



The Effect of Direct Marketing on Purchase Decision with Purchase Intention as Intervening Variable

(Study on TikTok Live Streaming Users in Faculty of Administration Science Brawijaya University)

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Abstract. Currently, digital media is able to mediate the buying and selling process between buyers and sellers. Digital media is also one way to increase customer interest in the products being offered. One of the digital media for online shopping that is being used by the public is TikTok with the Live Streaming feature. The research type used is explanatory research. This research try to explain the causal relationship between each variable through hypothesis testing with quantitative methods. The population is all students of the Faculty of Administrative Sciences, Universitas Brawijaya class 2019–2021, then the number of samples is determined by the Malhotra formula, so that a total sample of 130 students is obtained as respondents. The sample selection used a random purposive sampling method with the characteristics of having made a purchase through TikTok live streaming. The data was obtained by conducting a survey and data analysis using SmartPLS 4. The results of this study show that there is a positive and significant influence between direct marketing and purchase intention, direct marketing on purchase decisions, and between purchase intention on purchase decision. As well as the direct marketing variable on purchase decisions through purchase intention. The indirect effect analysis shows that the indirect effect is full mediation.

Keywords: Direct Marketing · Purchase Intentions · Purchase Decisions · TikTok Live

1 Introduction

Technology has experienced very rapid growth, especially during the Covid-19 pandemic and is still experiencing improvements in its development. The use of technology as a new business model emerged as an innovation from traditional business to modern business as evidenced by the shift in marketing and business processes to digital media. It is shown that the buying and selling process is currently able to be mediated by digital

media such as e-commerce, online shops, and other e-business models [1]. When doing digital marketing in the modern era, an entrepreneurial attitude in doing marketing is an important thing that must be considered [2]. This statement is supported by the statement of Ijaz et al. that the use of digital media is one way to increase customer interest in the product being marketed [3].

Kotler and Keller argue that before making a purchase decision, customers will show a desire to buy [4]. These buying intentions are indicated by several behaviors and indicators, for example, customer interest in making transactions, exploratory interest, preferential interest, and referential interest [5]. However, in the digital marketing process, buying interest alone is still not enough to encourage customers to be able to make purchases because consumers cannot see and touch products directly like when shopping offline [6]. Therefore, interactive marketing to increase engagement or interaction between customers and buyers is periodically needed in online shopping.

Promotional communication is carried out directly to consumers and customers with the aim of sending messages in the promotion directly and increasing customer trust, especially when shopping online. Kotler and Armstrong states that in doing direct marketing, several ways are needed, namely face to face selling, telemarketing, and online marketing [7]. Therefore, marketing can directly influence customer desire to buy and cause customers to make purchasing decisions. The process by which customers make purchasing decisions according to Kotler and Keller [4] includes customers knowing the problems they are experiencing, seeking information, searching for alternative solutions, making purchases, to evaluating goods and recommending them to others.

Pasharibu et al., in their research show that interactive marketing variables are able to intervene the variable of purchase decisions through intention to buy [6]. Thus, this paper goals is determine the relationship between purchasing decisions and the desire to buy with direct marketing as an intermediary variable. In connection with this statement, this study chose an online platform called TikTok as the object of research to provide an update on this research, especially in utilizing the TikTok live streaming feature. A feature called TikTok Shop live streaming is able to become a medium for businesspeople, allowing users to interact with consumers on a regular basis.

Community activities, which are mostly spent at home, cause people to inevitably use technology as a tool to work, study, or communicate with friends and family. In February 2022, Indonesia was recorded to have around 204.7 million internet users with 68.9% or around 191.4 million active users using social media with the average community spending 3 h 17 min on social media per day [8]. Social media platforms that are widely used by the Indonesian people in 2022 include WhatsApp, Instagram, Facebook, and TikTok. There are four platforms that have increased and some have decreased in the number of users from 2021 [8]. TikTok is one of the platforms that has increased rapidly from previous years, increasing by 38.7% of TikTok users in 2021 [8]. Reporting from Kompas.com, TikTok's active users are predicted to reach more than 1 billion monthly active users globally by 2022 [9]. As many as 42% of TikTok users are from age range between 18 until 24 years.

