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ANALYSIS OF PUBLIC BUYING INTERESTS IN THE TIKTOK SHOP APPLICATION BASED ON E-WOM, ADVERTISING, AND LIVE ONLINE IN GENERATION Y

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Abstract: Generation Y is a demographic group born between 1981 and 1996. This generation grew up during the digital era and rapid technological development, making them proficient in using the internet, social media, and digital devices. Generation Y is also known for their tendency to care about social and environmental issues as well as seeking a balance between work and personal life. This study will analyze the influence of three variables, namely e-WOM, advertising, and live online, on the purchase intention of Generation Y consumers in the TikTok Shop application. A quantitative method was employed by distributing samples to 97 TikTok Shop users born between 1981 and 1996, determined using the Lemeshow formula. The data analysis process began with validity testing to determine data validity, followed by reliability testing, normality testing, heteroscedasticity testing, multicollinearity testing, partial hypothesis testing (t-test), and simultaneous hypothesis testing (F-test). Subsequently, the partial and simultaneous effects on the independent and dependent variables were measured. The results showed that e-WOM, advertising, and live online partially and simultaneously have a significant and positive effect on the purchase intention of Generation Y consumers on TikTok.

Keywords: E-WOM, Live Online, Advertising, Consumer Purchase Intention, TikTok

INTRODUCTION

TikTok is a social media platform that is receptacle Morning users For create , share , and enjoy short videos with duration up to 3 minutes . The application was developed by ByteDance and launched in 2016. The application This own various feature creative such as music, filters, and effects that allow users For create interesting and unique content . Based on We Are Social and Meltwater reports cited from DataIndonesia.id recorded that Indonesia occupies position top Countries with users TikTok the biggest namely 184.95 million soul . Tiktok in Indonesia in 2025 is predicted will become receptacle marketing best for business due to amount large user base will reach more markets wide , besides That Because provide receptacle content also allows business people can increase marketing . Generation Y is group birth demographics between 1981 and 1996. Generation This growing in the digital era and development Rapid technology makes it so proficient in using the internet, social media , and digital devices . Generation Y is also known as Because his tendency For care to issue social and environmental as well as look for balance between life work and personal . This research will analyze influence of 3 variables namely e-wom , advertising , live online towards interest buy generation Y on the app TikTok Shop.

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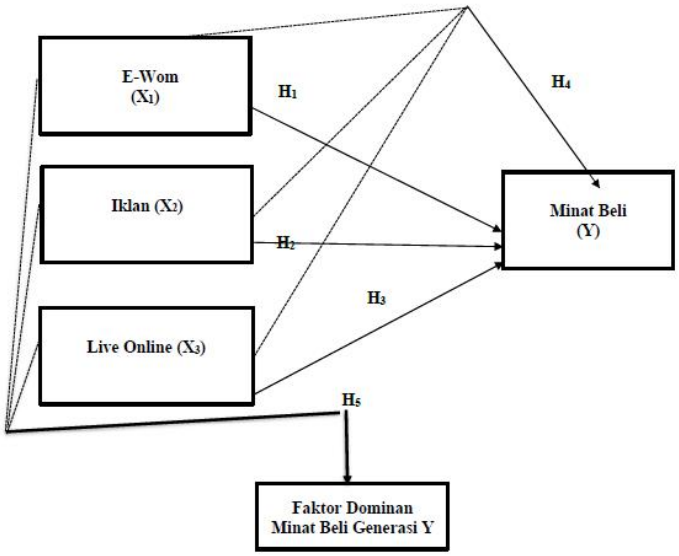

Figure 1. Framework Research and Analysis Thinking Preference Regarding People's Buying Interest in the Tiktok Shop

Figure 1 contains 5 possible hypotheses influence interest buy towards E- Wom , Advertising , and Live online. Explained as following :
Hypothesis 1 : Allegedly e- wom in a way partial influential to interest buy community at Tiktok Shop;
Hypothesis 2 : Allegedly advertisement in a way partial influential to interest buy community at Tiktok Shop;
Hypothesis 3 : Allegedly Live Online partial influential to interest buy community at Tiktok Shop;
Hypothesis 4 : Allegedly e- wom , advertising , and live online simultaneous influential to interest buy community at Tiktok Shop;
Hypothesis 5 : Allegedly the presence of a dominant factor in interest buy Generation Y on Tiktok Shop

RESEARCH METHODS

Research strategy associative done For know relationship (influence) between two or more independent variables with the dependent variable . Quantitative method done with distribution sample to public users Tiktok Shop with year born 1981-1996 for collect data and assessments respondents from the variables to be researched . Object research used namely e- wom , advertising , and live online as independent variables (variable X) and interest buy as the dependent variable (variable Y).

