

Live Streaming, Electronic Word of Mouth, and Brand Trust on Consumer Purchase Decisionsat Parfume Mykonos

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ABSTRACT

This consider points to decide the impact of Live Streaming, Electronic Word of mouth, and Brand Trust on Consumer Purchasing Decisions for Mykonos Aroma in Sidoarjo. This consider employments quantitative inquire about with speculation testing. The test utilized in this think about summed to 96 respondents. The explanatory instrument utilized in this investigate is way investigation procedure, carried out utilizing SmartPLS (Fractional Slightest Square) computer program adaptation 4.0 for Windows. Essential information in this ponder were gotten from a survey whose estimations utilized a Likert scale that had been tried for legitimacy and unwavering quality. The comes about of this ponder demonstrate that (1) Live Streaming affects purchasing decisions, (2) electronic word of mouth affects purchasing decisions, (3) brand trust affects purchasing decisions.

ABSTRAK

Riset berikut tujuannya guna memahami Pengaruh Live Streaming, Electronic Word of mouth, dan Brand Trust Terhadap Keputusan Pembelian Konsumen Parfum Mykonos di Sidoarjo. Riset berikut memakai studi kuantitatif dengan uji hipotesis. Sampel yang dipakai pada riset berikut jumlahnya 96 subyek. Alat analisis yang dipakai pada riset berikut ialah teknik analisis jalur, dijalankan melalui pemakaian software SmartPLS (Partial Least Square) versi 3.0 for Windows. Data primer pada riset berikut didapat dari angket dengan pengukuran memakai skala likert yang sudah diuji reliabilitas dan validitasnya. Hasil riset berikut memaparkan bahwasanya (1) Live Streaming berdampak pada keputusan pembelian, (2) Electronic Word of Mouth berdampak pada keputusan pembelian, (3) Brand Trust berdampak pada keputusan pembelian.



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INTRODUCTION

Perfume now has a huge impact on the public who use it as a daily necessity. Perfume is worn every day to support the appearance and optimize the confidence of the person wearing it. Perfume is usually worn when meeting someone or attending an important event such as a birthday party, office event, wedding party, and others. Perfume can also be used when we are going to travel far and remind us of someone's memory through the distinctive aroma of the perfume used. This habit makes perfume a big impact in the world of trade, because almost everyone in the world uses perfume. In Indonesia, perfume is among the highest sales in e-commerce since 2022, especially on the Tiktok marketplace. Perfume became the first product with the highest sales rate after skincare and cosmetics because the Government held a program to invite people to shop for local products and became one of the aspects driving the progress of MSMEs in the field of perfuming substances.

One of the perfume brands that is currently going viral is Mykonos. Mykonos is a local perfume product from Indonesia that was founded in 2019. Mykonos perfume shop is located in the city of East Jakarta. Mykonos Perfume has enjoyed successful product sales since launching a series of new perfume collections themed "Paris Collection" in collaboration with French creative company Yves Ryan. The inspiration for the Mykonos Paris collection came from

the personal experience of a Mykonos team member who traveled solo and independently to discover herself in Paris. She was so impressed that she could not forget her experiences in Paris. She decided to create a range of perfumes that would remind her of Paris, and put all her experiences, as well as all the ingredients, scents and notes she inhaled during her time in Paris, into perfume bottles for Indonesian audiences to enjoy. The Paris Collection Mykonos has two variations, When in Paris and Verve.

When in Paris is the first perfume in Indonesia with the scent of fruit jam or jam. A perfume that symbolizes youth and romance. The nuances of the perfume are very romantic, cheerful and youthful. Like a young woman who is in love, searching for herself and exploring herself. A young woman who loves the world and her life. The perfume has fresh floral and citrus notes with a velvety and soft finish. The Verve variation emphasizes the graceful, elegant and charismatic side of Paris. Perfumes with floral nuances are reminiscent of famous Parisian women. Verve symbolizes charisma and elegance. The scent of the perfume is elegant, classy and luxurious. It depicts a mature woman who is a very fashionable career woman, successful as well as an inspiration to the audience around her. A charismatic and confident woman, similar to the elite Parisian women. It has white floral notes, especially jasmine, and exotic notes of tonka bean and blackcurrant.

