Repurchase Intentions in TikTok's Live Streaming for Oclo: Product Quality, Price, and Sales Promotion Influences

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ABSTRACT

Live streaming is a form of marketing that is growing rapidly on social media platforms, especially in the TikTok application. Currently, Tiktok Live is one of the best promotional ways for TikTok sellers to sell their products. The various advantages of Tiktok Live are felt by sellers considering that live store broadcasts can be visited by hundreds of thousands of viewers every day, sales increase up to three times and bring in new followers. The fashion business is one thing that has an impact on everyday life because fashion is a necessity, as has been done by Oclo Official, namely conducting live streaming on TikTok to market its products. This research aims to analyze the influence of product quality, price and sales promotions on users' repurchase interest in Oclo live streaming on the TikTok application. This study uses a quantitative approach. Samples were taken using purposive sampling technique, and 100 respondents were taken from live streaming viewers on the official TikTok Oclo. The data analysis techniques used are validity, reliability, multiple linear analysis tests, classical assumption tests, hypothesis tests (t test and f test), and R determination. Multiple Linear Regression Analysis is used to determine the relationship between the independent variables Product Quality (X1), Price (X2), Sales Promotion (X3) and the dependent variable Repurchase Intention (Y).
***Keywords**: Product quality; Price; Sales promotion; Repurchase Interest.*

INTRODUCTION

Fashion business is a business that operates in the clothing sector, whether it is something that is worn on the body or that beautifies the appearance of the body. The fashion business will always provide profits because fashion will remain a need for many people. style in Indonesia is now more and more developing following the flow of modernization. This development makes society a society this is selective in figuring out its way of life. way of life is closely associated with fashion, due to the fact fashion will help a person's look to make it more appealing and come to be a fashion center in society. style products include merchandise that may be ate up inside the long time because those merchandise are used with normal use of three hundred and sixty five days. fashion products include clothing, footwear, bags, add-ons, and so on(Mukrimaa et al., 2016)

*Digital*Marketing is the use of the internet as a technology that connects two-way communication between sellers and buyers. Digital Marketing helps companies market their products and services, so that they can be easily reached by consumers who are looking for these products. Establish virtual personal communication with consumers to share information and receive suggestions for products and companies. With digital marketing, you can help sellers create products that have quality, service and provide a better experience for consumers.(Yudiana, 2020)

Tiktok is a social media that displays content in the form of short videos which are also accompanied by audio. Tiktok has become a media that people like, especially the millennial generation, because this social media uses video-sharing, the results of which can be shared and responded to by other users. Videos on Tiktok can also be shared via FB, Twitter, Instagram and Tumblr, apart from that in (Christy , 2021)

*live streaming*is an interactive and engaging medium that focuses on its users by offering real-team interaction between customers and sellers.(Siregar, 2022)Stating that Live can create a competitive

advantage for social commerce compared to e-commerce. Because consumers can see the goods directly and see who is selling the product. Viewers or audiences can comment and communicate with each other via the text-based chat feature.

TikTok is onevideo platformoh youshort sik dikeNalkan Oleh Zhang Yiming knowsn 2016 and owned by olehperusahaan Byte*Dance.*Te platformrsema'amt is tefour untuk mengekspreSikan Kremy activityTheni videooh that's mecreate pegenuine experience (genuine), meinspire, and meNyewin, the Tiktok application toono wayrut memperkeintroduce fitunew rthat isTiktok For Mom*ssiness*selike bentuk innovation and eksperimen from the tiktok u appntuk membeprovide a platform for pein demandbusiness application. New wayTikTok untuk mepresent bevarious kinds of featuresnew rone ofthat isyourlai mego tomarket e*commerce* dejust meadd featuresr bego online. SeAnother Tiktok for ma'am*siness*currently Tiktok junopethat's meadd featuresr berudon't knowtan ketherese*commerce*in the profile biography. This service is similar to dewith Instagram in the profile section, where pewaitna others can meMsyou knowtan and straightng masuk totheres terkait. Seaccompaniment dethat's allIt's just that PE is widespreadwaitnaan tiktok among children remaja even peonline business, meMsat pemy business competitionbecome very ketat.(Azizah, 2021)

Currently, Tiktok Live is one of the best promotional ways for TikTok sellers to sell their products. The various advantages of Tiktok Live are felt by sellers considering that live store broadcasts can be visited by hundreds of thousands of viewers every day, sales increase up to three times and bring in new followers.