Data collection was carried out with studies library with analyze from a number of source like book or related journals . In addition with study field with using primary data, namely direct data collection with distribution questionnaire online using gform containing a number of question related with the research topic . The variables measured namely e- wom (X_1), advertising (X_2), live online (X_3), and interest buy (Y) and for determine amount respondents with use formula Lemeshow that is :

$$n=\frac{Z^2.P.(1-P)}{d^2}$$

Information :
n= Number of Samples
z= z score at 95% confidence =1.96
P = Maximum estimate
d= Error Rate (used 10%)

$$n=\frac{1.96^2 . 0.5 (1 - 0.5)}{0.1^2}$$

$$\frac{3.8416. 0.5. 0.5}{}$$

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$$n = \frac{}{0.1^2}$$

$$n = \frac{0.9604}{0.1^2}$$

$$n = 96.04 = 97$$

Formula the used Because amount population users Tiktok Shop no known . Based on results the calculation above , then amount respondents obtained For make it easier study fulfilled to 97 respondents . Measurement scale questionnaire use ordinal scale or scale Likert , namely a scale containing five levels preference answer namely strongly agree , agree, neutral , no agree, and strongly disagree agree . data analysis process begins with validity test For know data validity , then reliability test , normality test , heteroscedasticity test, multicollinearity test , hypothesis test Partial , and Hypothesis Testing Simultaneous . Continued measure influence partial and simultaneous on independent variables and dependent variables .

RESULTS AND DISCUSSION

Validity Test

Validity test used For measure legitimate or whether it is valid or not something questionnaire (Imam Ghozali , 2021). According to Sugiyono (2017: 125) shows degrees accuracy between the actual data occurs in the object with data collected by researchers . Validity test This done For measure whether the data has been obtained after study is valid data or no , with use tool measurement used (questionnaire) . Next the analysis is with compare mark rhitung with mark rtable *pearson product moment* . If rcount more small compared to with rtable means statement item the invalid so that need revised or replaced (Abdullah et al., 2022). rtable for 97 respondents is 0.1975.

Table 1. Validity Test X1

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.289 **	.342 **	.110	.398 **	.690 **
	Sig. (2-tailed)		.004	.001	.282	.000	.000
	N	97	97	97	97	97	97
X1.2	Pearson Correlation	.289 **	1	.181	.282 **	.350 **	.671 **
	Sig. (2-tailed)	.004		.076	.005	.000	.000
	N	97	97	97	97	97	97
X1.3	Pearson Correlation	.342 **	.181	1	.153	.222 *	.572 **
	Sig. (2-tailed)	.001	.076		.135	.029	.000
	N	97	97	97	97	97	97
X1.4	Pearson Correlation	.110	.282 **	.153	1	.257 *	.542 **
	Sig. (2-tailed)	.282	.005	.135		.011	.000
	N	97	97	97	97	97	97
X1.5	Pearson Correlation	.398 **	.350 **	.222 *	.257 *	1	.710 **
	Sig. (2-tailed)	.000	.000	.029	.011		.000
	N	97	97	97	97	97	97
X1	Pearson Correlation	.690 **	.671 **	.572 **	.542 **	.710 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

*. *Correlation is significant at the 0.05 level (2-tailed).*

The X1 Validity Test Table in Table 1 shows that the results of X1.1, X1.2, X1.3, X1.4, X1.5 produce all items in X1 are valid because mark rhitung more big compared to with rtable .

Table 2. X2 Validity Test

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.326 **	.527 **	.468 **	.546 **	.709 **

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	Sig. (2-tailed)		.001	.000	.000	.000	.000
	N	97	97	97	97	97	97
X2.2	Pearson Correlation	.326 **	1	.557 **	.628 **	.581 **	.782 **
	Sig. (2-tailed)	.001		.000	.000	.000	.000
	N	97	97	97	97	97	97
X2.3	Pearson Correlation	.527 **	.557 **	1	.601 **	.667 **	.833 **
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	97	97	97	97	97	97
X2.4	Pearson Correlation	.468 **	.628 **	.601 **	1	.629 **	.830 **
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	97	97	97	97	97	97
X2.5	Pearson Correlation	.546 **	.581 **	.667 **	.629 **	1	.853 **
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	97	97	97	97	97	97
X2	Pearson Correlation	.709 **	.782 **	.833 **	.830 **	.853 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	97	97	97	97	97	97

***. Correlation is significant at the 0.01 level (2-tailed).*

The X2 Validity Test Table in Table 2 shows that the results of X2.1, X2.2, X2.3, X2.4, X2.5 produce all items in X2 are valid because mark rhitung more big compared to with rtable .

