CHAPTER I
INTRODUCTION

1.1 Overview of The Research Object

1.1.1 TikTok Company Profile

The Chinese IT startup ByteDance launched Douyin application in September 2016. A year later, in 2017, ByteDance renamed Douyin as TikTok. Today, both Douyin and TikTok are still available. The app is known exclusively by its Chinese name, Douyin, inside China and TikTok is the name of this app outside China. TikTok is a social media platform that have been really popular. On TikTok, influencers, brand, and content creator post brief pieces of advice together with self-promotion that offer well-liked educational video topics such as beauty, fashion, personal finance, entertainment, and cooking. The format is increasingly being utilized to promote and sell products or services.

TikTok is a well-liked video-sharing platform where users upload and see short clips of themselves doing various types of lip sync, dance, and comedy shows. When users open the TikTok app, they will first be directed to a suggestion screen known as For You Page (FYP). Videos or live stream with a large amount of views or engagement are featured on the FYP page regardless of how many followers the creator has. FYP likewise personalizes the experience for each user by displaying material based on their preferences and viewing history. It has grown to be one of the most popular social media platforms among members of generation Z and millennials.

According to Statista (2022), reported that TikTok's globally hit its peak at the end of 2019 with over 318 million downloads. Moreover, TikTok has been voted the fastest-growing brand in the world with 215% growth according to Brand Finance report (2022). Can be said that TikTok is one of the world's most valuable media entertainment businesses, with phenomenal growth.

1.1.2 Vision and Mission of TikTok

1. Vision

Created material that entices individuals and encourages them to develop and present their creative side. Intends to broaden its horizons.

2. Mission

a. Inspire creativity, because content creation and sharing is TikTok's primary emphasis and development engine, the company wants its employees, partners, and associates to assist and inspire creators in producing the most engaging and shareable material possible. It aspires to make this feasible by providing cutting-edge capabilities that enable making high-quality content easier and more efficient.

b. Inspire content makers and consumers to be happy, TikTok encourages its creators to continue spreading happiness throughout the world by making and sharing material with high entertainment value, in the hopes that others may be motivated to join the TikTok movement as well.

1.1.3 Company Logo

Like their mission, the founders of TikTok set out to establish a platform that would make their users happy. Users are lured into a community where everyone is free to express their unique talents, interests, and personalities via various mediums such as comedy, dancing, sports, oddly endearing films, and more. The logo was created by an artist who was moved by TikTok's mission to create a brand that reflected the company's commitment to serving as a stage for so many talented individuals.
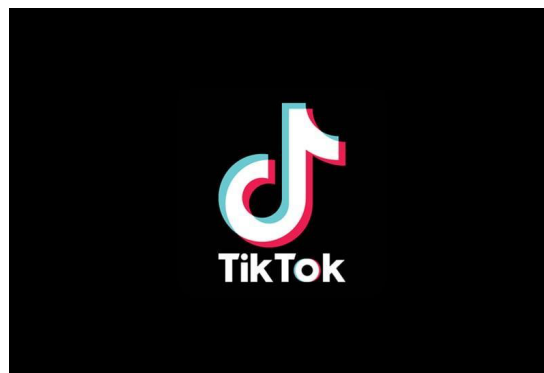

Figure 1.1 TikTok Logo

Source: Cloudcomputing (2020)

1.1.4 Live Stream Features

Livestreaming enables companies to form personal connections with their audience, which in return improves the chance of a sale being made. With live shopping, companies can easily include TikTok shopping content into a live stream. As a result, businesses may interact with their target markets in real time and provide viewers with the means to purchase the products they learn about during a livestream (TikTok, 2021). An social commerce platform where brands may show off their products or services in real time during streamed events. Moreover, users will be able to make purchases from the TikTok store by selecting the yellow shopping basket symbol. TikTok features that may be utilized during live streams namely (TikTok, 2021) :

1. Q&A, the questions asked by viewers will be shown in a side panel, making it simpler for the streamer to respond to them and engage with the audience and noted that hosts on TikTok live have the ability to moderate comments and decide whether or not they appear during a live streaming.

2. Go live together with multi-guest, hosts may now have many guests join them during their live streams. Each viewer may request a guest, and hosts can invite up to a certain number of guests to join them in either audio or video. During the ongoing Go live together, other viewers may send gifts to the brands and guest.

3. Improve livestreams by adding a moderator, the livestream will be more welcome to viewers if moderators are present to monitor comments and prevent cyberbullying (Hamilton et al., 2014), to ensure a live stream runs well and keeps viewers interested, it's important to have moderators.

4. With live rankings it is helpful feature for quickly identifying the most popular TikTok live streams of the week.

However, users require 1,000 or more followers to be eligible for TikTok live and everyone above the age of 18 can begin streaming with TikTok live after this option is checked.

1.2 Research Background

The rapid evolution of e-commerce in Asia Pacific regions has strengthened its reputation, a subset of e-commerce characterized by the use of social media and web 2.0 application (M. Hajli, 2013). According to Hajli (2015) and Lu (2016), social commerce is a new e-commerce trend that arise from the usage of social media to enable customers to communicate on the Internet.