The features possessed by the platform are considered by many users to be able to provide entertainment to fill their spare time. This statement is supported by data owned by Phonearena which shows that 80% of TikTok users say that the platform is

the “most entertaining platform”. Apart from being an entertainment platform, TikTok is also used as an electronic buying and selling platform by its users. In Indonesia, many marketers use this application as a medium to promote various products to become a trend among young people. Data owned by Hootsuite shows that 60% of shopping activities in Indonesia until February 2022 were carried out online and 14.9% of them were carried out in live-chat when sellers were live streaming [10].

Live streaming is a promotional media that is carried out by demonstrating how products are made and used to show different product perspectives and to answer customer questions in real time [11]. The live streaming technique is able to create a sense of presence and social interaction that can improve the shopping experience, and reduce buyer uncertainty, as well as increase the level of trust by sellers in live streaming.

Live streaming marketing is said to be able giving impact in increasing purchase decisions and intention to buy because it is entertaining and give a new way of shopping experience. Not just that, its also make the buying process fun and exciting. Therefore, with this background the authors propose a paper with the title **“The Effect of Direct Marketing on Purchase Decisions with Purchase Intentions as Intervening Variables”**.

2 Methods

This research uses explanatory research to find explanations in the form of cause and effect between the concepts and variables that have been determined. The purpose is it can find out how much the contribution of the variables and how much influence of the relationship occurs [12]. The target location in our research is located in the area of the Universitas Brawijaya. While the target population is students of the Administrative Sciences Faculty with the sample using malhotra formula are students in the 2019–2021 class who have made purchase transactions through TikTok live streaming. The reason the researchers chose this population was because the age range in the class was 18–21 years which corresponded to the data for the largest TikTok user age range, which was 18–21 years old. The sample criteria in this study were that they had purchased through TikTok live streaming.

In this study the researchers used 3 variables, including:

1. Independent variable X (Direct Marketing)
2. Intervening variable M (Purchase Intention)
3. The dependent variable Y (Purchase Decision)

The data measurement technique used is a Likert scale. The Likert scale is used to measure opinions, attitudes, and perceptions of a person or group of people regarding the human interaction phenomena [13]. The research variables to be measured are translated into indicators which will then be used as benchmarks in compiling instrument items that will be used to formulate questions.

Measurements using the Likert scale in this study will be divided into four categories from each research variable value through the respondents’ answers to the questions asked. Each answer will have a score of 1 to 4 as Table 1 below:

The technique used for the sampling is probably sampling with the type of sampling used is random purposive sampling. According to Sugiyono [12], random purposive

Table 1. Measurement scale.

No	Respondent's Answer	Score
1	Strongly agree	4
2	Agree	3
3	Don't agree	2
4	Strongly Disagree	1

sampling is random sampling but must meet the predetermined sample criteria, namely having purchased through TikTok live streaming.

The technique used in data collection was using a questionnaire by distributing research instruments and making observations through the google form by giving questions or written statements to respondents to answer them [13]. Writers also conducting observations with the distribution of the questionnaires was carried out for 1 month, starting from July 28 to August 28, 2022. This study uses data analysis using software SmartPLS SEM (Partial Least Square – Structural Equation Modeling) version 4. According to Imam Ghozali the PLS method is able to describe latent variables (not directly measurable) and is measured using indicators [14].

3 Results

The presence of social media that has features for shopping such as TikTok Live Streaming makes it easy for people to fulfill their needs. Especially for students who have a lot of activities so they need a quick and concise method for shopping. In addition to being concise and fast, the presence of TikTok Live Streaming also gives its users its own interest, namely discounts offered that can save expenses.

Malang is a student city where it is characterized by various kinds and levels of education, ranging from Kindergarten (TK) to tertiary institutions. It is undeniable that various students from all over Indonesia can gather in Malang. In general, students are a generation that is very active in the digital world, including when it comes to buying something. With various conveniences, e-commerce is the best choice, especially for students.

From the data we got, we tested the validity and correlation of the data through the Convergent Validity and Discriminant Validity tests, we got the following results (Table 2).

Convergent Validity of the loading factor value in Table 1 above shows that there are invalid items, namely items DM1, DM2, DM3, PD2, PD5, PD7, PD8, PI6, PI7, and PI8. After the invalid items are eliminated, the PD3 and PD1 items become invalid. Therefore, items PD3 and PD1 are eliminated and get the loading factor values as follows (Tables 3 and 4):

After the items that show invalid information are eliminated, the results show that all loading factor and AVE values have met the criteria used by the researcher. Convergent Validity testing or convergent validity derived from the loading factor value contained

Table 2. Convergent validity.