Paris Collection is packaged using an elegant and eye-catching premium glass bottle with a magnetic and premium bottle cap. The design of the box has a hand-drawn image to get a visual or feel of the city of Paris and the scene of Paris Perfumer's experience. Inside the box, there is a card with a description of each perfume and notes. There is also a spotify code that will direct consumers to a playlist that will bring the feel of Paris. This product has characteristics that distinguish it from other products, namely Affordability, quality, and variety. Mykonos is ambitious to create perfume products with high end quality but at an affordable price. Mykonos continues to present perfume products with unique scents, following world trends, but still seem luxurious and easily accepted in the local market. In addition, Mykonos also collaborates with several influencers to create its perfume products, for example Violenzia Jeanette presents the Violette perfume variant. Mykonos also received many reviews from influencers through social media. Apart from the violette variant, there are several Mykonos variants that are favored by consumers both in terms of aroma and very unique packaging, namely enchanted, Aphrodite, vanilla clouds, Zora, and others. Source: mediaindonesia.com.

Mykonos is one of the new perfume brands that entered the top 7 best and best-selling perfume brands in e-commerce with sales revenue of Rp982.7 million. This perfume product is sold from Rp.89,000 to Rp.260,000. With this price, the brand wants to increase the e-commerce perfume market with its products. On the other hand, Mykonos' packaging is also not the same as its competitors. Perfume products are generally packaged in glass. But the brand chooses to use aluminum to ensure the product is safe and unbreakable. The packaging also has a premium and modern design, which is an advantage that customers can consider when shopping for this product. Source: Kompas.co.id.

Consumers as individuals in obtaining or purchasing an item must go through the process first with the recognition of their needs, searching for information through advertisements or references from others. The number of opinions and information from the internet about a good or service influences consumers to decide on a purchase, then consumers are faced with several alternative perfume choices available. Consumers also always consider existing factors before making purchasing decisions. Such as the existence of live streaming and electronic word of

mouth which makes consumers more confident to shop online, because they can interact directly and see the product using only a smartphone. In addition, the information sought can be seen through reviews or reviews from previous users. However, the important thing that business people must understand is that every consumer has a different behavior, so not necessarily all of these factors will influence them in making purchasing decisions at a business (Wahyu Hieronimus & Soliha, 2022). Therefore, companies must make every effort to achieve their marketing goals. Similarly, Mykonos Perfume chooses and uses various marketing approaches in an effort to stay ahead and meet changing customer preferences.

The rise of sellers who open perfume shops both online and offline in Sidoarjo has made the competition between sellers even higher, and the COVID-19 virus outbreak has decreased consumer purchasing power for Mykonos perfume products. The COVID-19 pandemic has changed many things, the public must adjust to the changes and public activities are limited as the government tries to stop the spread of the virus. In this condition, the public should minimize their activities outside the home. This has led to an increase in digital activities in the general public including business people. The use of online media is increasing in order to maintain the continuity of their business activities. In addition, the rise of fraud that occurs on social media when shopping online. When shopping online we do not know whether the materials and products are in line with what is expected. So, in order to answer this problem, the solution proposed by the author is to utilize social media such as tiktok as a medium to promote their products and increase sales.

Currently, the TikTok app, which began operating in 2018, has seen an increase in users. There are a number of aspects that contribute to the growing popularity of this application, especially the benefits it brings to online businesses (Maslucha & Ajizah, 2023). TikTok is a social media that shows content in the form of short videos with audio. TikTok is one of the social networks that uses video sharing which can be shared and commented on by other individuals, making it an increasingly popular medium, especially among the millennial generation. TikTok can also be sent via Twitter, FB, Instagram, and WhatsApp. In addition, at the time of trading, the following applications quickly became viral applications that were loved by many people sourced (Christhy et al., 2021) and (Endarwati & Ekawarti, 2021). The application that brings online commerce functionality and allows anyone to use it is known as TikTok Shop and is integrated with Tokopedia. TikTok collaborates with banking institutions and other companies such as Gopay and Dana to make it easier for buyers to make payments. TikTok continues to develop its application features, one of which is the existence of Live streaming which can be used by someone to interact directly with their followers. In accordance with its development, Live streaming on TikTok can now be used as a medium for promotion and selling.

One of the marketing strategies in facing business competition, the economic crisis due to the Covid-19 pandemic, and influencing purchasing decisions is live streaming. Live streaming is defined as a platform that is part of a commerce feature that integrates real-time social interaction into electronic commerce. Live streaming has become a popular medium because consumers can engage directly, the technology allows for direct interaction. As a promotional medium live streaming is groundbreaking: "These unique features make live streaming a new medium for consumers and a powerful marketing tool for e-commerce. For example, individual sellers and small businesses can create their own product demonstrations through live streaming" (Chen et al., 2019). The presence of live streaming will build consumer trust when shopping online. Efforts to build trust are very important because internet media are not able to present the atmosphere and products like conventional shopping. However, the live streaming

feature allows businesses to communicate in detail, demonstrate and answer potential customers' questions directly (Saputra & Fadhilah, 2022). Live streaming is part of an effort to make a product known to the public so that it can have an impact on a product. So it can be said that Live streaming is part of advertising. These activities can take place simultaneously, as sellers display and describe their products. In addition, consumers can communicate with other consumers to get the information they need about the type or quality of the product. From this it can be said that live streaming is a promotional space/media that provides information, influences or seduces consumers to use, buy and be loyal to the product. The use of visual appeal, namely the presence of attractive and clear images, precise and up to date product explanations, and the use of legible fonts make it easier for Mykonos products to be understood by consumers. By seeing and reading, consumers can choose wisely and decide which product they want to buy.

