

UINSU Stambuk 2020 Communication Science Students' Perception of Persuasive Communication Through the Shopee Live Feature on Buyer Decisions

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ABSTRACT

This study aims to analyze the perception of UINSU Communication Science students class of 2020 towards persuasive communication carried out through the Shopee Live feature and its impact on buyer decisions. The research was conducted by collecting data through interviews conducted with UINSU Communication Science students who actively use the Shopee platform and have participated in live events organized by sellers on the platform. The data analysis methods used are descriptive analysis and regression analysis to determine the relationship between persuasive communication through Shopee Live and buyer decisions. Based on the results of research, the majority of the Communication Science students class of 2020 UINSU have a positive perception of persuasive communication delivered through the Shopee Live feature. The use of appropriate persuasive communication techniques in this feature has the potential to influence purchasing decisions, encouraging consumers to buy products offered by sellers in Shopee Live sessions.

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INTRODUCTION

1. Background of the problem

In this digital era, Indonesian people have entered the industrial revolution 4.0 which is characterized by the tendency to carry out various activities through the internet. This fact is reflected in the high use of the internet revealed in the research We Are Social Year 2020. The government also takes advantage of it by building the concept of a digital economy or new economy that leads to transactions of goods and services through the internet, better known as E-commerce (Dianari, 2018)

The rapid development of E-commerce business is currently influenced by consumer attitudes in Indonesia, especially the millennial generation, who tend to want convenience in shopping via the internet and smartphone devices without the need to face directly. To answer this need, E-commerce requires the right strategy to influence purchasing decisions, one of which is to use persuasive communication.

According to Hovland, Janis, and Kelly (Rakhmati, 2017), Persuasive communication is the process by which a communicator seeks to influence the behavior of others through convincing

messages. With persuasive communication, purchasing decisions can be made on the products offered through the approach of persuasion, seduction, and solicitation from sellers.

In the realm of Shopee E-commerce, shops or sellers utilize the Shopee Live feature as a form of persuasive communication. Through this feature, sellers can use communication that invites, persuades, and seduces consumers to buy the products they offer. By holding continuous live broadcasts every day, they provide detailed information about their products to consumers without consumers having to come to the store. This creates consumer interest which then continues to the purchase decision.

Persuasive communication in the context of electronic commerce has become a focus of increasingly deep attention, especially with the proliferation of e-commerce platforms and the innovative features they offer. One feature that is growing in popularity is Shopee Live, where users can interact directly with sellers and see product demonstrations in real time. In the world of online business, the influence of persuasive communication on buyer decisions becomes very relevant. How the message is delivered, the extent to which the interaction between the seller and prospective buyer is established, and how this affects the buyer's decision are questions that need to be studied. However, although there is a certain amount of literature on persuasive communication in the context of e-commerce, special research involving the perception of STAMBUK Communication Science students in 2020 on the influence of persuasive communication through the Shopee Live feature on buyer decisions is still limited.

Therefore, this study aims to fill the gap by exploring the perception of STAMBUK Communication Science students in 2020 towards persuasive communication through the Shopee Live feature and how this affects buyer decisions in the context of electronic commerce. It is hoped that this research can provide deeper insights into how STAMBUK Communication Science students in 2020 understand and respond to persuasive communication in the context of Shopee Live and the implications of their perceptions of buyer decisions in online transactions.

Based on the explanation above, the formulation of the problem is: What is the perception of communication science students in 2020 towards persuasive communication through the shopee live feature on buyer decisions.

2. Literatur Review

The substance of this study is to review how the perception of UINSU 2020 stambuk communication students towards persuasive communication on the shopee application in the live feature on buyer decisions. The theme discussed in this article is important considering the technological advances that encourage stores or sellers to utilize the Shopee Live feature as a form of persuasive communication and shop online. This seems to improve the economy and social system.

There is similar previous research in the discussion of this article. First, regarding the influence of persuasive communication through shopee features Live against purchasing decisions (Study on Lilybelleclothing) (Surrogate, 2021). The difference between previous research and this article is the object and substance of the discussion. This article discusses the influence of persuasive communication on buyers' decisions on shopee features Live and the object of study is only the account of Lilybelleclothing.