	Outer loadings	Information
<i>DM1 < -X (Direct Marketing)</i>	0.420	invalid
<i>DM2 < -X (Direct Marketing)</i>	0.460	invalid
<i>DM3 < -X (Direct Marketing)</i>	0.498	invalid
<i>DM4 < -X (Direct Marketing)</i>	0.808	valid
<i>DM5 < -X (Direct Marketing)</i>	0.719	valid
<i>DM6 < -X (Direct Marketing)</i>	0.788	valid
<i>DM7 < -X (Direct Marketing)</i>	0.759	valid
<i>PD1 < -Y (Purchase Decision)</i>	0.707	valid
<i>PD10 < -Y (Purchase Decision)</i>	0.793	valid
<i>PD11 < -Y (Purchase Decision)</i>	0.798	valid
<i>PD2 < -Y (Purchase Decision)</i>	0.565	invalid
<i>PD3 < -Y (Purchase Decision)</i>	0.705	valid
<i>PD4 < -Y (Purchase Decision)</i>	0.747	valid
<i>PD5 < -Y (Purchase Decision)</i>	0.336	invalid
<i>PD6 < -Y (Purchase Decision)</i>	0.703	valid
<i>PD7 < -Y (Purchase Decision)</i>	0.696	invalid
<i>PD8 < -Y (Purchase Decision)</i>	0.667	invalid
<i>PD9 < -Y (Purchase Decision)</i>	0.770	valid
<i>PI1 < -M (Purchase Intention)</i>	0.725	valid
<i>PI2 < -M (Purchase Intention)</i>	0.787	valid
<i>PI3 < -M (Purchase Intention)</i>	0.716	valid
<i>PI4 < -M (Purchase Intention)</i>	0.739	valid
<i>PI5 < -M (Purchase Intention)</i>	0.815	valid
<i>PI6 < -M (Purchase Intention)</i>	0.595	invalid
<i>PI7 < -M (Purchase Intention)</i>	0.559	invalid
<i>PI8 < -M (Purchase Intention)</i>	0.549	invalid

in latent variables based on indicators has shown a number >0.7 and has an AVE value >0.5 so the indicators are valid.

Discriminant validity can be measured by examining the Fornell-Larcker Criterion correlation value with the variable itself must be greater than the correlation value with other variables (Tables 5 and 6).

From cross loading table above, this is shown in one of the data that the relationship between the DM (direct marketing) and X (direct marketing) has a greater value than the correlation between the DM variable and M or even Y. Therefore, according to Ghozali's [14] theory that the discriminant validity requirements in this study have been met.

Table 3. Results of the loading factor value.

	Outer loadings	Information
DM4 < -X (Direct Marketing)	0.846	Valid
DM5 < -X (Direct Marketing)	0.734	Valid
DM6 < -X (Direct Marketing)	0.849	Valid
DM7 < -X (Direct Marketing)	0.800	Valid
PD10 < -Y (Purchase Decision)	0.890	Valid
PD11 < -Y (Purchase Decision)	0.877	Valid
PD4 < -Y (Purchase Decision)	0.746	Valid
PD6 < -Y (Purchase Decision)	0.702	Valid
PD9 < -Y (Purchase Decision)	0.889	Valid
PI1 < -M (Purchase Intention)	0.752	Valid
PI2 < -M (Purchase Intention)	0.801	Valid
PI3 < -M (Purchase Intention)	0.759	Valid
PI4 < -M (Purchase Intention)	0.769	Valid
PI5 < -M (Purchase Intention)	0.830	Valid

Table 4. AVE value.

	Average Variance Extracted (AVE)
X (Direct Marketing)	0.654
M (Purchase Intention)	0.613
Y (Purchase Decision)	0.680

Table 5. Fornell-Larcker criterion values.

Fornell-Larcker criterion	X (Direct Marketing)	M (Purchase Intention)	Y (Purchase Decisions)
X (Direct Marketing)	0.809		
M (Purchase Intention)	0.732	0.783	
Y (Purchase Decision)	0.730	0.822	0.825

To determine the feasibility of the data, Cronbach alpha and composite reliability tests were carried out with the following results (Table 7):

All values that reveal the number of Cronbach's alpha above have met the requirements that the value should >0.7 . That means all indicators have been declared reliable in measuring other variables after the elimination of several invalid items [14].

Table 6. Value of cross loading.