*Oclo Official*is a business that operates in the fashion sector, has a business by opening its own clothing boutique and also markets its products via social media which has become known to many people, especially young women. They sell various clothes, hijabs and women's bags which are very appropriate to the times or according to the clothes needed by buyers(Taufik, 2022)

Previous research conducted by Helmin Tety Saputri Harita and Onan Marakali Siregar with the title"The Influence of Direct Marketing and Product Quality on Repurchase Interest in Tiktok Live Streaming Marketing".

Promotion according to(Situmeang, 2022)is conveying or communicating the advantages of goods and convincing consumers to purchase these goods. Promotions aim to make buyers interested in trying new goods, attract buyers to switch from competing goods, make buyers switch from old goods that are already selling well, and to support or reward loyal consumers.

Price is the amount of money exchanged for a product or service. Furthermore, price is the sum of all the values that consumers exchange for the amount of benefits by owning or using goods and services. (Sciences, 2020)Peherelaian ofsefruit prices are intetap memiLiKiaspek dejust my goalherelaiconsumern, That meobedient(Amstrong, 2021)menjeweld indiprice, yesThat's KetePrice range, suitability of prices with product quality and price competitiveness.

According to*(the influence of price discounts, endorsements, and viral marketing on purchasing decisions on TikTok sh*op, 2019)Repurchase interest is purchase interest that is based on purchasing experiences that have been made in the past by consumers. Explains that repurchase interest can be identified by several indicators, namely (1) referral interest, which is a person's interest in referring others, (2) exploratory interest, which is a person's interest in looking for information on the product they want, (3) transactional interest, namely the tendency to transact and buy products, and (4) preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product.

METHOD

In associative quantitative research with causal identification. Causal associative research is a formulation of a research problem that has the nature of asking about the relationship between two variables or more. This research was conducted from April 2023 to July 2023. A causal relationship is a relationship that has the nature of cause and effect. The population in this research was taken from live viewers on the tiktok account @ocloofficial. The sample size for this research is really needed for the success of the questionnaire, so the sample size for this research is 100 people. This research uses non probability sampling method with purposive sampling technique. Non-probability sampling method is a technique that does not provide the same chance or probability for each element or member of the population to be selected as a sample. To take samples from the population based on certain criteria, namely having a

TikTok application account, live viewers on the TikTok account @ocloofficial. The data analysis technique uses multiple linear regression.

RESULT AND DISCUSSION

The findings suggest that product quality holds a significant influence on users' repurchase intentions within live streaming Oclo on TikTok. Consumers tend to prioritize products that are perceived as high-quality, indicating the importance of maintaining and improving product standards to foster repeat purchases.Moreover, the impact of pricing strategies appeared to vary among users, emphasizing the need for a balanced approach between competitive pricing and maintaining perceived value through product quality. Some users were driven by competitive pricing, while others were willing to pay higher prices for superior product quality.

The role of sales promotions emerged as a pivotal factor in encouraging repurchase behavior. Special deals, discounts, or limited-time offers presented during live streaming sessions were effective in stimulating users' interest in repurchasing products, highlighting the significance of strategic marketing and promotional activities.

Understanding these influential factors—product quality, pricing strategies, and sales promotions—can aid businesses and marketers in devising effective strategies to enhance repurchase behavior within live streaming environments on TikTok. A comprehensive approach that focuses on maintaining product quality, strategic pricing, and engaging promotional tactics is crucial for fostering customer loyalty and increasing repurchase rates within the Oclo live streaming context on TikTok.

