

THE INFLUENCE OF LIVE STREAMING ENGAGEMENT ON CONTINUOUS WATCHING INTENTION WITH ELECTRONIC-WORD OF MOUTH AS A MODERATING VARIABLE

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Abstract

This research is quantitative research with an exploratory approach which uses a number of previous studies as a reflection of the old to form an element of novelty in future research . The data that researchers used was obtained from 300 Muhammadiyah students spread throughout Indonesia who already had smartphones. The data obtained was distributed through an online questionnaire containing 5 choices of statements for questions, namely statements of strongly agree, agree, disagree, strongly disagree, and normal/so-so. The data used was analyzed using the Samrt PLS 4.0 analysis tool. The result in this article show the Live Streaming Engagement variable can have a positive relationship and a significant influence on Continuous Watching Intention. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.006. . This is because Live Streaming's collaboration can make live creativity continue to increase with new innovations and new objects that can make live streaming viewers not bored and decide to watch live continuously. Apart from the results of the first hypothesis above, in the second row of the third table the path coefficients in this study show similar results if the Electronic-Word of WOutH variable can moderate the influence of the Live Streaming Engagement variable on Continuous Watching Intention because the P-Values value is positive and is at below the significance level of 0.05, which is 0.000, is more significant than the direct assessment of 0.006. Thus the first and second hypotheses in this research can be accepted.

Keywords: *Live Streaming Engagement, Continuous Watching , Electronic-Word Of Mouth*

1. INTRODUCTION

Engagement is an attachment that is formed from interactions that occur through comments, content sharing activities, and liking content (Margareth 2017). Live streaming content offers entertainment value and social interaction to its viewers. For example, viewers can give “Likes” and virtual gifts to streamers (Sigit 2020) . Viewers who engage with live streaming shows will have a high interest in watching (Aziz 2021). Apart from that, viewers will also consistently continue to watch live streaming content (Yu 2018).

Live streaming is a form of real-time video that is very different from traditional online shopping where customers can only receive information through images and text, but is different from live streaming which presents virtual shopping by making more informed purchasing decisions such as regarding product quality and other information. regarding products or brands (Syahputra 2018). According to (Jarrett 2008), live streaming refers to sending activities and transactions online via a live streaming platform. In such an environment, live streaming rooms create a virtual space for streamers or sellers to stream and provide a channel for viewers to interact with streamers.

Live streaming is defined as a platform that is part of a business function that integrates real-time social interactions in ecommerce. Consumers can post comments in the comments column feature, which scans the layer directly to communicate with the seller (Song 2021). So it can be concluded that live streaming is broadcasting video content directly to viewers and creating a virtual space for streamers to promote products. Basically, live streaming is currently used for online shopping which can be interacted with directly through comments provided on the live streaming feature. Additionally, live streaming enables online consumption of audio and video without having to download it first.

In streaming content there are 4 dimensions that build engagement, including (1) Content and Form, namely how content and streaming shows are able to describe the steamer's persona, contain interesting content and provide new knowledge for the audience, (2) Aesthetics, namely how the content

and streaming shows are packaged by considering the visual design appearance of live streaming and User Interface aspects for the audience, (3) Communication with Others, namely how content and streaming shows are able to become a medium for communicating, interacting and relating for streamers with audiences and fellow audiences, (4) Emotional Reactions, namely how content and streaming shows are able to present an emotional side and close feelings for the streamer with the audience and fellow audiences (Lu 2018).