The worldwide social commerce market is expected to increase from $492 billion in 2021 to $1.2 trillion in 2025, three times as quickly as traditional ecommerce, according to a report by Accenture (2022) and a report from an analysis published by Accenture titled "Why Shopping's Set for a Social Revolution" in the recent year, stated that over 2 billion (64%) of social media users made a purchase in social media. According to eMarketer (2022), the retail social commerce industry in the United States alone is expected to exceed US$56 billion by 2023. The potential are numerous, given the continually expanding market sizes. According to Statista (2023) in Figure 1.2 below, in 2023, the gross merchandise value (GMV) of social commerce in Indonesia was estimated at approximately 8.2 billion U.S. dollars. The value was forecast to increase almost threefold, reaching 22.1 billion U.S. dollars by 2028. However, according to Populix (2022), 46 percent of Indonesians are still unaware of social commerce platforms in their country.
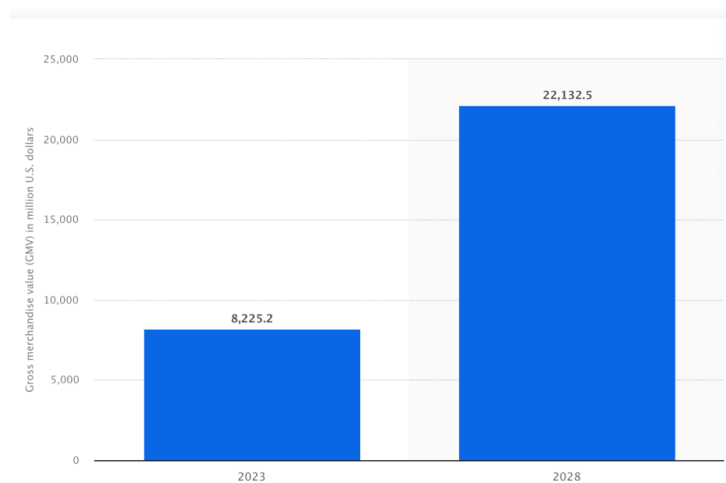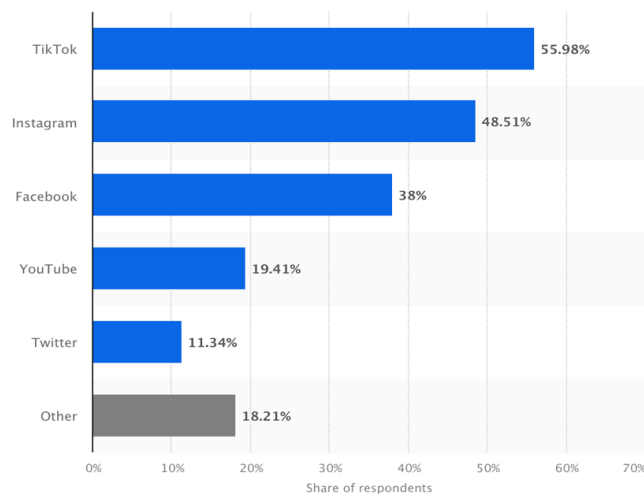

Figure 1.2 GMV of social commerce Indonesia 2023-2028

Source: Statista (2023)

A survey from Statista (2023) revealed, that TikTok has massive appeal in Indonesia, after United States with 116.49 million, Indonesia has the most users, with 112.97 million. Moreover, according to a survey on social commerce conducted by Rakuten Insight in Indonesia in 2023, approximately 56 percent of respondents answered that they used TikTok for purchases during the last 12 months in Indonesia as of February 2023, shows in Figure 1.3 below. TikTok is currently a social networking platform or program with its own unique ability to capture the attention of its users. This TikTok program is being developed and is utilized not only for fun but also for digital marketing (Hilal Ramadhan et al., 2021). The launch of TikTok was just a few years ago and now TikTok quickly has become one of the most popular platforms, with a rapid growth in user numbers (Montag et al., 2021). TikTok has now adapted and improved. A successful strategy to social commerce in general is one that integrates experience and transformational technology with the tools and skills to adjust quickly.

Figure 1.3 Commonly used social media platforms for social commerce Indonesia 2023

Source: Statista (2023)

Based on Figure 1.4 below, according to survey by Statista (2023), on social commerce conducted in 2022, 54 percent of Indonesian respondents stated that they intended to use TikTok Shop to buy products or services in the future with 60 percent of female and 48 percent of male Indonesian respondents, ranking it higher than

