking at the catalog images. This makes customers more confident in making purchasing decisions when shopping (Amin & Fikriayah, 2023).

The influencer of content marketing on purchasing decision. Content marketing (X2) partially has a positive and significant effect on the purchasing decision variable (Y). This is evidenced by the t-count test of 3.692 greater than the t-table value of 1.985 ( $3.692 > 1.985$ ) and a significance value of 0.000 less than 0.005. Therefore, customer decisions to buy packaged snack food products of MSME will rise if technique content marketing is correctly established or improved again. This is due to the fact that customers care about intriguing content marketing because the majority of consumers utilize social media to find leisure. Therefore, business actors need to be able to create content marketing appealing in accordance with consumer needs. Consumer purchasing decisions can be significantly influenced by content marketing. Form content creation and publishing offline or online can influence consumers to engage with a brand (Prasetya et al., 2020). Content marketing has a greater influence on consumer purchasing decisions. Interesting video content is important for consumers because most use social media to find entertainment, so business actor must be able to create interesting video content, analyze the latest trends, and be consistent in creating content (Fadhilah & Saputra, 2021).

The influence of ease of transaction on purchase decisions. Ease of transaction (X3) has a positive and significant effect partially or separately on the purchasing decision variable (Y). This is evidenced by the t-count test of 2.347 greater than the t-table value of 1.985 ( $2.347 > 1.985$ ) and a significance value of 0.021 less than 0.005. As a result, consumers will buy more packaged snack products of MSME if the simplicity of transaction technique is clearly established or improved. This occurs as a result of how simple payment features and a wide range of payment options make it simpler for customers to complete transactions. Ease of transaction has a significant effect on purchasing decisions. Ease of navigation related to how to transact to clear payments, will improve purchasing decisions. Ease of navigation is one of the indicators in the variable ease of transaction (Lestari & Iriani, 2018). The higher the convenience of transactions provided to consumers, the higher the purchase decision (Heni et al., 2020). The easier it is to make transactions, the more purchasing decisions will be made because there is no difficulty in learning the procedures when making transactions (Fauzan & Sujana, 2022).

## 5. Conclusion

Based on the results of the research conducted, it can be inferred that variable live streaming, content marketing, and the ease of transactions affects the purchasing decisions of student consumers in the Special Region of Yogyakarta who make purchases of packaged snack culinary MSME products. Even though the results presented do not significantly differ, the extent to which content marketing influences purchase decisions is greater than the extent to which content marketing influences purchasing decisions and the ease of transactions. This is because customers value intriguing content marketing, and the majority of consumers utilize social media to find enjoyment. Therefore, business actors need to be able to make content marketing appealing in accordance with consumer needs. The findings of the concurrent hypothesis testing demonstrate that content marketing, live streaming, and ease of transaction influence the purchasing decision.

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