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The Effect of Utilizing the Shopee E-Commerce Platform on Fashion Buying Interest (Case Study Shopee Video Deecraft SME)

ABSTRACT

¹⁰ This research aims to determine the extent to which the influence of Shopee Video @deecraftcenter content on the buying interest of followers on the Shopee Deecraft Center account. to answer these problems, researchers analyze photo content, video content, and captions on exploratory ¹⁸ interest, transactional interest, referential interest and preferential interest. This study utilizes a quantitative methodology involving surveys and regression analysis tools. The study's population comprises 3,800 individuals, from which a sample of 100 participants was extracted. The results demonstrate that photographic content considerably affects buy intentions, although video content and captions also play a substantial role in purchasing decisions. Shopee video content significantly influences exploratory, transactional, referential, and preferential interest. This study concludes that a modest, substantial, and unidirectional relationship exists between the influence of Shopee videos and buy intention, suggesting that purchasing interest is also influenced by additional criteria such as service quality, product quality, and cost. The data processing and hypothesis ¹² testing outcomes indicate the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). Suggestions for the Shopee Video @deecraftcenter account are expected to pay attention to Shopee Video content by maintaining content quality, creating content that interacts more with followers and consistency in uploading content by utilizing the features available at Shopee Video in order to attract more consumer buying interest.

Keywords: Shopee Video, Interested Buying

INTRODUCTION

Technology has become central to the inevitable changes in our lives. Nowadays it is impossible to imagine everyday life without the internet. It not only serves as a source of

information, but also as a platform for communication, shopping, work, study and entertainment. The development of technology and connectivity continues to change the way we interact through the internet, thus having a major impact on many aspects of human life. The We Are Social research indicates that Indonesia will have around 213 million internet users by January 2023. the current amount represents 77% of the nation's overall population, which is 276.4 million at the beginning of the current year. In the last decade, the quantity of internet users in Indonesia has steadily increased annually. (Annur, 2023)

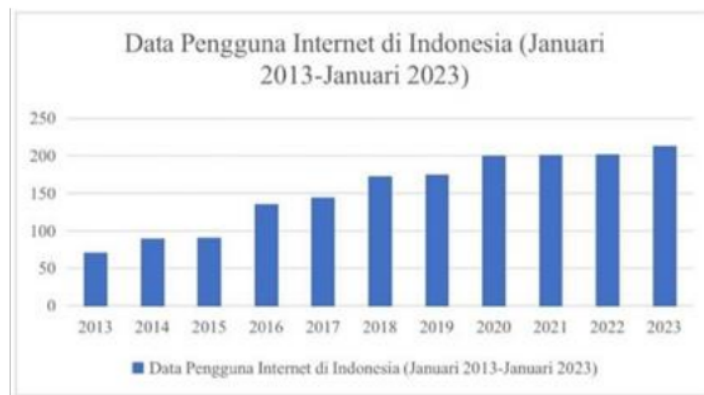


Figure 1 Data on internet users in Indonesia January 2013 – January 2023 (in millions)

The internet as a means to introduce and market products or services is one of its benefits. Online marketing is very beneficial from a financial perspective to increase operational profits. One of the Indonesian government's efforts in fighting unemployment and poverty is to empower and develop Micro, Small, and Medium Enterprises (MSMEs). Digital marketing has now spread throughout the world and has become one of the supporting media for daily business. Many people are gradually switching from traditional marketing methods to digital marketing. Digital marketing itself refers to the promotion and advertising of brands and products through the digital world and the internet. Many large and small businesses are competing to market their products through online platforms that are unique, interesting, and become a differentiator from competitors' products. Prospective buyers who are interested in the goods they sell usually ask the seller in the comments column, "How do I place an order?" or questions about products on the market. Potential buyers don't buy the advertised product because the seller doesn't respond to comments or may be overwhelmed with other notifications. (Winarti, 2021)

The e-commerce sector in Indonesia is experiencing exponential growth thanks to rapid technological advancements. Based on findings from Merchant Machine, a UK- based research organization, Indonesia ranks among the top ten countries in the world with the fastest growing e-commerce market. This surge is driven by Indonesia's vast internet user base, exceeding 100 million people, which serves as a significant catalyst for the evolving e-commerce landscape. One of the fastest growing e-commerce companies today is Shopee. To compete with other e-commerce companies, Shopee adopts e-commerce and social media strategies. The shopee application has a Shopee video feature. The latest feature of the Shopee app is that Shopee users can express themselves and connect with other users by creating short videos on any topic. In addition, buyers who want to buy a product can see the author's review through this feature. There is also a product showcase function to make it easier for buyers to buy the products they need. (Yacub & Mustajab, 2020)