platforms belonging to the bigger Meta family, such as Instagram Shop (35%), WhatsApp (30%) and Facebook Shop (21%). Noted, that TikTok shop was launched in Indonesia in 2021, while the WhatsApp shop, Facebook shop, and Instagram shop were released first in 2020. The same survey indicated that ten percent of Indonesian consumers did not intend to use any social media platforms for future purchases. TikTok Shop is a distinctive shopping feature on an application with a music and video platform. TikTok Live Shopping allows sellers to simply carry out online promotions. So live Streaming is a common way for TikTok Shop sellers, creators producers, and TikTok influencers to advertise and offer a variety of products to their respective audiences (Burhanudin, 2022). In which TikTok offering product upload, purchase option, shipping, and fulfillment all inside TikTok and the ability to tag the items within screen on live streaming is the ideal method to enhance the consumer journey and direct them to learn more about the products.
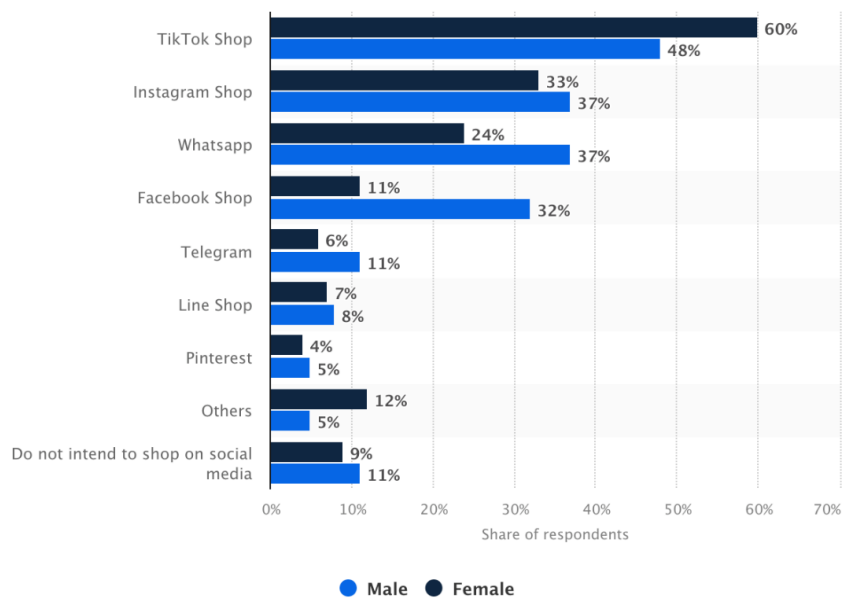

Figure 1.4 Intention to shop on social media Indonesia 2022, by platform & gender

Source: Statista (2023)

According to IDN Research Institute (2022) the Gen Z (born between 1997 and 2012) is currently the biggest generation group in Indonesia with 27.94% of the total population or 74.93 million people. Their significant might even be bigger than that of the Millennials, which makes up the second largest generation in Indonesia with

6

25.87% of the total population or 69.38 million people. According to Populix (2022), 40% indonesia Gen Z uses TikTok on daily basis, type content that Gen Z likes is video-based content and followed by livestream.

Livestream shopping is the latest innovative social commerce concept because many innovations in the realm of live broadcasting add excitement to business. A survey conducted by We are Social (2023), In the third quarter of 2022 in Indonesia revealed that keeping in touch with friends and family was the most popular reason for using social media among Indonesian internet users, as stated by around 61 percent of respondents and watching live streaming occupies a fairly high position, with 38% of respondents watching live streaming when using social media. The tendencies of internet users in Indonesia, where 98.5% have watched videos on the internet, including live streaming (Syana, 2021).
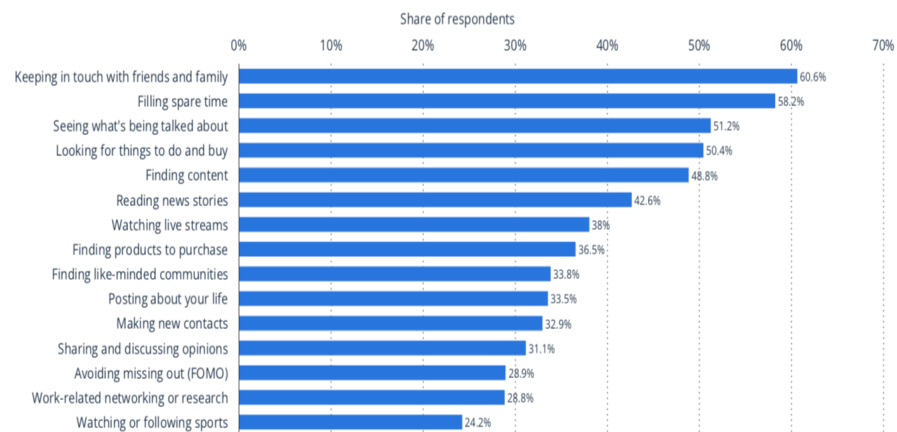

Figure 1.5 Main reasons for using social networks Indonesia Q3 2022

Source: Statista (2023)

The Survey conduct by Snapchart (2022) reported that 83% people in Indonesia have watched live shopping promotion and 61% of them have bought some items from it and according to Influencer Marketing Hub (2023), 40 percent of TikTok Gen Z have purchase at least one product or service while watching a live stream, which facilitates businesses to extend their sales channels via live streaming commerce. Compared to other live streaming industries, live streaming shopping has become an emerging representative industry with its speed and scale of development (Wang et al., 2019). Live communication has been improved, and the emphasis has shifted to making networks more visible. In a similar vein, the development of live

streaming has become a deal that may produce enormous interactions with the label of being live on a virtual platform. Live streams are now the most appropriate way to leverage social presences since they allow viewers to immediately interact with the presenter and ask questions about the product (B. Lu et al., 2016). With live commerce, the buyer and the seller may have a two-way conversation in real time. Based on the Figure 1.6 below, according to a survey conducted by Snapchart (2022) on live shopping in Indonesia conducted in October 2022, 69 percent of Indonesian respondents used TikTok to watch live shopping, makes TikTok as the leading social media platform to watch live shopping.
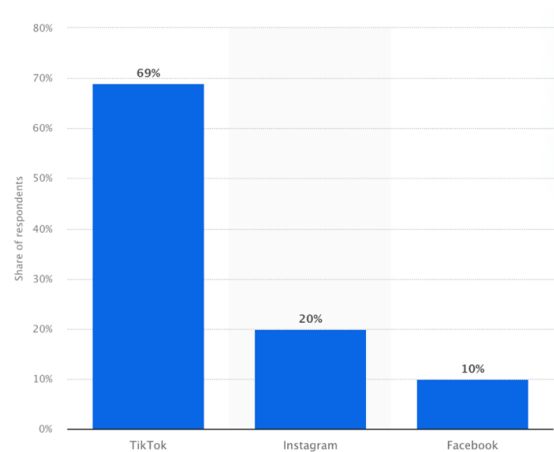