Table 3. X3 Validity Test

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	.884 **	.707 **	.620 **	.629 **	.882 **
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	97	97	97	97	97	97
X3.2	Pearson Correlation	.884 **	1	.808 **	.624 **	.574 **	.893 **
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	97	97	97	97	97	97
X3.3	Pearson Correlation	.707 **	.808 **	1	.661 **	.612 **	.870 **
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	97	97	97	97	97	97
X3.4	Pearson Correlation	.620 **	.624 **	.661 **	1	.783 **	.857 **
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	97	97	97	97	97	97
X3.5	Pearson Correlation	.629 **	.574 **	.612 **	.783 **	1	.833 **
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	97	97	97	97	97	97
X3	Pearson Correlation	.882 **	.893 **	.870 **	.857 **	.833 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

The X3 Validity Test Table in Table 3 shows that results X3.1, X3.2, X3.3, X3.4, X3.5 results all items in X3 are valid because mark rhitung more big compared to with rtable .

Table 4. Validity Test Y

Correlations

		Y1	Y2	Y3	Y4	Y
Y1	Pearson Correlation	1	.720 **	.704 **	.549 **	.836 **
	Sig. (2-tailed)		.000	.000	.000	.000
	N	97	97	97	97	97
Y2	Pearson Correlation	.720 **	1	.706 **	.677 **	.878 **
	Sig. (2-tailed)	.000		.000	.000	.000

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	N	97	97	97	97	97
Y3	Pearson Correlation	.704 **	.706 **	1	.706 **	.884 **
	Sig. (2-tailed)	.000	.000		.000	.000
	N	97	97	97	97	97
Y4	Pearson Correlation	.549 **	.677 **	.706 **	1	.832 **
	Sig. (2-tailed)	.000	.000	.000		.000
	N	97	97	97	97	97
Y	Pearson Correlation	.836 **	.878 **	.884 **	.832 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

The Y Validity Test Table in Table 4 shows that the results of Y1, Y2, Y3, Y4 produce all items in Y are valid because mark rhitung more big compared to with rtable .

Reliability Test

According to Sugiyono (2017: 130) states that the reliability test is to what extent are the results measurement with use the same object , will produce the same data . with use questions that have been declared valid in the validity test and will determined reliability of the variable stated reliable with criteria If r-alpha is positive and more big from r- table so statement the reliable . If r-alpha is negative and more small from r- table so statement the No reliable . If the Cronbach's Alpha value > 0.6 then it is reliable. If the Cronbach's Alpha value < 0.6 then unreliable variable it is said Good if own Cronbach's Alpha value > 0.6 (Priyatno, 2013: 30).

X1 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.640	**5**

X2 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.860	5

X3 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.917	5

Table 8. Y Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.893	4

X1 Reliability Test in Table 5 yields 0.640, the X2 Reliability Test in Table 6 yields 0.860, the X3 Reliability Test in Table 7 yields 0.917, and the Y Reliability Test in Table 8 yields 0.893 where all items produced Cronbach's Alpha above 0.6 which means all items in X1, X2, X3, and Y are reliable .

Normality Test

Normality test done For evaluate distribution questionnaire normally distributed or not no . Testing done with the Kolmogorov Smirnov test. Test results declared normal if level significance >0.05 (Amrudin et al., 2022).

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test

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			Unstandardized Residual
N			97
Normal Parameters [a,b]	Mean		.0000000
	Standard Deviation		1.94256122
Most Extreme Differences	Absolute		.125
	Positive		.125
	Negative		-.083
Test Statistics			.125
Asymp . Sig. (2-tailed)			.001 [c]
Monte Carlo Sig. (2-tailed)	Sig.		.082 [d]
	95% Confidence Interval	Lower Bound	.028
		Upper Bound	.137

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 97 sampled tables with starting seed 926214481.

the normality test in table 9 show that testing using the Kolmogorov-Smirnov test yields 0.001 which means that all items are not normally distributed so that in the study This done Retesting using Monte Carlo Test with produce significance 0.082 which means all items are normally distributed .

Heteroscedasticity Test

Heteroscedasticity test is an assumption test classic performed For evaluate existence inequality variants from residuals for all observations on the linear regression model . With the Glejser test If results significance >0.05 experienced symptom heteroscedasticity , if not enough so No happen symptom heteroscedasticity (Imam Ghozali , 2021)

Table 10. Heteroscedasticity Test

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,774	1,574		1,762	.081
	X1	-.049	.073	-.070	-.669	.505
	X2	-.161	.062	-.347	-2,614	.010
	X3	.133	.057	.323	2,359	.020

a. Dependent Variable: AbsRes

heteroscedasticity test in table 10 shows that variable X1 occurs heteroscedasticity , X2 and X3 do not happen heteroscedasticity

Multicollinearity Test

Multicollinearity test done For know existence correlation between independent variables in the regression model . The value indicates existence multicollinearity is tolerance value <0.1 or The same with VIF value >10.