Cross loading			
	X (Direct Marketing)	M (Purchase Intention)	Y (Purchase Decision)
DM4	0.846	0.633	0.604
DM5	0.734	0.551	0.585
DM6	0.849	0.573	0.586
DM7	0.800	0.605	0.586
PD10	0.614	0.695	0.890
WW11	0.669	0.676	0.877
PD4	0.599	0.683	0.746
PD6	0.487	0.625	0.702
WW9	0.626	0.702	0.889
PI1	0.538	0.752	0.607
PI2	0.647	0.801	0.632
PI3	0.512	0.759	0.598
PI4	0.521	0.769	0.670
PI5	0.632	0.830	0.703

Table 7. Cronbach's alpha value.

	Value
X (Direct Marketing)	0.822
M (Purchase Intention)	0.842
Y (Purchase Decision)	0.879

Table 8. Composite reliability values.

	Composite reliability
X (Direct Marketing)	0.883
M (Purchase Intention)	0.888
Y (Purchase Decision)	0.913

All values in Table 8 above reveal the number of composite reliability have met the composite reliability requirements >0.7 . Thus, based on Ghozali's [14] theory, the calculation of composite reliability of all indicators is declared reliable in measuring the latent variables.

The first characteristic of our research respondents is based on gender and the study program (Tables 9 and 10):

Based on Table 9 above, it can be seen that most of the respondents in this study came from the Business Administration and Taxation study program with a percentage of 26.2%. Education Administration Study Program with a percentage of 13.4% with 20 respondents. Respondents from the Public Administration study program with 19 respondents had a percentage of 12.8%. Respondents from the Library and Tourism Science Study Program were 16 people with a percentage of 10.7%.

From the data obtained, an average analysis was carried out where the Direct Marketing (DM 1) variable contained seven questions on the questionnaire given to respondents to be answered. The respondent's answer variable can be seen in the following Table 11:

Based on the data above, it is shown that item X.7 with question e about the tone of voice used by sellers to consumers is gentle and does not yell has the highest average value, which is 3.669.

Based on the data above, it is shown that item PI.2 with questions about the practice of using the product by the seller has the highest average score of 3,228.

Based on the data above, it is shown that PD.1. Has the highest average value of 3.195. The topic of discussion is about the promo given by the seller to the customer.

The research model consists of three constructs, namely direct marketing, purchase intention, and purchase decision. In order to see and evaluate the validity and reliability of a construct, a measurement model is used. The following is a research path diagram (Fig. 1):

Table 9. Characteristics of respondents by gender.

Gender	Frequency	Percentage
Man	51	34.2%
Woman	96	64.4%
Choose not to answer	2	1.4%
Total	149	100%

Table 10. Characteristics by study program.

Study program	Frequency	Percentage
Business Administration	39	26.2%
Education administration	20	13.4%
Public Administration	19	12.8%
Library Science	16	10.7%
Tourist	16	10.7%
Taxation	39	26.2%
Total	149	100%

Table 11. Average respondents' answers.

No.	Direct Marketing Variables		Purchase Intention Variable		Purchase Decision Variables	
	Item	mean	Item	mean	Item	mean
1.	DM 1	3.067	PI 1	2,966	PD 1	3,195
2.	DM 2	3.101	PI 2	3,228	PD 2	3,020
3.	DM 3	1,859	PI 3	3,020	PD 3	3,128
4.	DM 4	3.181	PI 4	2,919	PD 4	3.081
5.	DM 5	3.013	PI 5	3.034	PD 5	2,926
6.	DM 6	3,443	PI 6	2,711	PD 6	3,007
7.	DM 7	3,669	PI 7	3,054	PD 7	3,007
			PI 8	2,980	PD 8	2,906
					PD 9	3,027
					PD 10	2,953
					PD 11	3,027