Figure 1.6 Leading social media platforms to watch live shopping Indonesia 2022

Source: Statista (2023)

The TikTok live streaming phenomena refers to the process of live streaming audio and visual content over the internet using the TikTok application. TikTok live streaming may be utilized to broadcast a variety of content, including education, tutorials, and even news. Brands may engage with audience in real-time by organizing a live Q&A or Live together function. Chatroom functionality allows viewers on the streamer's channel to leave comments and engage with one other. At the same time, the host interacts with viewers via chats and interaction feature that were provide on live TikTok consist of live together and discussions namely, Q&A (Hu et al., 2017). By bringing back the social element of purchasing, social commerce is helping to improve the online shopping experience for consumers.

An unique way in which TikTok sells its products, particularly via live

streaming, using TikTok's live shopping feature, businesses can showcase their products in real time through livestreamed events. With live streaming, it can erase the constraints of being on different location by allowing real-time, full-interaction in multisensory media like message, sound, and video, live streaming shopping gives customers the impression that they are really there at the shopping location (Li, 2019). Moreover participating in these sessions allows TikTok users to shop without leaving the app, the sold products may be seen in the yellow basket display case located at the bottom left corner of the screen and in that small yellow basket there are a listing of products, which enable viewer to simultaneously scroll and buy the product that was offered while watching live streaming that is currently running and on TikTok itself there are six payment method available, including Ovo, COD, GoPay, Dana, Bank Transfer, and Credit Card. This facilitates interaction and dialogue between streamer and viewer while cutting down on the time, energy, and money normally spent on the purchasing process and searching for the product page. A TikTok shopping-enabled feature that allows the community to search and purchase straight from livestream.

Allows buyer to connect with seller in a cost-effective manner that is not possible in-store, then consumer receive detailed product reviews and provide recommendations that directly shows which reduces a lot of barriers to making an online transaction and so each buyer can anticipate the same level of interaction and care as they would in a physical store, creating a mutual gain for both the buyers and the brands. By using the live streaming approach, when advertise a product that cannot be proven with caption or images only, but it will be support by live streaming as in a collection of moving photos that shown in real time, which can be freely demonstrate a product or service to be sold then allows viewer to purchase the product or service introduced while watching the stream without being recorded or edited first (Zhang et al., 2022). According to Sun (2019), the streamer able to interact with the viewer directly with live streaming and shopping while live, provides users with a more natural shopping experience, showcasing its potential as a different form of social commerce.

According to Ninja Xpress (2022), sales strategies that include real-time interaction, like TikTok's live selling feature, are showing great promise right now. TikTok reported that the company had a 411.7 percent rised in gross merchandise value and a 564.1 percent increase in TikTok Shop orders during the January 2022 Shopping Hoki Sale program throughout the event period (January 20th through the

26th, 2022) compared to the preceding time, shows in Figure 1.7 below. An individual's interest in an item is shown in their intention to engage in a set of actions designed to get them closer to or purchase it, customers' intentions to use live streaming shopping to make purchases from brands (B. Lu et al., 2016).
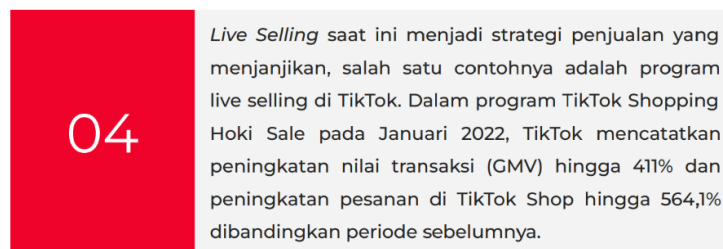

Live Selling saat ini menjadi strategi penjualan yang menjanjikan, salah satu contohnya adalah program live selling di TikTok. Dalam program TikTok Shopping Hoki Sale pada Januari 2022, TikTok mencatatkan peningkatan nilai transaksi (GMV) hingga 411% dan peningkatan pesanan di TikTok Shop hingga 564,1% dibandingkan periode sebelumnya.

Figure 1.7 Live Selling GMV in Indonesia

Source: Ninja Xpress (2022)

However, in addition to the infancy of live streaming commerce, there is still a few of studies explaining the phenomenon in Indonesia. As the social commerce market in Southeast Asian countries, including Indonesia, has just emerged, it should be captured as a potential market to explore more factors that influence consumers' purchase intentions through the live streaming commerce environment (W. K. Chen et al., 2022). According to Sun (2019), who looked at live streaming shopping from the standpoint of IT affordance, they discovered that the technical characteristics of live streaming shopping had a positive influence on customers' intentions to make a purchase. The phenomenon of shopping through live streaming is the fastest growing digital marketing in the world with the help of affordance technology (Zheng et al., 2022). According to prior studies, technology is the main element in live streaming. Selecting on a platform to host the stream and facilitate e-commerce. As users do not engage with an item before or without recognizing what it is useful for, affordances in IT emerge from the relationship between the object and the goal-directed user technical items' potential for facilitating exchange between buyers and sellers. This makes shopping more personal and informative for everyone. When customers use and interact with live streaming shopping, affordance is thereby generated (Aladwani, 2017). The concept of affordance has been used in several previous studies of social commerce (Dong & Wang, 2018; Lin et al., 2019). Thus, we believe that this concept is suitable for studying live streaming shopping as a new form of social commerce (Sun et al., 2019). Affordances, in this perspective, are formed via interactions between