The next marketing strategy is Electronic Word of Mouth or abbreviated as (E-WOM). The definition of electronic word of mouth is an opinion, both positive and negative, from other consumers about the use of a product, where this opinion is conveyed through social media by utilizing the internet network (Rif'atul H & Endang, 2021). The existence of electronic word of mouth is a major aspect in influencing product purchasing behavior, because potential consumers tend to make other people's opinions or reviews a reference for making decisions to consume or use these products. The aspect that encourages potential consumers to purchase products with certain brands is that the product is able to provide a sense of satisfaction for other consumers as indicated by positive reviews. The method chosen by consumers before making a product purchase decision is to analyze product reviews from other users about the effects caused by using the product, looking for a number of information and online marketing alternatives in purchasing products by utilizing social media, both from TikTok, Youtube, Instagram, Twitter, blogs, and the like. However, in this research, researchers focus more on TikTok social media. The existence of electronic word of mouth makes it easier for businesses to gain trust from consumers (Sanjaya & Budiono, 2021). Besides that, electronic word of mouth also has a positive influence on consumers in terms of helping to decide on product purchases so that they do not regret it after using the product.

Then to increase consumer confidence in Mykonos products, the marketing strategy used is brand trust. Brand Trust is the customer's desire to lean on a brand with the risks faced because the expectation of the brand will cause positive results. The ability of brand trust comes from consumer confidence that can realize brand promises and strong value, which is the basis for consumers to believe that brands can prioritize consumer interests. Counterfeit brands can lead to a decrease in consumer trust in the brand and can lead to a decrease in the reputation of perfume brands sold online. A decrease in brand trust and brand image will lead to a decrease in online consumer purchasing decisions for certain perfume brands.

This agrees with the results of various studies by previous researchers, including (Juliana, 2023) In this study, it is explained that Live Streaming directly affects purchasing decisions. Agree with (Kamila Putri & Aghniarahma Junia, 2023) that live streaming and electronic word of mouth have an effect on purchasing decisions. This is inversely proportional to the research found by (Khairunnisa Ginting & Harahap, 2022) which states that live streaming has a negative and insignificant effect. From this statement, it proves that marketing products through live broadcasts does not guarantee consumers to buy these products due to lack of preparation and poor communication which causes a decrease in the level of consumer confidence when shopping online. In addition, also mentioned by (Inayati et al., 2022) through his study, he found

that electronic word of mouth has a significant effect on purchasing decisions. However, the results of this study are not in line according to (Rifa Permatasari, 2020) there is no guarantee that electronic word of mouth will convince consumers who are hesitant to make a purchase due to several negative reviews written on the online store account. In addition, there is research conducted by (Inggasari & Hartati, 2022) which states that brand trust has a positive and significant effect on purchasing decisions, when the analysis shows that brand trust generates more sales due to the high level of consumer confidence in the product brand and where the role of researchers in influencing customers to buy can be ignored. In other words, customers' decisions to buy a product or service are influenced by several different circumstances.

Previous research has shown the importance of using promotional methods to influence customer shopping habits. The effect of promotional strategies with a live streaming approach, electronic word of mouth, and brand trust on purchasing choices for Mykonos perfume in Sidoarjo has not been widely analyzed or studied. Thus, researchers want to study how customer perceptions of live broadcasts, testimonials, and mykonos perfume brand trust influence consumer purchasing choices. So the problem formulation in this study is "Can live streaming, electronic word of mouth, and brand trust influence consumer purchasing decisions for Mykonos perfume?". This study aims to obtain and understand the results of live streaming, electronic word of mouth, and brand trust in order to improve purchasing decisions on Mykonos perfume. With the results of this study, it is hoped that readers can find out the role of live streaming, electronic word of mouth, and brand trust in consumer purchasing decisions. This research category is based on Sustainable development goals (SDGs) indicator twelve, namely regarding sustainable consumption or production (Responsible Consumption and Production). Responsible consumption and production in this study are to determine the consumption patterns made by consumers of Mykonos Perfume.