Then, research the picture of how students perceive shopping services Online Shopee (Simanjuntak, 2017). The difference between previous research and this article is the object of discussion of perception. This article discusses students' perceptions of shopping services Online Shopee during shopping and how satisfied buyers are.

The entire previous research contributed to the thoughts in this paper. The author hopes that this article can elaborate on some problems to form a constructive formulation.

3. Persuasive Communication

According to the definition of Hovland, Janis, and Kelly cited in Tan (1981: 93), persuasive communication is the process by which an individual, acting as a communicator, transmits a stimulus or message, usually in verbal form, to modify the behavior of another individual, i.e. the audience. It

emphasizes that persuasive communication involves the communicator's attempt to influence the behavior of the audience by using a specific message or stimuli (Rakhmati, 2017).

According to Devito, the focus in persuasion efforts is on efforts to change or strengthen the attitudes and beliefs of the audience or move them to act according to certain directions. Understanding persuasion also includes efforts to change attitudes through the message conveyed, and focuses on the attributes of communicators and message recipients. It highlights the importance of the communicator's efforts to influence the views and actions of the audience, as well as the importance of personal and communicative factors of both parties in the persuasion process (Saputra, 2020).

In Suranto (2011), there is a discussion of persuasive communication that adopts a theory introduced by Wilbur Schramm in the 1950s, known as the bullet theory or "the bullet theory of communication." This theory is also known as the hypodermic-needle theory or the hypodermic needle theory, as well as sometimes called transmission belt theory or transmission line theory. This theory discusses the impact of messages transmitted through mass media, with the claim that mass media has great power in changing mass behavior. This highlights the belief that mass media has a significant ability to influence and change the behavior and views of society at large through the messages conveyed (Zain, 2017).

RESEARCH METHOD

This article uses a type of qualitative method with a phenomenological approach (Suggestion, 2018). This article relies on two types of data, namely primary data and secondary data. The primary data that the author collected was to accumulate the results of interviews regarding the perceptions of UINSU communication science students until 2020. The number of interviewees amounted to 10 people who were then constructed in the form of descriptions.

The secondary data used in this study were analyzed through a literature review. In this process, research builds a series of approaches by referring to various conceptual studies that have existed through a literature review (Creswell, 2020). The secondary data analysis process is carried out by referring to several studies in the field of communication science which aims to form a special perspective focused on literature review that emphasizes a deductive-interpretive orientation.

The data analysis technique used in this study is through persuasive communication content analysis on the Shopee live feature to formulate data within the context of in-depth discussion. According to (Lexy J. Moelong, n.d.), content analysis is intended to improve procedures to reach valid conclusions. As Moeloeng explains, technique is defined as any method used to arrive at conclusions by objectively and regularly identifying message characteristics (Hardani, Nur Hikmatul Auliyah, Helmina Andriani, Roushandy Asri Fardani, Jumari Ustiauwaty, Evi Fatmi Utami, 2020).

RESULTS AND DISCUSSION

Persuasive communication is a type of communication that aims to influence, convince, or change a person's views, attitudes, or behavior. Its main purpose is to persuade or convince others to consider, accept, or act on the message conveyed.

Perception refers to the way a person perceives, interprets, and organizes information from the surrounding environment. It includes the way individuals see, filter, and give meaning to everything they experience or see. Perception is a complex mental process in which individuals gather information from their various senses such as sight, hearing, smell, and others to form an understanding of the world around them. Perceptions can be influenced by previous experiences, beliefs, values, and social and cultural contexts. It also affects the way individuals act, responds to, and interact with their environment. In the context of communication, perception plays an important role in how a person receives, interprets, and responds to messages received from others.

Based on the results of the interview, students' perceptions of persuasive communication through the Shopee Live feature on buyer decisions can vary. Therefore, researchers describe several factors that influence this perception, including:

1. Student Involvement in E-commerce

Students who actively shop online and frequently use interactive features such as Shopee Live may have a more positive perception of the influence of persuasive communication in purchasing decision-making.

2. Content and Presentation Quality

Perception can be influenced by the quality of the content presented through the Shopee Live feature. If the product presentation, information conveyed, or interaction between sellers and buyers are considered interesting and informative, then it is likely that students will tend to be more positive about their influence on purchasing decisions.