individuals and the physical qualities of the objects with which they come into touch. According to Dong & Wang (2018), the term "IT affordances" is to describe the opportunities presented by technological capabilities in social commerce to people with a particular set of skills and objectives. According to Sun (2019) study suggested that IT affordance in live streaming are visibility, metavoicing, and guidance shopping.

Visibility affordance, as defined by Dong (2016), is the capacity of technology to make product information visible to clients, which satisfies their need for how to use the product they are about to purchase or have already purchased. The benefit of live streaming shopping on TikTok is that we can view things not only in the form of photographs, but also in the form of moving visuals, so there is no doubt about authenticity. In order to make the product seem more genuine and to dispel any suspicions of picture manipulation. have the option of having the host to test the product for the viewer. Interact with the streamer to see the product from multiple angles, see the production process (Z. Lu et al., 2018). The viewers have the ability to make requests to the streamers, asking them to test out a product or service that is being sold or that the viewers are interested in purchasing (Hamilton et al., 2014). For example of visibility affordance, according to Figure 1.8 below, once every three weeks Gen Z TikTok users are interested in making a purchase through TikTok live because seeing the product being used in real time is more appealing than seeing it in a picture.
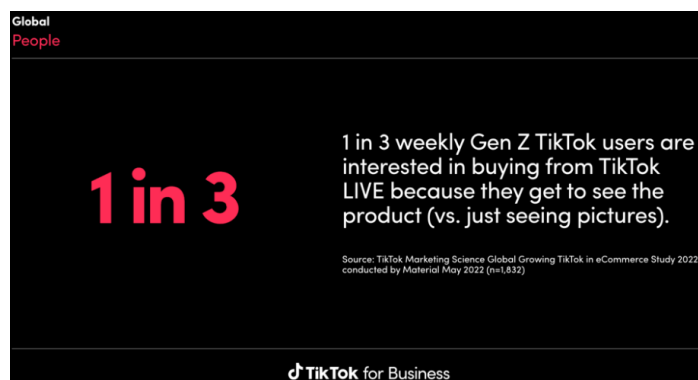

Figure 1.8 Gen Z Reason to Purchase on Live Streaming

Source: TikTok (2022)

Metavoicing giving buyers a voice in e-commerce action and communicated with seller throughout the live stream (Dong et al., 2016; Dong & Wang, 2018). The

audience may interact with the presenter in real time by asking questions and receiving answers on the product. To top it all off, customers may interact with one another to comment on products and share opinions. Zheng (2022) stated that communication occurs not just between the streamer and the viewer, but also between the viewer themselves. Live-streamed shopping is discovered to promote affordance when used and interacted with by consumers, the availability of interactive elements such as live chat, likes, emojis, etc., and the commission structure are all factors to be taken into account (Aladwani, 2017). It is a technology capabilities of live stream feature on social media that people may quickly and easily share their thoughts and opinions at the same time as the streamer. Live streaming shopping allows viewers to interact with the streamer through a public chat rooms. According to previous study from (Stephen & Toubia, 2010) claimed that consumers' ratings, reviews, comments, suggestions, and interactions with merchants may all help build trust in line with live streaming features reduce customer uncertainty and increase their intention to buy (C.-D. Chen et al., 2022) and with its own distinct features and the help of IT affordance capabilities, real-time interaction between buyers and sellers can greatly enhance information transparency. Customers can interact with the streamer in real time through barrage questioning during any live streaming shopping period, it not only can shorten the perceived distance between buyers and sellers but also can effectively reduce customers' uncertainty about products (Dong et al., 2023).

Guidance shopping in live-streaming shopping, improve consumers' capacity to purchase by provides a custom, interactive experience to consumers (Dong et al., 2016; Dong & Wang, 2018). With live streaming, streamers may offer customers with more in-depth transactional details through real-time videos, and customers can engage with the streamer in real-time. Furthermore, live streaming emphasizes the need of streamers providing customized guidance shopping (Y. Lu et al., 2022). Live streaming allows buyers to obtain more intuitive and personalized information. Streamers promote things and engage with viewers in real time via live streaming. Thus, with live streaming, it is able to deliver in detail the information required by each consumer who has different demands resulting in a more personalized and engaging experience (Sun et al., 2019).

For example of visibility affordance, metavoicing affordance and guidance shopping affordance, according to Figure 1.9 below, (a) the opinion of Indonesian live shoppers fashion product and unique items from Yogyakarta, Indonesia. Athika Devi

(32 years) who have used live TikTok as a means of shopping, stated that by using live streaming on TikTok for shopping, they can gather as much product information as they needed directly from the live shopping session to help them decide if they want to buy it right then and there. Another live shoppers of snacks and unique items, Ferisa Mega (26 years), a special project assistant manager from Jakarta, Indonesia stated that when shopping from live selling, they saw how the seller uses the product and listen to how they describe the product that makes them want to buy the product and there is a sense of urgency that is not obtained from other channels. It can be concluded that with the IT affordance dimension, combining visibility affordance and metavoicing affordance, live streaming gives the host, an ability of visibility affordance to display various parts or the tutorial of a product or service in real time, and throughout the live stream session for the viewer to watch and with metavoicing the viewer has the opportunity to engage with the host by asking questions or providing feedback (Hu & Chaudhry, 2020) and with guidance shopping affordance, host can provide a guidelines or tutorial on how to operate the product or service that the consumer will purchase when shopping online, can make it easier for consumers to find information about the products they need (Wardhana, 2015).