Table 11. Multicollinearity Test

Coefficients [a]

Model		Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	X1	.914	1,094
	X2	.564	1,772
	X3	.529	1,890

a. Dependent Variable: Y

multiconvergence test in table 11 shows No happen symptom multicollinearity due to tolerance value > 0.100 and VIF <10.00

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Hypothesis Testing Partial

Hypothesis testing partial done with the t-test. The t-test was performed For know the influence of each independent variable on the dependent variable with see mark probability from t count (Irmanidar and Trisnawati , 2021). If probability t- count error < level significance (a) that has been set namely 5% and 10%, then Ha is accepted . This means that the variable independent influential significant to variables dependent . If the probability t -count error > a (5% and 10%), then Ha is rejected . This means that the variable independent No influential significant to variables dependent .

Analysis multiple linear regression done in study This For know direction as well as big coefficient E-Wom (X1), Advertising (X2), and Live Online (X3) variables were obtained results equality .

$$Y= 8.830 – 0.148 X1 + 0.106 X2 + 0.382 X3$$

The result of the equation concluded the constant value obtained of 8,830 then Can interpreted if the independent variable has a value of 0 (constant) then the dependent variable worth 8,830. Coefficient Value Regression Variable X1 has a value negative (-) of -0.148 then Can interpreted that if variable X1 increases so Variable Y will decrease and vice versa . Coefficient Value Regression The variable X2 has a value positive (+) is 0.106 then Can interpreted that if variable X2 increases then the Y variable will also increased , so on the contrary . Coefficient Value Regression Variable X3 has a value positive (+) is 0.382 then Can interpreted that if variable X3 increases then the Y variable will also increased , so on the contrary .

The results obtained will done testing hypothesis includes t-test, F-test, and coefficient Determination . Criteria T- Test (Hypothesis Test) If the sig. value is <0.05, the conclusion is There is influence in a way significant and if sig value . right at 0.05 then For know There is or whether or not the influence of independent variables on dependent variables can be use T- count comparison with T Table.

Table 12. Hypothesis Testing Partial

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,830	2,498		3,535	.001
	X1	-.148	.116	-.114	-1.275	.205
	X2	.106	.098	.123	1,083	.282
	X3	.382	.090	.500	4,259	.000

a. Dependent Variable: Y

Hypothesis Testing The partial in table 12 shows that the Sig. Value of Variable X1 is 0.205 (<0.05) then conclude that variable X1 does not influential significant on variable Y. The Sig. value of variable X2 is 0.282 (<0.05) then conclude that variable X2 does not influential significant on variable Y. The Sig. Value of Variable X3 is 0.000 (<0.05) then conclude that variable X3 has an effect significant to variable Y.

Hypothesis Testing Simultan

The F test is testing connection regression in a way simultaneous aiming For know whether all over variables independent together have significant influence to variables dependent .

Table 13. Hypothesis Testing Simultan

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172,070	3	57,357	14,725	.000 [b]
	Residual	362,260	93	3,895		
	Total	534,330	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

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Hypothesis Testing Simultaneous in table 13 Regression model declared FIT if mark significant (< 0.05). It is known mark significant of 0.000 (< 0.05) then conclude that the independent variable has an influence significant in a way simultaneously (together) on the dependent variable.

Coefficient Determination

Coefficient determination For clarify variation The influence of E- Wom , Advertising , and Live Online on the TikTok platform to interest buy public generation Y.

Table 14. Determination Test

Model Summary				
Model	R	R Square	Adjusted Red Square	Standard Error of the Estimate
1	.567 [a]	.322	.300	1.97364
a. Predictors: (Constant), X3, X1, X2				

determination test in table 14 are known the adjusted R square value is 0.300 then conclude that donation the influence of independent variables on dependent variables simultaneously (together) by 30 %.

CONCLUSION

Based on results research and discussion regarding E- Wom , Advertising , Live Online on the Purchase Interest of People on TikTok in Generation Y both in a way partial and simultaneous . Then it can withdrawn some Conclusions as following :

1. The E-WOM variable does not have a significant effect on people's purchasing interest on TikTok in generation Y.
2. Advertising variables do not have a significant effect on people's purchasing interest on TikTok among generation Y.
3. The Live variable has a significant positive effect on people's purchasing interest on TikTok among generation Y.
4. The variables E-WOM, Advertising, Live simultaneously have a significant influence on the purchasing interest of people on TikTok in generation Y.

SUGGESTION

Based on results research that has been done , then writer provide suggestions as following :

1. For TikTok Users
   Specifically for Generation Y TikTok users, the results of this study are expected to help them make optimal use of the TikTok app, as it stimulates purchasing interest among Generation Y users and supports their daily use of various features. This can be helpful in understanding the benefits of purchasing interest on TikTok.
2. For Further Researchers
   Future researchers are advised to expand the research object, both in terms of application and respondent characteristics, so that the results can be generalized more broadly. Furthermore, future researchers can also add other variables such as

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