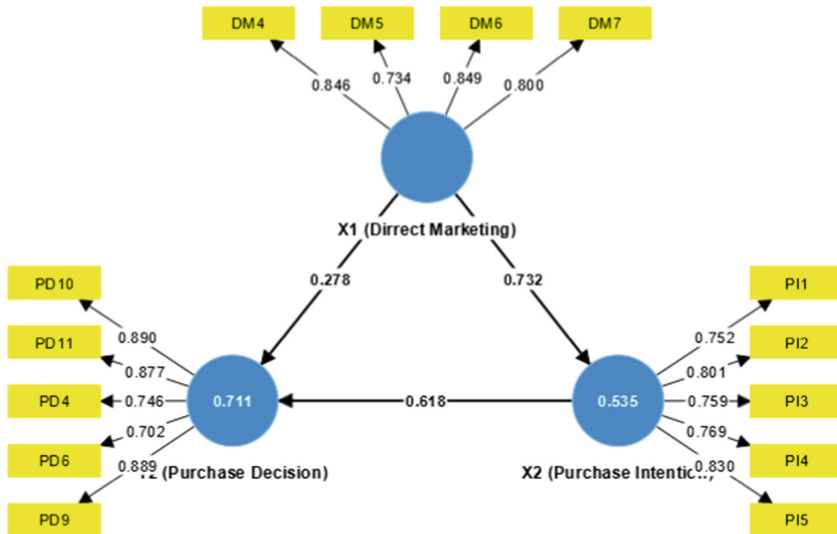


Fig. 1. Path diagram.

Ghozali states that the validity test is carried out so that researchers will more confident that the instruments can measure what should be measured [2]. The validity test used in this study uses a product from Ghozali [14]. This test is carried out by testing Convergent Validity whose outer loading value must be >0.7 and AVE must be >0.5 . In addition, it is also necessary to conduct a Discriminant Validity test [14]. The reliability

Table 12. Path coefficients analysis.

	Path coefficients
X (Direct Marketing)- >M (Purchase Intention)	0.732
X (Direct Marketing)- >Y (Purchase Decision)	0.278
M (Purchase Intention)- >Y (Purchase Decision)	0.618

Table 13. T-Statistic testing (Bootstrapping).

	STDEV	T statistics	P values
X (DM)- >M (PI)	0.049	15,069	0
X (DM)- >Y (PD)	0.072	3.853	0
M (PI)- >Y (PD)	0.07	8.869	0

test used was carried out by testing the Cronbach Alpha whose value must be more than 0.7 and testing the Composite Reliability whose value must be above 0.7.

In this study, direct and indirect effects were tested to determine the relationship between the hypotheses. Direct effect testing aims to know the effect of hypotheses 1, 2 and 3 through path coefficients. The value of path coefficients according to Ghozali [14] if >0 then the direction of the variable relationship is positive, but if <0 then the direction of the variable relationship is negative. The following Table 12 describes the direct relationship directions using SmartPLS 4:

Judging from the direct effect analysis in the table, the path coefficients value >0 , it can be concluded that the direction of the direct marketing variable relationship to purchase intention (Hypothesis 1) is positive, the direction of the direct marketing variable relationship to the purchase decision (Hypothesis 2) is positive, and the direction among purchase intention and purchase decision (Hypothesis 3) is positive.

T-Statistic testing is intended to see the significance of the relationship on hypotheses 1, 2, and 3 through bootstrapping with a standard level of significance 5%. If the T-Statistic value is >1.96 then the variable relationship is significant, and if <1.96 then the variable relationship is not significant [14]. The following is a Table 13 that shows the level of significance of the variables using Smart PLS 4:

Judging from the bootstrapping test in the table, it shows that the T-Statistic value in hypotheses 1, 2, and 3 has a magnitude >1.96 . So the following conclusions can be drawn:

3.1 Hypothesis 1: DM has Effect on PI

Judging from the test results in the table, it can be seen that the H1 variable has an original sample value (path coefficient) of 0.732, and a T-Statistic value of 15.069. These

Table 14. Indirect effect test.

	Standard deviation (STDEV)	T statistics (IO/STDEV)	P values
X (Direct Marketing)- >M (Purchase Intention)- >Y (Purchase Decision)	0.060	7.572	0.000

results show that the T-Statistic > 1.96 , so that the Direct marketing variable on purchase intention has a positive and significant effect. **Thus hypothesis 1 can be accepted.**

3.2 Hypothesis 2: DM has Effect on PD

Judging from the test results in the table, it can be seen that the H2 variable has an original sample value (path coefficient) of 0.278, and a T-Statistic value of 3.853. These results indicate that the T-Statistic > 1.96 , so that the Direct marketing variable on the purchase decision has a positive and significant effect. **Thus hypothesis 2 can be accepted.**

3.3 Hypothesis 3: PI has Effect on PD

Judging from the test results in the table, it can be seen that the H3 variable has an original sample value (path coefficient) of 0.618, and a T-Statistic value of 8.869. These results show that the T-Statistic > 1.96 , so that the purchase intention variable on the purchase decision has a positive and significant effect. **Thus hypothesis 3 can be accepted.**