Similarweb says Shopee is the most frequent website in Indonesia's e-commerce marketplace sector. In September 2023, the site registered 237 million visits, indicating a 38% growth relative to the beginning of the year (Year-to-Date). (Ahdia, 2023)



Figure 2 Number of visits to the 5 largest E-commerce sites in Indonesia based on Similar web data (in millions)

Shopee's visitor growth far exceeds that of its main competitors Tokopedia, Lazada, Blibli, and Bukalapak, and as the graph shows, this growth picks up sharply from January to

September 2023. It is expected to decline. This has even been predicted. Looking at the data on the similierweb graph, the average Indonesian uses Shopee e-commerce. Of course this is a great opportunity for business people. Sellers can sell products online through Shopee. There is also a new feature called Shopee Video. This Shopee Video feature can also be called digital marketing to promote the products sold. People are starting to switch to Shopee videos because it offers many advantages, including an easy-to-understand interface, numerous content creators and sellers. Based on the data above, Deefcraft is an MSME engaged in leather fashion. It was established in 2017 and till now. For e-commerce sales and marketing, a workshop will also be held for consumers who want to visit Jalan Ciautumn Tengah Kota Cimahi.

Shopee is one of the marketplaces where Deefcraft MSMEs sell their products. Deefcraft leather fashion products include synthetic or genuine leather bags, leather wallets, leather slip-on sandals, leather straps, leather identification holders, and protective covers.



Figure 3 Shopee store visit data @deefcraftcenter 2023

From the data that the researchers got, presented data on the display of Shopee store visit graphs @deefcraftcenter presented data from September to December 2023 sales decreased, but the total visitors in October were very high, until the end of 2023 the total visitors and sales also declined. Judging from the large total visitors, but this declining sales means that people's buying interest is quite high, but has not yet arrived at a purchase decision. July-October 2023 is the beginning of an increase in total visitors, this is because Deefcraft promotes its products through Shopee videos in the months before it.

Of course, with the latest feature, namely Shopee Video, PT Deecraft can use it to promote products sold on the same platform. Shopee Video is used by Deecraft as a marketing advertising medium with interesting video content so that the content can attract consumers to buy Deecraft products, especially leather fashion products. Shopee's video feature allows Deecraft to upload videos related to the details of products sold. Prospective customers can access this Shopee Video feature anytime and anywhere, and the scope is very wide. If not in real time, potential buyers can at least learn more about Deecraft products. And unlike live streaming which takes hours to attract potential buyers, sellers don't have to spend hours creating video content. Shopee Video also has a shopping cart feature, so people who want to buy can directly click on the product they want.

Deecraft as one of the MSMEs selected in this study has quite interesting content but in some posts in its own content is considered inconsistent in uploading time, content content, content design, captions and others. Therefore, Deecraft was chosen to be the object of this study. Coupled with similar competitors in the Cimahi-Bandung area in the same field who are more aggressively making shopee video content.

Shopee video content created by Deecraft is used to demonstrate the functionality of published items. The design aesthetics used on some of the uploaded videos provide insight into the material shared there. The number of likes, viewers, and comments on content shows the level of consumer interest. Presented in figure 4,

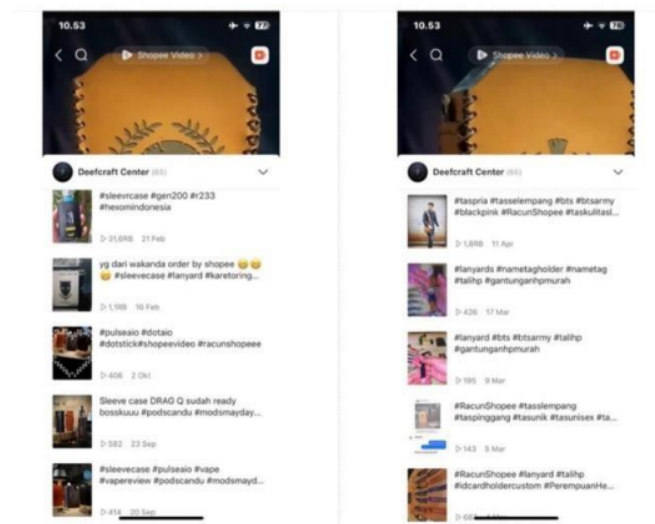


Figure 4 The number of viewers on shopee video content @deefcraftcenter in
February- October 2023

This is what causes Shopee's video activity to be problematic, especially the frequency with which accounts post material or actively provide information about what is being watched. In relation to the content listed on the Shopee Deefcraft account, the content is sufficient to inform consumers what products are sold and where they come from. In addition, it also provides an orange shopping cart feature so that consumers don't have to worry about making purchases while watching Shopee videos, and are satisfied with the purchase process and the information provided in the post.