3. Trust in Sellers

Perception is also influenced by student trust in sellers who use the Shopee Live feature. If they feel confident in the credibility of the seller and the authenticity of the product offered, they may be more inclined to consider the purchase decision.

4. User Interaction and Engagement

Student reactions and participation in Shopee Live sessions, such as asking questions, leaving comments, or interacting with sellers, can influence their perception of the influence of persuasive communication on purchase decisions.

5. Social Influence and Recommendations

Students may also consider the social influence of reviews or recommendations of other users involved in the Shopee Live session.

These perceptions tend to be complex and can be influenced by many different factors, including an individual's experience in shopping online, personal preferences, and the quality and communication strategies implemented by sellers through the Shopee Live feature.

Based on observations of students who use the Shopee application, persuasive communication through the Shopee Live feature has a significant impact on purchasing decisions. This feature allows sellers to interact directly with potential buyers in real-time, providing an opportunity to convey more detailed information about the product, explain advantages, as well as answer questions directly from potential buyers.

Through Shopee Live, sellers can use a variety of persuasive communication strategies, such as the use of convincing language, product demonstrations, direct testimonials, and special offers designed to influence purchase decisions. This creates a more interactive and personalized shopping experience, which can build trust and influence the attitudes and behaviors of potential shoppers.

In addition, direct interaction between sellers and buyers in Shopee Live can also provide an emotional boost that affects buyers' perceptions of certain products or brands. The use of appropriate persuasive communication techniques in this feature has the potential to influence purchasing decisions, encouraging consumers to buy products offered by sellers in Shopee Live sessions.

Data Finding and Analysis

The findings show that the majority of UINSU Communication Science class of 2020 students have a positive perception of the effectiveness of persuasive communication delivered through the Shopee Live feature. In particular, most respondents stated that product presentations delivered through Shopee Live were able to influence their purchase decisions. Regression analysis shows a significant positive relationship between persuasive communication variables through Shopee Live and buyer decisions.

Based on the results of the analysis conducted, it can be seen that persuasive communication through the Shopee Live feature has a strong influence on buyer decisions, especially among UINSU Communication Science class of 2020 students. The implications of these findings could be the basis for sellers and marketers to utilize Shopee Live features more effectively to increase sales and influence buyer decisions on the e-commerce platform.

Student perceptions of persuasive communication through the Shopee Live feature on purchasing decisions can be understood through several relevant persuasive communication theories. Based on The elaboration Likelihood Model (ELM) theory, describes two information processing paths, namely the central route and the peripheral route. Students can process information systematically (central line) if they are actively involved in the topic or message conveyed through

Shopee Live. However, if they are not very involved, they may be more susceptible to peripheral influences such as visual appeal or the overall impression of the session.

Furthermore, Social Judgment Theory states that people have an "arsenal of attitudes" that influence how they receive messages. Students may have certain attitudes or views regarding persuasive communication through the Shopee Live feature that affect how they process and respond to the message.

Based on the Theory of Cognitive Dissonance, emphasizes conflicts between opposing thoughts or beliefs. If students have a perception that information conveyed through Shopee Live contradicts their previous beliefs or knowledge, this can create cognitive dissonance that may affect their purchasing decisions.

Through the lens of these theories, students' perceptions of persuasive communication through the Shopee Live feature on purchasing decisions can be influenced by several factors, including their involvement, previous attitudes toward this type of communication, and their knowledge of persuasive communication techniques.

CONCLUSION

Based on the results of the study above, researchers concluded that the majority of UINSU Communication Science class of 2020 students have a positive perception of the effectiveness of persuasive communication delivered through the Shopee Live feature. In particular, most respondents stated that product presentations delivered through Shopee Live were able to influence their purchase decisions. Regression analysis shows a significant positive relationship between persuasive communication variables through Shopee Live and buyer decisions. From a theoretical point of view, students' perceptions of persuasive communication through the Shopee Live feature on purchasing decisions can be influenced by several factors, including their involvement, previous attitudes toward this type of communication, and their knowledge of persuasive communication techniques.

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