The live streaming method is an effective marketing and product promotion technique for sellers because it allows sellers and buyers to interact with each other and communicate both visually and audibly (Lisindawati et al., 2023). In addition, the live streaming method also makes it easier for sellers to introduce and instill the character of goods to potential buyers whether through live or not. One of the platforms that support live streaming is TikTok. The definition of live streaming is a series of real-time video sharing activities regarding activities carried out at that time such as product sales that allow for increased sales (Juliana, 2023). The advantages of promoting or selling products through live streaming for sellers include making it easier for sellers to turn on an attractive shopping atmosphere, build and increase consumer trust, and make it easier for sellers to find potential customers for the products being marketed. In addition, the live feature on social media platforms makes it easier for sellers to offer products directly, provide detailed product knowledge, respond to questions from potential customers or interact with potential customers without knowing the time limit. In live streaming there are three aspects that have an impact on purchasing decisions (Rahmayanti & Dermawan, 2023) including; Perceived Product Quality, Host Credibility, Discount.

The definition of E-wom is an opinion, both positive and negative, from other consumers on the use of a product, where this opinion is conveyed through social media by utilizing the internet network (Netrawati Oka ayu et al., 2022). The existence of E-WOM is a major aspect in influencing product purchasing behavior, because potential consumers tend to make other people's opinions or reviews a reference for making decisions to consume or use these products. The aspect that encourages potential consumers to purchase products with a certain brand is that the product is able to provide a sense of satisfaction for other consumers as indicated by

positive reviews. The method chosen by consumers before making a product purchase decision is to analyze product reviews from other users about the effects caused by using the product, looking for a number of information and online marketing alternatives in purchasing products by utilizing social media, both from TikTok, Youtube, Instagram, Twitter, blogs, and the like (Sanjaya & Budiono, 2021). Indicators of E-WOM variables according to (Nuraidah & Megawati, 2023), namely; Valence of Opinion, Content, Intensity.

The definition of brand trust or often interpreted as brand trust is a condition that creates a sense of security in users if they consume or use products from the brand and there is a high sense of trust that the product can provide satisfaction. In addition, there are also those who define brand trust with the customer's willing attitude towards a brand. Meanwhile, the meaning of brand trust based on the perception of brand dependence is a capacitance of the business actor's intention to fulfill promises to consumers. Then Naggar and Bendari define brand trust as a view or expectation that arises from the belief that the brand of the product is credible, competent, and consistent (Kwan Soo Shin et al., 2019). Brand trust is considered part of credibility in receiving brand equity and is important in developing customer loyalty, and is the most influential relationship marketing tool that a company can have (Surapto, 2020). Consumers who have trust and confidence in a product tend to repurchase, meaning that consumers already have confidence in the brand. The indicators of brand trust according to (Kevin Putra Bawono & Subagio, 2020) are as follows; Brand Reliability and Brand Intention.

The definition of a purchase decision is the behavior of consumers who are interested in buying a product (Nasution et al., 2019). Before determining to make a purchase of a product, customers will carry out an approach involving the stages of identifying needs, looking for product information that can meet their needs, making selections from several available products, and assessing the product after consumption. In addition, consumers will also select products of interest to determine purchasing decisions. According to (Asraini, 2019), purchasing decisions have a number of parameters. There are 5 indicators to assess purchasing decisions, including; Recognizing the Problem, Finding Information, Evaluating Alternatives, Purchase Decision, and Post-Purchase Evaluation.

RESEARCH METHOD

The following research implements quantitative methods with statistical and mathematical analysis, quantitative researchers look at data collected from the field to test hypotheses about phenomena of interest (Nur Hikmatul Auliya et al., 2020). In this analysis, we use Live Streaming (X1), Electronic Word of Mouth (EWOM) (X2), Brand Trust (X3), and Purchase Decision (Y). The subject of the research population is TikTok users in Sidoarjo, especially women who use Mykonos Products. Sampling in this study used probability sampling techniques through the use of random sampling. The method of collecting samples through random sampling techniques takes samples from a random population. The following approach focuses on selecting samples through chance encounters between researchers and people who seem to be suitable respondents or who have made many purchases. In this research, the researcher does not understand the size of the population under study. Therefore, the formulas needed in calculating the sample size in a study use the Cochran formula, including:

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

Where:

n = Sample Size / Number of Respondents

z = Standard value of the distribution according to the value = 5% = 1.96

p = Chance of being right 50% (0.5)

q = Chance of being wrong 50% (0.5)

e = Sample error rate (margins of error) (0.1) 10%

Based on this equation, the author carried out calculations using the Cochran equation, where the results used to determine the number of samples to be studied included:

