

The Influence of E-WOM, Perceived Self-Efficacy, and Herding Behavior on Online Purchase Intentions During Shopee Live Streaming of Fashion Products in Denpasar City

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Abstract:

Purpose:

Online purchase intention for a product is determined by several indicators. "The purpose of this study was to determine the simultaneous and partial influence of e-WOM, perceived self-efficacy, and herding behavior on online purchase intention during Shopee live streaming of fashion products in Denpasar City.

Methodology:

The population in this study was all Shopee app users in Denpasar City, with an unknown exact number. A purposive sampling method determined the sample size at 100. Data collection was conducted using a questionnaire. The collected data were analyzed using multiple linear regression, while hypotheses were tested using the F-test and t-test.

Findings:

The results of this study indicate that E-WOM, perceived self-efficacy, and herding behavior have a simultaneous positive effect on online purchase intention on Shopee live streaming of fashion products in Denpasar City. E-WOM has a partial positive effect on online purchase intention on Shopee live streaming of fashion products in Denpasar City.

Implication:

Perceived self-efficacy has a partial positive effect on online purchase intentions on Shopee live streaming of fashion products in Denpasar City, and Herding behavior has a partial positive effect on online purchase intentions on Shopee live streaming of fashion products in Denpasar City.

INTRODUCTION

The internet has become a necessity for modern society. Internet surfing has led to increasingly diverse trends, one of which is the emergence of e-commerce, a medium for online buying and selling in the digital world (Peña-García et al., 2020). Indonesia's relatively large population has resulted in a significant increase in internet usage. This is certainly one of the reasons behind the rapid development of e-commerce in Indonesia. Data shows a significant increase in internet users from 2018 to early 2022. This situation has resulted in Indonesia's potential as a major market in the digital world.

Fashion is a commodity with a significant market share worldwide. The current development of fashion is increasing with the emergence of designers rich in innovation and creativity, thus providing a high potential for continued growth in the fashion world (Andarista et al., 2022). Business opportunities in fashion products have led to an increase in e-commerce activity as fashion has become an integral part of people's cultural lives. One of the most popular e-commerce platforms today is Shopee.

Table 1. E-Commerce Platforms with the Highest Transactions per 3 Months in 2022

E-Commerce	Presentation
Shopee	41 %
Tokopedia	34 %
Lazada	16 %
Lainnya	9 %

Source: (Nurfitriyani, 2022)

Based on the data in Table 1 above, it was found that the number of transactions on Shopee was the highest. Furthermore, a new feature in e-commerce activities, namely live streaming shopping, has emerged, making it easier for users to shop and view products via live streaming. The live streaming feature on the Shopee app has become a popular choice for users because they can see the products they want to buy through video (Napawut et al., 2022).

However, despite Shopee and its live streaming feature being the most popular, many user complaints indicate losses experienced. These complaints are recorded in online reviews and can impact user purchase intentions. However, in reality, various complaints have been voiced by users of the Shopee live streaming app. Unfortunately, these complaints have received minimal response or have not been resolved by Shopee. This situation can impact the purchase intentions of other users who see these negative reviews.

Purchase intention is a person's desire to purchase a particular product (Duffett, 2022). Online purchase intention is the desire to purchase a product via the internet or other online media. Digital marketing theory explains that one form of digital marketing is carried out on digital platforms such as e-commerce. Digital marketing encompasses various aspects, and these aspects are indicated to influence consumer purchase intention (Napawut et al., 2022). Purchase intention for a product can be influenced by various factors, including e-WOM, self-regulation (self-efficacy), and herding behavior (Pradana et al., 2021; Nurchayati et al., 2023; Rejikumar et al., 2022).

Electronic word of mouth (e-WOM) is a positive or negative review of a product that can influence other users (Halim et al., 2022). Electronic word of mouth (e-WOM) in digital media is a crucial aspect, as it can serve as evaluation and information for potential buyers or users regarding products they wish to purchase or use (Pradana et al., 2021). Positive e-WOM will undoubtedly increase a person's trust and desire for a product.