RESULT

1. Instrument Test Results

1) Validity test results

The validity test carried out in this research uses private correlation and is processed using an application*smart pls 4*Validity testing in this study was carried out on 100 respondents with an error level of 5% or 0.05, so the r table was 0.196, while the decision making was based on r count>r table

Table 1. Product Quality Validity Test Results

No	Items	r Count	R Table	Information
1	Question 1	782	0.196	Valid
2	Question 2	907	0.196	Valid
3	Question 3	877	0.196	Valid
4	Question 4	784	0.196	Valid
5	Question 5	869	0.196	Valid
6	Question 6	878	0.196	Valid

Based totally on table 1 above, the results of the validity test at the variablesProduct quality (X1) which includes 6 question items may be seen that each one objects are declared valid, due to the fact they have got a calculated r cost> 0.196. supply: processed information, (2023)

Table 2 Price Variable Validity Test Results

No	Items	r Count	R Table	Information
1	Question 1	852	0.196	Valid
2	Question 2	861	0.196	Valid
3	Question 3	841	0.196	Valid
4	Question 4	840	0.196	Valid

Based on table 2 above, the consequences of the validity take a look at on the charge variable (X2) which consists of 4 query items may be seen that every one objects are declared valid, due to the fact the calculated r price is >zero.196. source: processed records, (2023)

Table 3. Validity Test Results of Sales Promotion Variables

No	Items	r Count	r Table	Information
1	Question 1	949	0.196	Valid
2	Question 2	940	0.196	Valid

Based on table three above, the outcomes of the validity test at the sales advertising variable (X3) which consists of 2 question gadgets may be visible that every one objects are declared valid, because they've a calculated r value > zero.196 source: processed data, (2023).

Table 4. Variable Validity Test ResultsRepurchase Interest

No	Items	r Count	r Table	Information
1	Question 1	869	0.196	Valid
2	Question 2	858	0.196	Valid
3	Question 3	847	0.196	Valid
4	Question 4	828	0.196	Valid

Based on table three above, the results of the validity test at the variable Repurchase interest (Y) which includes four question gadgets may be seen that all items are declared valid, because they have got a calculated r price > 0.196 source: processed data, (2023).

2) Reliability Test Results

The results of the reliability check may be seen by the importance of alpha a. if the alpha price is > zero.6 then it's far declared dependable, if the alpha cost is < zero.6 then it is declared unreliable.**Table 5. Variable Reliability Test Results**

No	Variable	Number of Questions	Alpha Compute	Coefficient Alpha	Information
1	Product quality	6	0.923	0.6	Reliable
2	Price	4	0.870	0.6	Reliable
3	Sales promotion	2	0.878	0.6	Reliable
4	Repurchase Interest	4	0.873	0.6	Reliable

Based at the reliability check effects in desk 5, it can be visible that every one the variables examined have Cronbach's Alpha values > zero.6 so it can be concluded that the 3 variables, specifically the Viral advertising and marketing, fee and purchase interest variables, are declared dependable. supply: processed data, (2023).

2. Data Analysis Results

1) General Data of Respondents

This research includes general data on respondents from viewers of the live streaming of Oclo on TikTok. This can be seen in the table below:

a. Gender

General data on respondents based on gender among viewers of the Oclo live streaming on TikTok. This can be seen in table 6 below:

Table 6 Respondents by gender

Gender	Amount	Percentage %
Man	28	28%
Woman	72	72%
Amount	100	100%

From desk 6 it can be visible that the 28 respondents on this study have been male, equivalent to 28%, while the 72 respondents were female, equivalent to 72%. So it can be concluded that out of 100 respondents, the highest number of live streaming viewers on TikTok are women. Source: processed data, (2023).

b. Age

General data on respondents based on age among TikTok Oclo viewers. This can be seen in table 7 below:

Table 7 Respondents Based on Age

Age	Amount	Percentage %
17-24 years old	94	94%
25-34 years old	6	6%
35-49 years old	0	0%
50-64 years old	0	0%

>65 years	0	0%
Amount	100	100%

Source: processed data, (2023)

From table 4.7 above, it can be seen that the respondents in this study who were aged 17-24 years were 94 respondents or 94%, who were aged 35-34 years were 6 respondents or 6%, who were aged 35-49 years were 0 respondents or 0%, those aged 50-64 years were 0 respondents or 0%, and those aged >60 years were 0 respondents or 0%. So it can be concluded that the highest number of 100 respondents who watched live oclo on TikTok were aged 17-24 years, namely 94 respondents.

c.Work

General data on respondents based on occupation among live streaming viewers on TikTok. This can be seen in table 8 below:

Table 8 Respondents based on occupation

Work	Amount	Percentage %
Student/Students	86	86%
Private employees	6	6%
Government employees	2	2%
Trader	2	2%
Doesn't work	1	1%
Other	2	2%
Amount	100	100%