$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

$$n = 96$$

According to the results of the Cochran calculation above, the number of samples in the following research is 96 subjects. Of the 96 respondents, the researcher has criteria for filling out the questionnaire, namely women aged 17-30 years, have a TikTok account, have made purchases of Mykonos products up to 2 times and live in Sidoarjo. The questionnaire is the main method of data collection used in this investigation, namely by using the Google Form link, and for distributing questionnaires using social media Instagram and Whatsapp. Likert scale was used as an option. Multiple linear regression was used as the study method to study the level of purchasing decisions influenced by E-WOM, brand trust, and TikTok live streaming. Path analysis technique is used in the following research. In the following research, the author used the path coefficient as a value to analyze how the causal correlation between variables is designed according to the time series, an analytical method that can analyze the magnitude of direct and indirect correlations between variables. In the following research, path analysis was carried out through the use of the SmartPLS (Partial Least Square) application version 4.0 for Windows. SmartPLS is a covariance-based and variance-based structural equation modeling (SEM) data processing approach option. Data analysis in SmartPLS can be carried out through a number of steps. That is, the outer model analysis is composed of testing coverage validity, composite reliability, discriminant validity, mean variance extracted, and collinearity statistics (VIF). The second is the inner model analysis. Hypothesis testing is composed of bootstrap and R-square tests. Based on the conceptual framework above.

RESULTS AND DISCUSSION

In the following research, data analysis uses the Smart PLS (Partial Least Square) application. The schematic model of the outer model measurement includes:

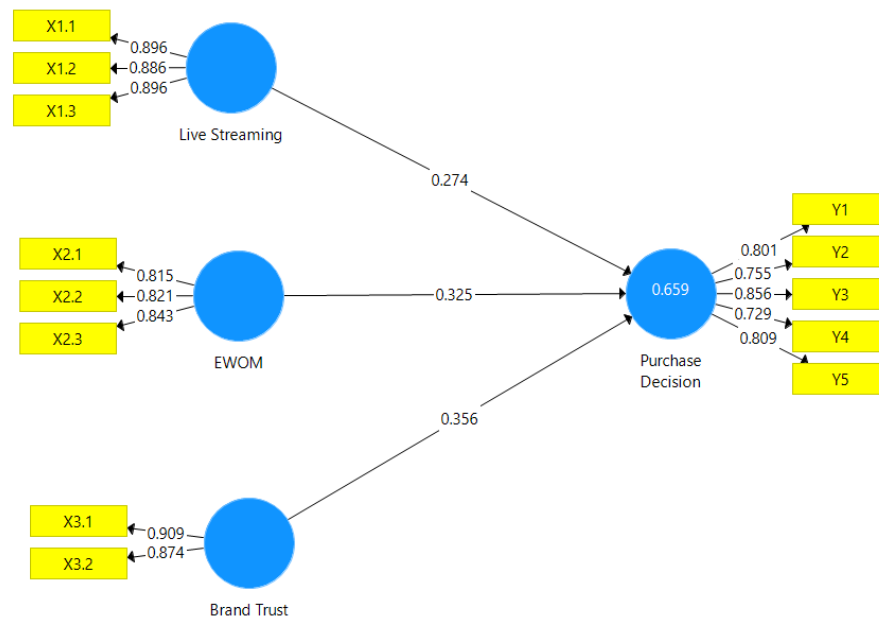


Figure 1. Outer Model

In this model, it explains the correlation between latent variables and all indicators. Which means the following outer model can explain how the relationship between variables. The outer model has several tests in it, which include:

Validity Test

Covergent Validity

Convergent validity is a relationship between indicator weights and latent variable values that have a high relationship. To be categorized as having convergent validity, the loading factor weight must exceed 0.7 and the AVE (Average Variant Extracted) weight must exceed 0.5 (Pratama, 2024).

Table 1. Outer Loading and AVE

Variable	Indicator	Loading Factor	AVE	Decision
Live Streaming	X1.1	0.896	0.797	Valid
	X1.2	0.886	0.797	Valid
	X1.3	0.896	0.797	Valid
EWOM	X2.1	0.815	0.683	Valid
	X2.2	0.821	0.683	Valid
	X2.3	0.843	0.683	Valid
Brand Trust	X3.1	0.909	0.792	Valid
	X3.2	0.874	0.792	Valid
Purchase Decision	Y1	0.801	0.626	Valid
	Y2	0.755	0.626	Valid
	Y3	0.856	0.626	Valid
	Y4	0.729	0.626	Valid
	Y5	0.809	0.626	Valid

Source: Smart PLS Output, 2024

Discriminant Validity

Discriminant validity testing is carried out to prove that the differences between concepts between latent variables are different. A model is considered to have good discriminant validity when the AVE squared weight of each independent variable exceeds the relationship between these variables and other variables (Pratama, 2024).