Perceived self-efficacy is a person's confidence to do something, including organizing themselves to do so (Suryani et al., 2020). Self-efficacy can also be defined as a personal opinion regarding the external circumstances surrounding them. An individual with high self-efficacy predominantly feels confident in their ability to optimally complete difficult tasks because they view complexity as a motivating challenge, rather than a feared one.

Herding is a natural human behavior where individuals tend to follow the habits of others around them (Yu et al., 2018). The imitation of others' purchases can drive a person's online purchases.

Online Purchase Intention. Consumer purchase intention is a consumer attitude that arises from the desire to select and purchase a product based on their experience selecting, using, and consuming, or even a desire for a product marketed through online media or e-commerce.

E-WOM. E-WOM is a statement containing a concise and reliable opinion or review from a user through the rating feature available on an online media platform. This assessment can be positive or negative regarding a product or service provided to consumers after experiencing the product or service.

Perceived Self-Efficacy. Perceived Self-Efficacy is a person's ability to feel confident in their potential regarding controlling and positioning themselves within their environment.

Herding Behavior. Herding Behavior is part of the approach used to determine consumer attitudes. Herding Behavior is influenced by psychological aspects that force consumers to adopt illogical attitudes, especially during the product selection and purchase process.

Hypothesis

- H1: E-WOM, perceived self-efficacy, and herding behavior have a simultaneous positive effect on online purchase intention.
- H2: E-WOM has a partial positive effect on online purchase intention.
- H3: Perceived self-efficacy has a partial positive effect on online purchase intention.
- H4: Herding behavior has a partial positive effect on online purchase intention.

METHODS

This research was conducted in Denpasar City. The population was selected as Shopee app users in Denpasar City. Using a purposive sampling method, the researcher selected 100 respondents as the sample. The quantitative data for this study were collected in the form of a questionnaire. The data collection techniques used in this research included interviews, observation, documentation, and questionnaires. The collected data were analyzed using multiple linear regression analysis, while the hypotheses were tested using the F-test and t-test.

RESULTS AND DISCUSSION

Descriptive Analysis. Descriptive data analysis in this study was used to provide an overview of the respondents' characteristics in relation to the research variables used.

Table 2. Results of Descriptive Statistical Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E-WOM	100	12	20	15.26	2.255
Perceived Self-Efficacy	100	15	25	20.62	2.347
Herding Behavior	100	8	15	11.79	1.871
Niat Beli Online	100	15	25	20.90	2.780
Valid N (listwise)	100				

Source: Processed data, 2023 (Appendix 6)

Multiple Linear Regression Analysis.

Table 3. Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.792	1.702		1.053	.295
E-WOM	.650	.089	.528	7.340	.000
Perceived Self-Efficacy	.228	.085	.192	2.682	.009
Herding Behavior	.380	.114	.256	3.350	.001

a. Dependent Variable: Niat Beli Online

Source: Processed data, 2023 (Appendix 8)

$$Y = 1.792 + 0.650 X_1 + 0.228 X_2 + 0.380 X_3$$

Referring to the linear regression formula above, the coefficients can be explained as follows:

- 1) A constant of 1.792 means that without the E-wom variables, perceived self-efficacy, and herding behavior, the value of online purchase intention is 1.792.
- 2) A positive E-wom coefficient value (X₁) of 0.650 means that if E-wom (X₁) increases, assuming perceived self-efficacy and herding behavior remain constant, online purchase intention will increase by 0.650.

- 3) The coefficient value of perceived self-efficacy (X2) is positive at 0.228, meaning that if perceived self-efficacy (X2) increases, assuming E-wom and herding behavior remain constant, online purchase intention will increase by 0.228.
- 4) The coefficient value of perceived herding behavior (X3) is positive at 0.380, meaning that if herding behavior (X3) increases, assuming E-wom and perceived self-efficacy remain constant, online purchase intention will increase by 0.380.

Test of the Coefficient of Determination.