"Saya dapat mengumpulkan informasi produk sebanyak yang saya butuhkan langsung dari sesi *Live Shopping* untuk membantu saya memutuskan apakah saya ingin membelinya saat itu juga."
Athika Devi, 32, Freelancer, Yogyakarta, Indonesia
Live Shopper produk fashion dan barang-barang unik

"Ketika saya membeli dari sesi *Live Selling*, saya melihat bagaimana penjual menggunakan produk, saya mendengarkan bagaimana mereka mendeskripsikan produk, saya merasa ingin membeli produk. Ada rasa urgensi yang tidak saya dapatkan dari saluran [penjual] lain."
Ferisa Mega Putri, 26, Special Project Assistant Manager, Jakarta, Indonesia. Live Shopper makanan ringan dan barang-barang unik

(a)

"Menurut aku yang menarik itu karena mereka (penjual) berinteraksi sama penonton (sesi live) mereka baca komentar-komentar penonton, merespons permintaan kita yang calon pembeli ini. Misal kita tanya-tanya, mereka ngelayanin terus. Produknya pakaian misalnya, kita bisa minta mereka peragakan juga. Gitu-gitu sih yang bikin menarik."
Afini Fifi, 23, seorang mahasiswi dari Kota Malang yang telah terbiasa menggunakan layanan belanja *online*.

"Dengan adanya adanya *live* tersebut kita jadi yakin mau beli barang tersebut. Juga sebaliknya, dengan adanya *live*, produk yang awalnya di foto bagus, ternyata kita sadar, atau lihat kurang bagus, kita bisa putuskan nggak jadi beli,"
Aprilia Eka, 24, pengguna layanan *livestream shopping* asal Kota Banjarmasin.

(b)

Figure 1.9 TikTok Live Shopping Users

Source: (a) Ninja Xpress (2022) and **(b)** Valid News (2023)

13

Based on Figure 1.9 above, (b) In a recent interview with Validnews (Wijaya, 2023). This was stated by Afini Fifi (23 years), a student from Malang who is already accustomed with using online shopping services. Fifi was originally familiar with how to shop through the marketplace, but recently started to be interested in livestream shopping, especially on TikTok. Fifi said "I think what's interesting is that the seller interacts with the audience (live session). They read the comments from the audience, responding to our requests as potential buyers. For example, if we ask questions, they continue to serve us. The products, clothes for example, we can ask them to demonstrate too and that's what makes TikTok live streaming shopping interesting. According to Fifi, this new feature provides a more better experience. In addition to the quality of the interactions that occur, shopping in this new way is also considered more attractive because it is able to provide more accurate, more real information to potential buyers. This is because, when live, the appearance of a product can be examined more closely, both in terms of size, shape and color. This is different from the case, when we only look at the product photos. Usually, photographs are only observed from a limited point of view. Thus live sessions provide a more real perspective on a product. This event occurs, because of the existence of IT affordance namely, visibility affordance, metavoicing affordance and guidance shopping affordance with visibility affordance the buyer can see the product more clearly and detailed, with metavoicing they can interact directly through live streaming and with the guidance shopping the viewer can ask the streamer to demonstrated the product. Accordance to Sun (2019), that revealed consumers purchase intention on live streaming was positively influenced by the Information and technology affordances namely the visibility affordance, metavoicing affordance, and guidance shopping affordance.

However, In the case of visibility affordance, people will decide not to buy when they see that the product on the live streaming is not as good as in the photo. Not to mention, product photos are often manipulated with various visual touches. For example, based on the Figure 1.9 above, (b) Aprilia Eka Putri (24 years), a resident from Banjarmasin, and frequent user of a livestream shopping service. According to aprilia, with the live streaming shopping, we became convinced that we want to buy the product also on the contrary, with the live streaming shopping, the product that was originally in the photo is good, it turns out that we realize or see that it is not good, we can decide not to buy it. Not to mention, product photos are often manipulated with

various visual touches.

Metavoicing affordance is also particularly popular among firms engaged in ongoing knowledge conversations with their customers since customers are able to share not simply their ideas with the organization, but also their reactions to others' ideas. This leads to biased views of the accuracy of the comments. The participants actually represent a small subset of the more general population, which can dampen diversity and engagement as individuals who might challenge others choose not to metavoice (Preece & Schneiderman, 2009). Moreover, the ease with which votes are made allows individuals to influence others simply by being part of a count without giving much thought to the issue itself and without being engaged in a dialogue that might surface incorrect assumptions (Dixon & McNamara, 2008). For example, Negative online comments usually contain some negative information about product quality or service level, which has a negative impact on reducing the perceived risk of potential buyers and forming the initial trust of potential buyers (Ruan, 2015). Wu (2019) found that when consumers come into contact with negative information about enterprises, they will choose to refuse to buy to avoid negative consequences and enhance their sensitivity to perceived risks. At this time, consumers will generally judge the risk degree of products before considering whether to buy them. In conclusion with metavoicing, there are case that potential buyers may not purchase because there are negative comments on the bullet screen that can be seen by other viewers

In the case of guidance shopping affordance, the product recommended by the streamer do not match the customer's expectations or needs and the streamer is not professional in serving the customer, so this can be a negative influence for the company and cause the customer not to recommend other people to shop at that place.