Table 2. Discriminant Validity (Fornell- Lacker Criterium)

Variable	Live Streaming	EWOM	Brand Trust	Purchase Decision
Live Streaming	0.893	0.660	0.522	0.674
EWOM		0.826	0.569	
Brand Trust			0.892	
Purchase Decision		0.709	0.684	0.791

Source: Smart PLS Output, 2024

Based on the results listed in table 2, there is an AVE (Average Variance Extract) root value on the diagonal and a correlation value between constructs below it. From these results it appears that the weight of the AVE square root exceeds the weight of the correlation. So it can be concluded that the estimated model is valid, because it meets the requirements of discriminant validity.

Reliability Test

Construct reliability can be examined using Cronbach alpha and Composite Reliability weights on each construct. For good reliability, it is recommended that the composite reliability weight and Cronbach's alpha weight exceed 0.70 (Pratama, 2024).

Table 3. Cronbach’s Alpha and Composite Reliability

Variable	Cronbach’s Alpha	Composite Reliability	Decision
Live Streaming	0.893	0.992	Valid
EWOM	0.768	0.866	Valid
Brand Trust	0.743	0.886	Valid
Purchase Decision	0.851	0.893	Valid

Source: Smart PLS Output, 2024

Based on table 3, all variables in the following research display Composite Reliability and Cronbach's Alpha weights exceeding 0.7 in the reliability test. This explains that these variables can be considered reliable, and the following analysis results can be used for further testing.

Structural Model (Inner Model)

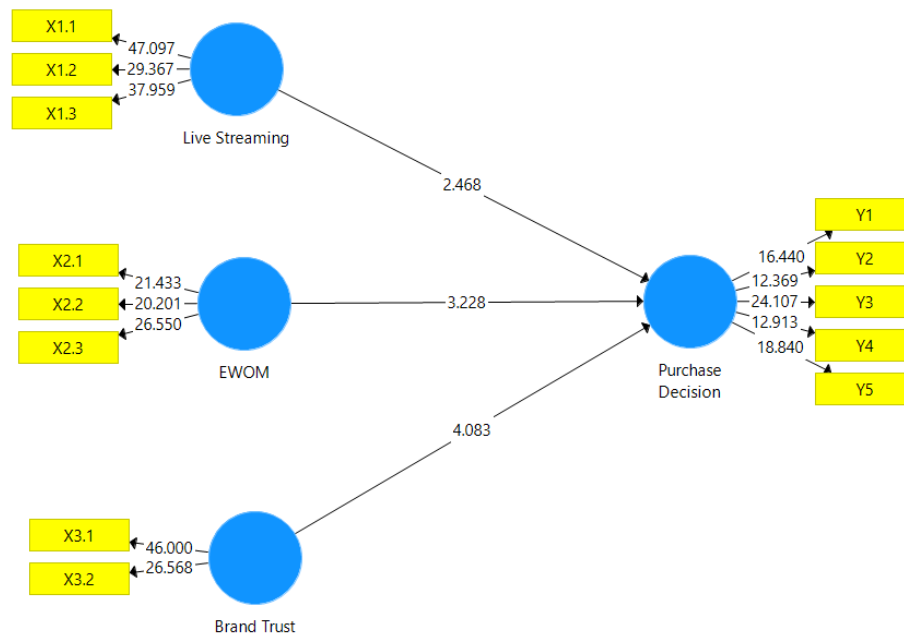


Figure 2. Inner Model Analysis

Structural analysis refers to the R-square value. In this study, the adjusted R-squared value obtained on the dependent variable, namely the purchase decision variable of 0.648, indicates that the Live Streaming, EWOM, and Brand Trust variables can explain the Purchase Decision variable by 64.8%, and the remaining 35.2% is explained by other variables that have not been studied.

R Square

Coefficient of Determination (R^2) is a measure of the proportion of variance of an endogenous construct that is explained by its predictor constructs. It indicates the explanatory power of the model with respect to a particular endogenous construct. The R^2 value is in the range of values 0 to 1, which at a value of 0.25 means a weak level of predictive accuracy; 0.50 means moderate; 0.75 means strong. The following are the R-square results using SmartPLS:

Table 4. Results of R-square (R^2) Adjusted Testing

Variable	R Square	Adjusted R Square
Purchase Decision	0.659	0.648

Source: Smart PLS Output, 2024

Based on the results of the coefficient of determination test above, the R^2 (R Square) value of the regression model is used to determine how much the ability of the independent variables (independent) to explain the dependent variable. Based on the table above, it is known that the R^2 value is 0.659, this means that 65.9% of the variation in the Purchasing Decision variable can be explained by the variation of the three independent variables, namely Live Streaming, EWOM, and Brand Trust. While the remaining amount ($100\% - 65.9\% = 34.1\%$) is influenced by other variables outside this research.