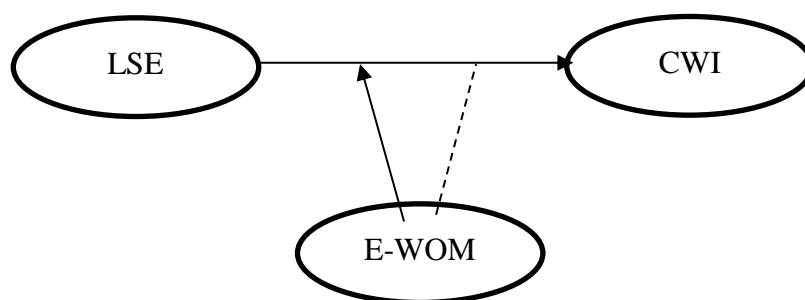
One of the things that can be influenced by the Live Streaming Engagement variable is Continuous Watching Intention. According to , with the increasing time spent by viewers watching, this is an important moment to understand why viewers continue to watch live streaming. Factors that influence viewers to have an interest in watching have been researched (Gros et al., 2017). However, continue watching intentions are still not fully understood. Theoretically, interest in watching and continues watching intentions are something different. Watching interest is interest that is influenced by the audience and does not come directly from experience, while continue watching intentions come from the experience of viewers who have already watched a content. Continue watching intentions are continuous viewing interests that are based on the individual's personal experiences that have been felt when watching content (Jia 2023).

Continue watching intentions are important to understand in media research (Hou et al., 2020). In live streaming, the viewer's personal experience results from two-way conversations and interactions during the stream, resulting in engagement between the viewer and the streaming content (Abraham Leiwakabessy 2023). Similar (Febriani and Sudarwanto 2023) concluded that Live Streaming Engagement was proven to have a positive effect on Continuous Watching Intention. To be able to create continuity of viewing intent, Live Streaming content must be able to create engagement. Engagement in live streaming content can be done by: (1) Content and Form, namely by strengthening the streamer's personality, packaging the content in an interesting way and containing new knowledge for the audience, (2) having an aesthetic live streaming visual appearance, (3) being able to become a medium to communicate, interact and relate for streamers with audiences and fellow audiences (Communication with Others), (4) Presenting the emotional side and close feelings for streamers with audiences and fellow audiences (Emotional Reactions). The results of this research have limited findings, namely live streaming gaming content via the YouTube platform. Therefore, it is hoped that further research can examine the influence of Live Streaming Engagement on Continuous Watching Intention for live streaming content on other platforms so that various findings can be obtained in studies of social media content broadcasting.

In contrast to the studies above, this study adds the Electronic-Word of Mouth variable as a moderating variable which is believed to strengthen the influence of the Liva Streaming Engagement variable on the Contioinus Watching Intention variable.

2. RESEARCH METHODS

Figure 1
Model



Noted:

- IB: Live Streaming Engagement
- ID: Contionous Watching Intention
- PI: Electronic-Word of Mouth

In contrast to other research related to Live Streaming which has a purchasing decision as a dependent variable, this research uses the Continuous Watching Intention variable as a dependent variable similar to research (Abraham Leiwakabessy 2023). Different from research (Abraham Leiwakabessy

2023), this research adds the Electronic-Word of Mouth variable as a moderating variable (Sugiyono 2019). This research is quantitative research with an exploratory approach which uses a number of previous studies as a reflection of the old to form an element of novelty in future research (Jonathan Sarwono 2016). The data that researchers used was obtained from 300 Muhammadiyah students spread throughout Indonesia who already had smartphones (Manzilati 2017). The data obtained was distributed through an online questionnaire containing 5 choices of statements for questions, namely statements of strongly agree, agree, disagree, strongly disagree, and normal/so-so (Ayaumi and Komariah 2021). The data used was analyzed using the Samrt PLS 4.0 analysis tool with the hypothesis formulation below.

Hypothesis:.

H1: The Influence of Live Streaming Engagement on Contionous Watching Intention.

H2: Electronic-Word of Mouth Can Moderates The Influence of Live Streaming Engagement on Contionous Watching Intention.