Based on the background of the problem that has been described above, the purpose of this study is to know and analyze the relationship of IT affordances namely, visibility, metavoicing, and guidance shopping that influence consumers purchase intentions specifically on live streaming platforms through social media. This study examined live streaming shopping through social media TikTok due to its popularity in Indonesia and choose purchase intention with a reason, based on the data elaboration above, 54 percent of Indonesian respondents stated that they intended to use TikTok Shop to buy products or services in the future with 60 percent, proves that Indonesian intention to shop on TikTok is high in the future and with a high number of Indonesians

watching live streaming shopping on TikTok. So no doubt that there is a high intention to buy on TikTok live streaming shopping in the future, moreover with evidenced by how much GMV customer purchases have increased through live selling activity on TikTok.

The author did some preliminary research on the IT affordance variable in TikTok's live streaming shopping to support this study. This preliminary study's findings will provide the insights on users' intention to purchase when using the live-streaming shopping TikTok app. An online Google form was used to collect data from 35 respondent who had visited or watched TikTok live streaming shopping. The following is a table of pre-research results:

Table 1.1 Distributed Questionnaire Table Result (35 Respondent)

NO	VARIABLE	QUESTION	ANSWER	
			AGREE	DISAGREE
1	IT Affordance (Visibility)	Visibility affects purchase intention when shopping on TikTok live streaming	97.1%	2.9%
		Visibility makes me buy a product/service on TikTok live streaming	100%	0%
		Visibility affordance is very important when shopping on TikTok live streaming.	91.4%	8.6%
		visibility affordance on TikTok live streaming is positively affects purchase intention.	97.1%	2.9%

NO	VARIABLE	QUESTION	ANSWER	
			AGREE	DISAGREE
1	IT Affordance (Metavoicing)	Metavoicing affects purchase intention when shopping on TikTok live streaming.	97.1%	2.9%
		Metavoicing makes me buy a product/service on TikTok live streaming.	97.1%	2.9%
		An easy direct interaction between sellers and buyers directly during TikTok live streaming makes me interested in knowing more details about a product/service.	97.1%	2.9%
		The affordance of metavoicing is essential when shopping on TikTok live streaming.	91.4%	8.6%
		Metavoicing affordance on TikTok live streaming is positively affects purchase intention	94.2%	5.8%

NO	VARIABLE	QUESTION	ANSWER	
			AGREE	DISAGREE
1	IT Affordance (Guidance Shopping)	Guidance shopping affects purchase intention when shopping on TikTok live streaming.	97.1%	2.9%
		Guidance shopping makes me	100%	0%

			ANSWER	
		buy a product/service on TikTok live streaming.		
		With direct guidance shopping on TikTok live streaming shopping, we easily get items that meet the needs such as a personalize items by knowing the item information or knowing in detail a product/service.	94.2%	5.8%
		Guidance shopping affordance is very important when shopping on TikTok live streaming.	97,1%	2,9%
		Guidance shopping affordance on TikTok live streaming is positively affects purchase intention.	94.2%	5.8%

NO	VARIABLE	QUESTION	ANSWER	
			AGREE	DISAGREE
1	Customer Behavior (Purchase Intention)	Will use TikTok live streaming to purchase product/service.	85.7%	14.3%

		I feel satisfied using live streaming shopping on the TikTok application so I will recommend it to my family and friends.	91.4%	8.6%
		I will consider TikTok live streaming shopping as my first shopping choice.	97.1%	2.9%
		Looking for information about products sold on live streaming shopping TikTok.	97.1%	2.9 %
		With the live streaming feature on TikTok, it is proven that there is no fraud in selling products/services.	97.1%	2.9 %

Based on the pre-survey results on Table 1.1 above, there are findings from the IT affordance variable in the live streaming TikTok application, and they are as follows, based on the responses from 35 people who participated in a random distribution of pre-research questionnaires:

1. In the variable dimension of IT affordance (Visibility), 97.1 percent of respondent agree that visibility affects purchase intention in an online buying and selling activity. However, as many as 2.9 percent of respondents think that visibility has no influence at all. So with the visibility affordance makes respondents want to buy goods or services on the live streaming feature with a percentage of 100% agree and a percentage of 91.4 percent consider visibility very important when shopping online, meanwhile 8.6 percent disagree. Visibility has a positive effect on customer purchase intention because most of

them agree with the percentage of 97.1 percent and the rest with a percentage of 2.9 percent disagree.

2. In the variable dimension of IT affordance (Metavoicing) as many as 97.1 percent of respondents agree that metavoicing on live streaming shopping affects the purchase intention of respondents and users who disagree as much as 2.9 percent, and with metavoicing makes respondents want to buy a product on TikTok live streaming with percentage agree 97.1 percent and disagree 2.9 percent and 97.1 percent agree that the availability of metavoicing allows for direct interaction between customers and streamers, providing consumers a pleasant and welcoming experience while also shortening the apparent distance between consumers and streamers, so mostly 91.4 percent respondents agree that the affordance of metavoicing is important and has a positive effect as much as 94.2 percent of respondents agree.