Hypothesis Testing

Hypothesis testing in the following research is carried out by looking at the weight of the coefficient. If the weight of the coefficient is positive, then the hypothesis can be said to have a positive correlation and the hypothesis of the following research is considered widely accepted when the t-statistic > 1.96 and the P-value < 0.05 . The hypothesis testing results obtained by the following research include:

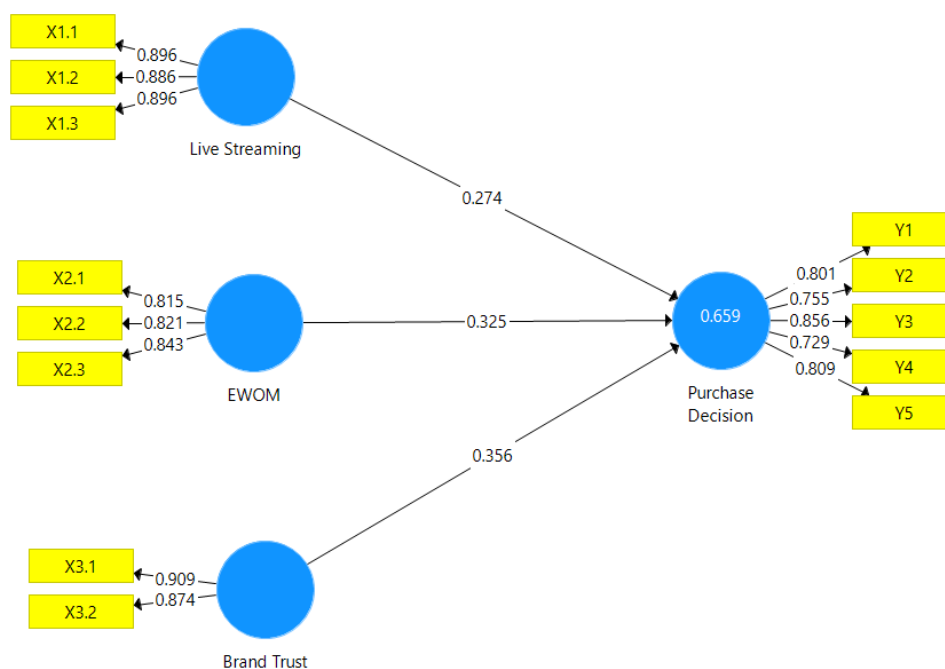


Figure 3. Bootstrapping

Variable		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P-Value	Hypothesis
Live Streaming	-> Purchase Decision	0.274	0.287	0.117	2.334	0.020	Data Supports
EWOM	-> Purchase Decision	0.325	0.322	0.104	3.135	0.002	Data Supports
Brand Trust	-> Purchase Decision	0.356	0.351	0.095	3.758	0.000	Data Supports

Source: Smart PLS Output, 2024

The tests in SmartPLS are run statistically for each hypothesized correlation. When testing hypotheses. It is run on the sample using the bootstrap method. The bootstrap test also aims to minimize the problem of non-normality in research data. The results of the Z test using the bootstrap analysis of SmartPLS analysis include:

The results of the Live Streaming test on Purchasing Decisions obtained a t-statistics weight of 2.334 where the weight exceeded 1.96 and obtained a p-value weight of 0.020 whose weight was below 0.05. The test explains that Live Streaming has a significant impact on Purchasing Decisions. Even the original sample weight of 0.274 is also obtained, which means that Live Streaming has a positive impact on Purchasing Decisions.

The EWOM test results on Purchasing Decisions obtained a t-statistics weight of 3.135 where the weight exceeded 1.96 and obtained a p-value weight of 0.002 which is below 0.05. The test explains that EWOM has a significant impact on Purchasing Decisions. It even obtained an original sample weight of 0.325 which means that EWOM has a positive impact on Purchasing Decisions.

The results of the Brand Trust test on Purchasing Decisions obtained a t-statistics weight of 3.758 where the weight exceeded 1.96 and obtained a p-value weight of 0.000, which is below 0.05. The test explains that Brand Trust has a significant impact on Purchasing Decisions. In fact, the original sample weights are obtained at 0.356, which means that Brand Trust has a positive impact on Purchasing Decisions.

Discussion

H1: Live streaming has an impact on consumer purchasing decisions for Mykonos Perfume.

The results of testing the Live Streaming variable with purchasing decisions explain that live streaming has an impact on purchasing decisions regarding Mykonos Perfume products, which means that live streaming carried out by Mykonos management has succeeded in attracting consumers and influencing consumers to be more loyal in buying various kinds of perfume products sold in online stores.

