

ABSTRACT

Many platforms have included live shopping into their strategy marketing as most of the Gen Z customers move toward purchasing on social media platform. However, there are still few who research of what influences customer purchase intention in live streaming shopping, especially on TikTok. TikTok has already surpassed both Instagram and Facebook as the preferred social commerce platform to watched live streaming shopping. The first thing we can notice is the live streaming feature that uses the capabilities of technology, IT affordance included visibility affordance, metavoicing affordance, and guidance shopping affordance are the IT affordance in the live streaming shopping context. This study aims to determine the influence of Information Technology Affordance (Visibility, Metavoicing, Guidance Shopping) on customers purchase intention on TikTok live streaming shopping from the standpoint of the IT Affordances theory.

Data collection of this study was through the dissemination of questionnaires and using quantitative data analysis. Sampling is carried out by the non-probability sampling method with the purposive sampling method. The sample used in this study was 313 respondents. The analysis method used in this study was a multiple regression analysis test and was processed using SPSS 26 software.

Based on the results of research from descriptive analysis, it shows that Visibility affordance, Metavoicing affordance, and Guidance Shopping affordance are in the “Very good” category. The results of multiple linear regression analysis can be concluded that simultaneously Information Technology Affordance (Visibility, Metavoicing, Guidance Shopping) have a significant effect on the customer purchase intention specifically on TikTok live streaming shopping. Based on the coefficient of determination test, it shows the influence of Information Technology Affordance (Visibility, Metavoicing, Guidance Shopping) on customer Purchase Intention on TikTok live streaming shopping is 81.9%.

Keywords: Information Technology Affordance, Purchase Intention, TikTok, Live Streaming Shopping