3. In the variable dimension of IT affordance (Guidance Shopping) 97.1 percent of respondents agree that guidance shopping affects purchase intention in an online buying and selling activity. However, as many as 2.9 percent of respondents think that guidance shopping has no influence at all. So with the guidance shopping affordance makes respondents want to buy goods or services on the live streaming feature with a percentage of 100 percent agree and with the guidance shopping, we can easily get items that meet the needs of respondents such as a personalize items by knowing the item information with value of 94.2 percent agree and shopping guides are very important when we shop online with a value of 97.1 percent agree and 2.9 percent disagree also 94.2 percent of respondents agree that shopping has a positive impact on purchase intention and 5.8 percent disagree.

4. In the variable dimension of Customer behavior (Purchase Intention) 85.7 percent agree, will use the live streaming feature to purchase product or service and 91.4 percent of respondents stated that they are satisfied using live streaming shopping on the TikTok app and will recommend it their friend and family. 97.1 percent of respondents agree that they will consider live streaming feature as their first choice to purchase product on online. However, 2.9 percent disagree. With 97.1 percent Looking for information about products sold on live streaming shopping TikTok and furthermore as many as 97.1 percent agree with live streaming proven that there is no fraud in selling goods or services.

meanwhile, 2.9 percent disagree.

Based on the results above, it can be concluded that almost all dimensions almost have perfect 100% values, this study aims to determine how IT affordance influences the purchase intention of people who watch content via live streaming on TikTok. The advancement of technology is crucial to the success of this sector. Live commerce is becoming more and more common as a result of technological advancements. Live streaming technology is rapidly gaining traction across several e-commerce websites, businesses, and brands today because of how relevant it is to the industry as a whole. Many innovations in the realm of live broadcasting add excitement to live business. Our modern technologies are now really instantaneous. Live communication has been improved, and the emphasis has shifted to making networks more visible. In a similar vein, the development of live streaming has become a deal that may produce enormous interactions with the label of being live on a virtual platform. With live commerce, the buyer and the seller may have a two-way conversation in real time. Real-time interaction promotes understanding between the two sides.

Based on the phenomenon of data and facts, the author believed that understanding the influences of IT affordance on consumers intentions to purchase would lead to better business outcomes and facilitate more productive live streaming shopping experiences on TikTok live streaming shopping will conduct a study entitled **"Influence of Information Technology Affordance on Purchase Intention on TikTok's Live Streaming Shopping".**

1.3 Statement of the Problem

Based on the research background explained, the problem statements can be formulated as follows:

1. How is the IT Affordance (Visibility, Metavoicing, Guidance Shopping) and Purchase Intention on TikTok live streaming shopping?

2. How is the influence of visibility affordance on purchase intention on TikTok live streaming shopping, partially?

3. How is the influence of metavoicing affordance on purchase intention on TikTok live streaming shopping, partially?

4. How is the influence of guidance shopping affordance on purchase intention of TikTok live streaming shopping, partially?

5. How the influence of visibility, metavoicing, and guidance shopping on purchase intention of TikTok live streaming shopping simultaneously?

1.4 Objective of Research

The objectives of this study are:

1. To find out and analyze the IT Affordance (Visibility, Metavoicing, Guidance Shopping) and Purchase Intention on TikTok live streaming shopping.

2. To find out and analyze the influence of visibility on purchase intention on TikTok live streaming shopping.

3. To find out and analyze the influence of metavoicing on purchase intention on TikTok live streaming shopping.

4. To find out and analyze the influence of guidance shopping on purchase intention on TikTok live streaming shopping.

5. To knowing and analyzing the influence of visibility, metavoicing, and guidance shopping on purchase intention on TikTok live streaming shopping simultaneously.

1.5 Benefits of Research

The benefits of this research are as follow:

1. Practical Uses

   The practical use of this research is expected to be helpful for creativity and entrepreneurial intention related use of live streaming by provide knowledge regarding the effectiveness of using information technology affordance in marketing to increase consumer buying intention. This research can be used by all companies or brands to enter into the field of digital marketing on TikTok live streaming shopping in the future.

2. Theoretical Uses

   From this research it is hoped that it can provide new knowledge and expand the understanding about consumer behavior, especially with regard to consumer purchase intentions that are influenced by information technology affordance. After concluding the results of this study, so that it can be used as a reference or reference for other studies. Some of the data disclosed in this study are believed to be beneficial as a reference and further knowledge for others to do more in-depth research.

1.6 Writing Structure

CHAPTER I INTRODUCTION

This chapter will be described briefly in the general description of the object of research, research background, problem formulation, research objectives, the usefulness of research, and systematics of writing.

CHAPTER II LITERATURE REVIEW AND SCOPE OF THE RESEARCH

This chapter will be described in a review of research literature, framework, and scope of research.

CHAPTER III RESEARCH METHODOLOGY

In chapter III will be described on the type of research used, operationalization of variables, population and sampling techniques, types and techniques of data collection, resource, analytical techniques, and the flow of research.

CHAPTER IV RESEARCH RESULT AND DISCUSSION

In the chapter, IV will be described on the characteristics of respondents, research results, and discussion of research results.

CHAPTER V CONCLUSION AND SUGGESTION

This chapter V describes the conclusions derived from the results of the research, and the suggestions provided by the authors.