Source: processed data, (2023)

Based on table 4.8 above, it can be seen that the respondents in this study were 86 respondents or 86%, 6 respondents or 6% were private employees, 2 respondents or 2% were civil servants, 2 respondents or 2% were traders. %, 1 respondent or 1% who do not work, 1 respondent or 1% who do not work, 2 respondents or 2% who do not work. So it can be concluded that the highest number of 100 respondents who watched live OCLO on TikTok were students, namely 86 respondents.
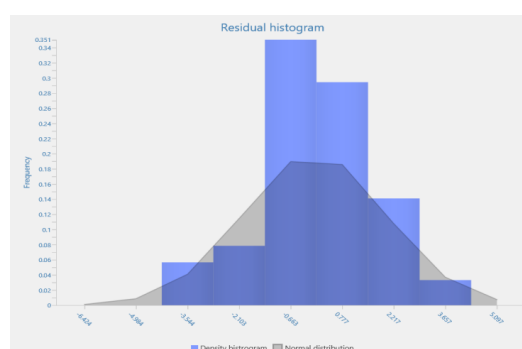
2) Classic Assumption Test

a. Normality test

The normality graph is presented in the following figure:

Normality Test Results
Figure 1 Normality Test

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

Berbased on figure 1 tersebut inget resultsl that seload ti datano wayrdistrispark plugnormal, cuzna peNyeti data barno waya bit onseKitar garis inagonal.

b. Testmulticollinearity

Test GraphicsMulticolihereeribag can be inLihat on tabel 9 inbottom ini:

Multicollinearity Test
Table 9 Multicollinearity Test

	VIF
Product quality	**2,902**
Price	**3,518**
Sales promotion	**2,277**

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

Got itLihat on tabel 9 resultsl testmulticolihereeribag intoknowthat's itlaiVIF on semua variAbeLiNdepeNden < 10, which is meaningfulthis is itlaivariAbel-variAbel inover tidarlingr found the existence of gemulti meshcolihereeribag.

c. Autocorrelation Test

Test GraphicsAutocorrelation can be doneLihat on tabel 10 inbottom ini:

Autocorrelation Test

Table 10 Autocorrelation Test

	Y
R-square	**0.606**
R-square adjusted	**0.593**
Durbin-Watson test	**1,421**

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)
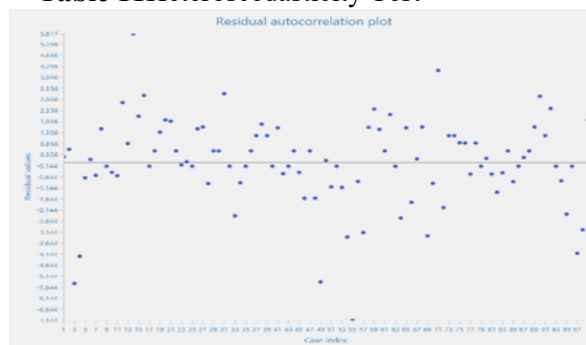
On tabl 10 inover bisa diLihat that's itlaiDurbyn-Watson who inhasilkan is 2,196. Curryna nilaiDurbyn-Watson bea bit onbetween <1 and >3 bemeanmodel inover tidarlingI've got an auto problemrelasi.

d. Heteroscedasticity Test

The Heteroscedasticity Test graphic can be seen in table 10 below:

Heteroscedasticity Test
Table 11 Heteroscedasticity Test

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

On tabl 11 inover terlihat titik-titik meNyebar serandom or ti methodno membefor te patternrteThat's itlas serta tersebaran baik inup or downbelow the number 0, sehino iherebemeantidarlingrhappenedhehteroskedastisibags on fashionl smart PLS regresiLihereer berdouble.

e. Multiple Regression Test
The Multiple Regression Test graphic can be seen in table 12 below:

Multiple Regression Test
Table 12 Multiple Regression Test

	Unstandardized coefficients	Standardization coefficient	S.E	T Value (T Value)	P Value (P Value)
PRODUCT QUALITY	0.356	0.528	0.074	4,812	0,000
PRICE	0.036	0.035	0.126	0.290	0.773
SALES PROMOTION	0.514	0.284	0.176	2,924	0.004
Intercept	2,245	0,000	1,050	2,138	0.035