Indirect effect test is used to identify whether there is an indirect effect between the independent variables through the intervening variable on the dependent variable. The criteria for passing the indirect effect test according to Ghozali [14], namely if the T-Statistic > 1.96 , then the variable relationship is significant. The following is a Table 14 that describes the results of the indirect effect test using SmartPLS 4 as follows:

Judging from the indirect effect test in the table, it shows that the T-Statistic value in hypothesis 4 has a magnitude of > 1.96 . So it can be conclude that:

3.4 Hypothesis 4: DM has Effect on PD Through PI

Judging from the test results in the table, it can be seen that the H4 variable has an original sample value (path coefficient) of 0.452, and a T-Statistic value of 7.572. These results show that the T-Statistic > 1.96 , so that the direct marketing variable on purchase decisions through purchase intention has a positive and significant effect. **Thus hypothesis 4 can be accepted.**

4 Discussion

Transactions through TikTok Live Streaming that exponentially increasing is a phenomenon that needs to be studied in depth, especially in terms of the marketing methods used. This study seeks to find out the direct marketing model that is carried out by

TikTok Live Streaming sellers so that they can create purchase intention and encourage purchase decisions. Then this study also tries to find out how purchase intention becomes a mediation between direct marketing and purchase decisions.

4.1 Direct Marketing to Purchase Intention

The results of the analysis can be interpreted that the better the quality of direct marketing through TikTok Live Streaming, it can increase customer purchase intention. Based on direct marketing indicators to improve the quality of direct marketing, telemarketing and social media marketing strategies can be used. This statement is in line with the theory of Kotler and Armstrong which states that telemarketing and social media marketing can improve the quality of direct marketing [7].

The direct marketing model is concerned with how sellers communicate and market their products directly in polite and easy-to-understand language. Based on empirical observations made, it is known that sellers through TikTok Live Streaming market their products in a language that makes customers feel comfortable and not disturbed. In addition, customers can also clearly understand what kind of product is being offered, thus making customers more confident to make a purchase. Next is the social media marketing strategy related to marketing strategies carried out through social media such as Instagram, Facebook, Website, TikTok and so on, where this strategy can effectively reach many audiences at once through the delivery of interesting content.

Then purchase intention is caused by transactional interest, preferential interest, and referential interest. This sentence is match with the statement of Tjjiptono that transactional interest, preferential interest, and referential interest can increase purchase intention [5]. The outcome of this study bolster research that led by the previous researchers that there is a significant influence between direct marketing (direct marketing) purchase intention (purchase intention), namely research conducted by Pasharibu et al. [6], Kusnandri et al. [15].

Transactional interest based on attractive product presentation can increase customer desire to buy. Based on empirical observations, products that have attractive packaging and presentation tend to be ogled by customers, it can be seen on TikTok Live streaming which presents images and promotions of their products as attractive as possible. Then referential interest is described as the interest of customers to buy a product on the advice and recommendations of others. Therefore, many sellers present testimonials from other customers, thus making customers more confident to buy the product. Lastly, preferential interest is described as customer interest in a product that they are already interested in, customers who are already interested in a product can be built stronger with product guarantees and product safety guarantees, especially because TikTok Live Streaming sales are carried out virtually, making this guarantee an important thing.

4.2 Direct Marketing to Purchase Decision

The analysis on H2 shows that direct marketing has a positive and significant influence on purchase decisions. So these results mean that the better the quality of direct marketing through TikTok Live Streaming, the better the customer's purchase decision. Based on direct marketing indicators to improve the quality of direct marketing, you can

use telemarketing and social media marketing strategies, this statement is in line with the theory of Kotler and Armstrong which states that telemarketing and social media marketing can improve the quality of direct marketing [7].

Telemarketing strategy based on empirical observations made, it is known that sellers through TikTok live streaming market their products in polite and easy-to-understand language, making customers more confident and believing that the products offered are good products, thus encouraging customers to make purchases. Next is a social media marketing strategy based on empirical observations, social media marketing is effective in encouraging customers to make purchases due to the ease of transaction features presented. Many live streaming TikTok sellers also do marketing through other social media.