Table 4. Results of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.611	1.733
a. Predictors: (Constant), Herding Behavior, Perceived Self-Efficacy, E-WOM				
b. Dependent Variable: Niat Beli Online				
Source: Processed data, 2023 (Appendix 8)				

The magnitude of the impact of the independent variables on the dependent variable is expressed in the total determination value (Adjusted R Square) of 0.611. This means that 61.1% of the variation in online purchase intention is influenced by e-wom, perceived self-efficacy, and herding behavior, which fall into the strong influence category. The remaining 38.9% is due to other factors not included in the research model.

Statistical Test (F-Test).

Table 5. Results of the F Statistical Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	476.526	3	158.842	52.860	.000 ^b
Residual	288.474	96	3.005		
Total	765.000	99			
a. Dependent Variable: Niat Beli Online					
b. Predictors: (Constant), Herding Behavior, Perceived Self-Efficacy, E-WOM					
Source: Processed data, 2023 (Appendix 8)					

Based on the analysis results, the F-test significance value was $0.000 < 0.05$, and the calculated F-value $>$ F-table ($52.860 > 2.70$). These results indicate that e-WOM, perceived self-efficacy, and herding behavior simultaneously have a positive effect on online purchase intention for Shopee live streaming of fashion products in Denpasar City.

Statistical Test (t-test).

Table 6. Results of the t-statistical test

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.792	1.702		1.053	.295
E-WOM	.650	.089	.528	7.340	.000
Perceived Self-Efficacy	.228	.085	.192	2.682	.009
Herding Behavior	.380	.114	.256	3.350	.001

a. Dependent Variable: Niat Beli Online

Source: Processed data, 2023 (Appendix 8)

The analysis shows that e-WOM has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City. The analysis shows that perceived self-efficacy has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City. The analysis shows that herding behavior has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City.

The Influence of E-WOM, Perceived Self-Efficacy, and Herding Behavior on Online Purchase Intention. Data analysis shows that the simultaneous influence of E-WOM, perceived self-efficacy, and herding behavior on online purchase intention on Shopee live streaming of fashion products in Denpasar City is positive. This is obtained from

The Influence of E-WOM on Online Purchase Intention. Data analysis shows that the partial influence of E-WOM on online purchase intention on Shopee live streaming of fashion products in Denpasar City is positive. This is obtained from a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), with a regression coefficient of 0.650 and a calculated t-value $> t$ -table ($7.340 > 1.661$).

The Influence of Perceived Self-Efficacy on Online Purchase Intention. Data analysis shows that the partial influence of perceived self-efficacy on online purchase intention for Shopee live streaming of fashion products in Denpasar City is positive. This is indicated by a significance value of 0.009, less than 0.05 ($0.009 < 0.05$), with a regression coefficient of 0.228 and a calculated t-value $> t$ -table ($2.682 > 1.661$).

The Influence of Herding Behavior on Online Purchase Intention. Data analysis shows that the partial influence of herding behavior on online purchase intention for Shopee live streaming of fashion products in Denpasar City is positive. This is indicated by a significance value of 0.001, less than 0.05 ($0.001 < 0.05$), with a regression coefficient of 0.380 and a calculated t-value $> t$ -table ($3.350 > 1.661$).

CONCLUSION

Referring to the analysis and discussion above, the following conclusions can be drawn from this study:

1. E-WOM, perceived self-efficacy, and herding behavior simultaneously have a positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City.
2. E-WOM has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City.
3. Perceived self-efficacy has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City.
4. Herding behavior has a partial positive effect on online purchase intention during Shopee live streaming of fashion products in Denpasar City.

Based on the conclusions above, the recommendations from this study are as follows:

1. For Shopee live streaming management of fashion products in Denpasar City, the results of this study can be used as a basis for increasing online purchase intentions. This can be achieved by optimizing e-WOM, perceived self-efficacy, and herding behavior.

2. For future researchers, the findings of this study can be used as a source of literature to replicate similar research by adding samples or developing models, either by adding variables or modifying the relationships between each variable to bring the results closer to the real world.

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