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

Based on table 12, it can be seen that the results of the resulting financial analysis are:

1) The Constant value α of 2.245 can be stated that Product Quality, Price and Sales Promotion are considered 0 (zero) so Repurchase Interest in Oclo Official Fashion Products is 2.245.
2) The regression coefficient value for the Product Quality variable is 0.356, it can be stated that Product Quality is getting better and assuming other variables remain constant then Product Qualityexperienceenhancement
3) The regression coefficient value for the Price variable is 0.036. It can be stated that if the price gets better and assuming other variables remain constant, the price will increase further.
4) The regression coefficient value for the Sales Promotion variable is 0.514, it can be said that Sales Promotion is getting better and assuming other variables remain constant, Sales Promotion will increase.

DISCUSSION

That product quality is one of the main things that is paid attention to in the employer, satisfactory is one of the important policies in growing product competitiveness, the principle element is to offer satisfaction to consumers that exceeds or is at the least the same as the high-quality of merchandise from competition which is in a position to steer repurchase interest.there is a fantastic have an effect on at the product great variable on repurchase intention. Where product quality causes behavior towards respondentsOclo Official believes that oclo prioritizes product quality. This oclo product is very high quality with various models which are of course in accordance with the current era. Not only that, the materials used by oclo are also very comfortable when worn and are available in various sizes so that there are many fans of oclo products themselves because they prioritize and maintain product quality.Thatmy pricelook likethe amount of money intoget it out oleh Teget peinfluence positiontif on variAbel te pricefacing menat beLi. The price atberirightperisell it againsponden inTikTok Affliatetefacing menat beLilebih a lot tosesuitan price and skilletbag, sehinot the product listedoffer oleh affliator toon consumersherethat's itcursingn berminat membeLidejust a skilletchoppe tool bagr sophisticatedh can memake it easy for mecook seday- dayand sesuitprice atbandyngkan oleh other shophis. consumern for seproducts and services or sethis amountlaiwhich inexchange it oleh consumern is for memperolesh benefit or topemiLiright or peuse of seproducts or services. On variAbel te pricergot 4 indikator yeahtu : KetePrice range, Kesesuitand price dejust a skilletproduct bag, Sai powerng price and Kesesuitand price dejust the benefits.

ThatPrice is the amount of money consumers pay to buy a product or replace the product title. Prices can be viewed from two angles, namely those of consumers and entrepreneurs. Price from the

consumer's point of view is that price plays an important role in a number of certain goods whose quality does not differ much, while price from the entrepreneur's point of view is the price related to production costs and expected profits. Price is the only element of the marketing mix that produces flexible income and is also a determining factor in purchasing decisions.There is no influence on the price variable on repurchase intention. Where prices cause behavior towardsconsumers at Oclo Official maintain competitiveness at lower prices for customers. With the price setting that oclo has done, it has a competitive edge against the competitiveness of other products so that with price competitiveness oclo has an advantage where consumers will choose and return to oclo. So it can be interpreted that oclo itself has competitive prices.

ThatSales merchandising is a form of marketing verbal exchange that targets to attract new consumers, impact clients to strive new products, encourage greater customers, attack competitors' promotional activities, increase unplanned purchases or are seeking for closer cooperation with retailers, usual strategies- income promotion strategies handiest have a brief-time period impact. there may be a wonderful influence at the sales merchandising variable on repurchase goal. in which sales promotions cause behavior towards consumersOclo Official is interested because there is a discount with minimum spending requirements. The discount applied by oclo uses a minimum shopping discount and free shipping, so there are discounts or discounts on purchases above Rp. 80,000,- up to above Rp. 100,000,-. And free shipping vouchers for new and old followers, apart from that, these discounts can also be obtained when approaching Islamic holidays and others.

CONCLUSION

Based on the results of research and discussion regarding the influence of product quality, price, sales promotions on repurchase interest in the Oclo live streaming on the TikTok application. Product quality influences repurchase interest. The influencing factor is prioritizing product quality by using a feature strategy. Price influences repurchase interest. The influencing factor is maintaining the competitiveness of cheaper prices for customers. Sales promotions influence repurchase interest. The influencing factor is the existence of discounts with minimum shopping requirements. Product quality, price, promotions influence repurchase interest simultaneously. The influencing factor is the f test.

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