The marketing strategy carried out by Mykonos, namely Live Streaming, by establishing real-time interactions using live streaming on social media accounts such as Tiktok can establish a closer relationship between potential customers and merchants. This can have a positive impact on consumer confidence to shop online. Live streaming, apart from being used as a medium for communication, can also be used for business, one of which is as a medium for promoting their products through some interesting content that has been posted on TikTok social media accounts in order to attract interest from potential customers to join the live streaming.

Live streaming is based on three indicators including perceived product quality, streamer credibility, and discounts. The role of the indicator that respondents choose very often is the perception of product quality. This condition indicates that the perception of product quality is so crucial because buyers have the opportunity to understand goods through live streaming. Materials that meet the criteria desired by buyers have the opportunity to make purchasing decisions. The following research findings are consistent with previous research which shows that live streaming affects purchasing decisions (Faradiba & Syarifuddin, 2021) and contradicts research conducted by (Maslucha & Ajizah, 2023) which explains that live streaming has no impact on purchasing decisions.

H2: Electronic word of mouth affects consumer purchasing decisions for Mykonos Perfume.

The source of the analysis proves that electronic word of mouth has an effect on consumer purchasing decisions for Mykonos Perfume. This condition proves that the amount of information and reviews written by consumers, and consumer recommendations regarding perfume, as well as complete information from social media about Mykonos Perfume Products affect consumer purchasing decisions. The findings of the analysis obtained show that the highest average score of E-wom respondents has an impact on purchasing decisions due to the majority of respondents' statements X1.2. Where potential consumers will see positive reviews from previous consumers online before deciding to purchase at Mykonos Parfume. This

condition shows that the stronger the E-wom consumers spread about a cosmetic that focuses on fragrances, the more likely they are to continue to buy and use the product.

This condition is reinforced through a theory that explains that electronic word of mouth forms and increases purchasing awareness and influences purchasing decisions on a company, product or brand (Grace Marissa et al., 2021). The following research results are in line with research conducted (Nuraidah & Megawati, 2023) which states that E-wom is an effective tool for disseminating information about a product and this service shows the importance of consumer reviews in determining purchasing decisions. So it can be concluded that E-wom services have proven to be very good according to consumers, because consumers have felt that they have received recommendations, trust, information, and value obtained through social networks as electronic word of mouth.

H3: Brand trust affects consumer purchasing decisions for Mykonos perfume.

Based on the test results of the brand trust variable on purchasing decisions, it proves that brand trust has a significant positive impact on consumer purchasing decisions for Mykonos perfume products so that H3 This can be accepted. This means that in introducing the brand and building consumer trust in the brand, Mykonos has succeeded in influencing buyers regarding the services Mykonos has provided which has resulted in a sense of trust in Mykonos perfume, which has changed the buyer's view of the benefits and uses that Mykonos Perfume products can bring, from this sense of trust consumers will be more loyal in buying products with different variations and making repeat purchases. From this, brand trust is believed to be able to increase product sales and build a good brand image in the community so that the company can develop quickly and open up opportunities to work with other companies.

There are 2 indicators in Brand Trust, namely Brand Intention and Brand Reliability. The indicator contribution chosen by the most respondents is brand reliability. This proves that brand reliability is able to provide the value promised to consumers at the same level of satisfaction in the future. Consumers can feel safe and believe that the brand will not disappoint them so that consumers can continue to buy and use Mykonos products.

This condition is reinforced through a theory that explains that brand trust can increase product sales and build consumer confidence in the brand so that a good relationship can be established between sellers and consumers. This can increase consumer awareness and influence purchasing decisions for a company, product or brand (Aurellia & Sidharta, 2023). These conditions are in line with previous research (Agustina et al., 2023) Brand Trust has a significant effect on purchasing decisions.

CONCLUSIONS

Live streaming has an impact on purchasing decisions for Mykonos Perfume in Sidoarjo. Mykonos Perfume consumer purchasing decisions are influenced by live streaming, this condition indicates that live streaming services allow sellers to present products in real time making it easier for customers to obtain more detailed information about the product. Buyers can buy goods with more confidence during live streaming than simply browsing an image catalog. These conditions increase buyers' security in making purchasing decisions when trading at TikTok Shop. E-wom influences buyers' purchasing decisions for Mykonos Sidoarjo perfume. These conditions show that the better the spread of E-wom, the result will be an increase in purchasing decisions for Mykonos Perfume products. Brand trust has an impact on consumer purchasing decisions for Mykonos Perfume products in Sidoarjo. consumer purchasing decisions

for Mykonos Perfume products are influenced by brand trust, these conditions show that brand trust is an important aspect in increasing consumer confidence in the Mykonos perfume product brand, because it functions as the most influential relationship marketing tool that companies can have and is a consideration for customers to make purchasing decisions.

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