Based on the indicators of Purchase decision caused by buying habits, recommendations of others and repeated purchase experiences, this statement is in line with the theory of Kotler and Keller which states that purchasing habits, recommendations of others, and repeated purchase experiences can increase purchase decisions [16]. Therefore, these results are in line with the results of research conducted by Pasharibu et al., [6], Purnama and Pralina [17] that direct marketing affects purchasing decisions significantly.

Purchasing habits can facilitate purchasing decisions because buyers have already bought the product, so they are more confident and confident that the product is in accordance with customer needs and desires. Based on empirical observations, in TikTok live streaming, many buyers have subscribed to one seller who are used to making purchases at that seller. Then recommendations from other people can be a driving force for buying because of the trust from the experience of the person who gave the recommendation. Based on empirical observations, most TikTok live streaming customers are interested in trying because their friends or relatives buy products through TikTok live streaming at a low price so that this makes other people as recommenders to buy through TikTok live streaming. Then the repeat purchase experience is related to the satisfaction of purchases that have been made before, where this satisfaction encourages customers to buy the product again at the same place. Based on empirical observations, customers find it difficult to switch to another seller because they have never tried at another seller, so they tend to buy at the same place because they are satisfied with their previous buying experience.

4.3 Purchase Intention to Purchase Decision

The results of the analysis can be interpreted that the higher the increase in purchase intention through TikTok Live Streaming, the higher the customer's purchase decision. Based on the purchase intention indicator that the increase in purchase interest is due to transactional interest, referential interest, and preferential interest, this statement is in line with the theory of Tjiptono which states that transactional interest, referential interest, and preferential interest can increase purchase intention [5]. Then based on the Purchase decision indicator due to purchasing habits, other people's recommendations and repeated purchase experiences, this statement is in line with the theory of Kotler and Keller which states that purchasing habits, recommendations from others, and repeated purchase experiences can increase purchase decisions [16]. Those conclusions are in

line with the results of research that led by Amri et al., [18]. It shows that purchasing decisions get a significant effect from the variable purchase intention.

4.4 Purchase Intention to Purchase Decision

Tests on H4 show that direct marketing on purchase decisions through purchase intention has a positive and significant influence. So these results can be interpreted that the better it can improve the customer's purchase decision, but because the path coefficient and t-statistic values in the direct effect and indirect effect analysis are positive and significant, the influence of the intervening variable on H4 is full mediation so that the presence or absence of the purchase intention variable does not give any affect on the relationship between the direct marketing variable to the purchase decision.

Finally, the fourth hypothesis that this study predicts the role of purchase interest in influencing purchasing decisions on TikTok live streaming has been tested. The effect of full mediation in H4 means that the role of variable purchase intention just give a small effect and impact on variable purchase decisions that have been tested and give a full mediation effect. So when a TikTok Live seller Streaming does direct marketing, sellers do not need to build purchase intention (purchase interest) because direct sales have an impetus effect to directly buy the product because sales through TikTok Live Streaming are intended so that customers directly buy the product that is being broadcast, because they are fighting with other customers. So it can be concluded that purchase intention has a small role when making direct sales on TikTok Live Streaming.

5 Conclusion

The finding of this study give an inference that people are interested in accessing direct marketing shopping, especially the TikTok application which causes people to be tempted to buy a product live at an affordable price. Based on the analysis of Hypothesis 1- Hypothesis 3 in the form of direct effect testing (path coefficients) and t-statistics (bootstrapping) state that:

1. Hypothesis 1 —direct marketing has significant and a positive effect on purchase intention, so Hypothesis 1 can be accepted.
2. Hypothesis 2 —direct marketing has significant and a positive effect on purchase decisions so that Hypothesis 2 can be accepted.
3. Hypothesis 3 — purchase intention has significant and a positive effect on purchase decisions so that Hypothesis 3 can be accepted.
4. Hypothesis 4 —direct marketing has significant and a positive effect on purchase decisions through purchase intention so that Hypothesis 4 can be accepted.

Based on the results of hypothesis testing above, the four hypotheses affect the transaction process on the TikTok Live Streaming application. Sellers make sales transactions through TikTok Live Streaming by displaying the products offered. The customer identifies a product, starting from the composition, quality, and quantity, comparing prices with products from other stores, as well as the services provided. After identifying, then the customer decides to buy a product after a recommendation from the seller and reviews from other people.

Acknowledgment. This research is supported by the Research Study Club, Faculty of Administrative Sciences, Universitas Brawijaya who give a big support, help, and facilities for the completion of this paper so everyone can learn somethings from this research.

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