3. RESULT AND DISCUSSION

Validity Test

Based on the explanation in the research methodology section, a common thread can be drawn to a conclusion that is not too long if the question items that the researcher distributed online to 300 Muhammadiyah students must first be validated for each question item with the following validity test results (Sarstedt et al. 2014):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Live Streaming Engagement (X1)	Live Streaming Engagement can make product reach wider	0.881
	Live Streaming Engagement can make products sell even more	0.865
	Live Streaming Engagement can make products known to more people	0.878
	Live Streaming Engagement can make targets achieved	0.889
	Live Streaming Engagement can make the company's situation more stable	0.883
	Live Streaming Engagement can make viewers continue to monitor and even continue live streaming	0.884
Contionous Watching Intention (Y)	Contionous Watching Intention can be influenced by Live Streaming Engagement	0.921
	Contionous Watching Intention can be influenced by Electronic-Word of Mouth	0.919
	Continuous Watching Intention can be influenced by students' interest in live streaming	0.922
	Continuous Watching Intention can improve company stability	0.946
	Electronic-Word of Mouth	0.989

Electronic-Word of Mouth (Z)	can strengthen the influence of Live Streaming Engagement on Continuous Watching Intention	
	Electronic-Word of Mouth can influence Electronic-Word of Mouth	0.998
	Electronic-Word of Mouth can impress students	0.989
	Electronic-Word of Mouth can fascinate students	0.994

Valid > 0.70

Reliability Test

After ensuring that the 14 question items used in this research were valid, consisting of 6 question items for the Live Streaming Engagement variable, 4 question items for the Continuous Warching Intention variable, and 4 question items for the Electronic-Word of Mouth variable, they were confirmed to be valid. The next stage is a reliability test with the following reliability test results (Ghozali 2016):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Live Streaming Engagement	0.921	0.881	Reliable
Contionous Watching Intention	0.956	0.915	Reliable
Electronic-Word of Mouth	0.998	0.958	Reliable

Reliable > 0.70

Path Coefisien

14 question items from 6 question items for the Live Streaming Engagement variable, 4 question items for the Continuous Watching Intention variable, and 4 question items for the Electronic-Word of Mouth variable have been validated simultaneously and show valid results. Apart from that, these three variables have passed a number of reliability tests and all three were declared reliable. In the final stage, the most eagerly awaited is to find out the results of the path coefficient and prove the hypothesis used with the following results (Sugiyono 2005):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Infelence	LSE-> CWI	0.006	Accepted
Indirect Influence	E-WOM* LSE-> CWI	0.000	Accepted

Significant Level < 0.05

In line with the researcher's first hypothesis stated in the research methodology section, the Live Streaming Engagement variable can have a positive relationship and a significant influence on Continuous Watching Intention. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.006. . This is because Live Streaming's collaboration can make live creativity continue to increase with new innovations and new objects that can make live streaming viewers not bored and decide to watch live continuously. These results are in line with research (Abraham Leiwakabessy 2023)which shows similar results. Apart from the results of the first hypothesis above, in the second row of the third table the path coefficients in this study show similar results if the Electronic-Word of WOUTH variable can moderate the influence of the Live Streaming Engagement variable on Continuous Watching Intention because the P-Values value is positive and is at below the significance

level of 0.05, which is 0.000, is more significant than the direct assessment of 0.006. Thus the first and second hypotheses in this research can be accepted.

4. CONCLUSION

In line with the researcher's first hypothesis stated in the research methodology section, the Live Streaming Engagement variable can have a positive relationship and a significant influence on Continuous Watching Intention. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.006. This is because Live Streaming's collaboration can make live creativity continue to increase with new innovations and new objects that can make live streaming viewers not bored and decide to watch live continuously. These results are in line with research (Abraham Leiwakabessy 2023) which shows similar results. Apart from the results of the first hypothesis above, in the second row of the third table the path coefficients in this study show similar results if the Electronic-Word of WOutH variable can moderate the influence of the Live Streaming Engagement variable on Continuous Watching Intention because the P-Values value is positive and is at below the significance level of 0.05, which is 0.000, is more significant than the direct assessment of 0.006. Thus the first and second hypotheses in this research can be accepted.

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