Given the aforementioned occurrence, the researchers deem it essential to undertake a study entitled "The Impact of E-commerce Utilization via the Shopee Platform on Purchasing Interest in Leather Fashion: A Case Study of Shopee Video MSME Deefcraft Content." In light of this context, the researchers have articulated the fundamental research question: What impact does the Shopee video material from Deefcraft exert on consumer purchasing interest? This study evaluates how Deefcraft's Shopee video content affects consumer purchasing interest. Benefits of this study: Theoretical aspects: research can also help authors expand understanding and develop new theories to explain phenomena that have not been understood before. Practitioner aspect: This research can lead to further understanding of trends and phenomena relevant to the author and the development of new solutions and methods.

METHOD

Descriptive research is an approach that aims to provide an overview or description of the object under study based on the collected data or samples, without conducting in-depth analysis or making general conclusions. The choice of quantitative descriptive method in this study is based on the desire to investigate and understand the effect of Shopee video content on buying interest in leather fashion products from Deefcraft MSMEs.

The study design functions as a conceptual representation of the world being examined. This study, titled "The Impact of E-commerce Utilization via the Shopee Platform on Fashion

Purchase Intention (A Case Study of Shopee Video Content from UMKM Deecraft),” can be delineated as follows:

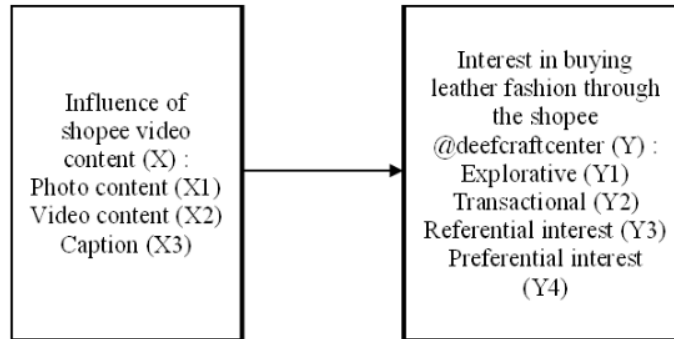


Figure 1 research design

The independent variable in this study is the influence of Shopee Video content (X), and the dependent variable in this study is the interest in buying leather fashion through the Shopee Deecraft Shop (Y).

The research sample involves individuals who follow the Shopee @deecraftcenter account. From a total population of 3,800 people, a sample of 100 people was taken. The sampling method used was probability to ensure accurate representation of the population. The purpose of probability sampling planning is to get an approximate picture of the diverse elements of the sample.

This study utilized field data collection methods, including observation, interviews, and questionnaires. Questionnaires were used to collect data by providing a series of written questions to respondents, specifically the followers of Deecraft's Shopee account. Communication with potential respondents was conducted through Shopee's chat feature. Data was collected using a questionnaire that utilized a Likert scale, which is used to assess individual attitudes, opinions, and perceptions about social phenomena. The Likert scale helps describe the measured variables into more detailed indicators.

It is important to use reliable and valid measurement tools, such as scales or tests, to assess the variables under study so that the research findings are accurate and not distorted. Evaluation of research instruments involves three important tests: Validity Test, Reliability Test, and Normality Test.

Data analysis in quantitative research is a systematic process of processing data obtained from respondents' answers to questionnaires. Prior to data analysis, data preprocessing is required. After the data is collected, the researcher categorizes the data according to the variables identified from the entire sample. The data is then presented for each variable studied, and the tabulation process is carried out by giving values based on a predetermined system.

Data analysis is a method of understanding how variables affect other variables. The data collected must go through an analysis process before being used in decision-making. This research uses descriptive analysis to examine data without making explicit conclusions or sweeping generalizations.

This study aims to validate the research findings regarding the impact of Shopee @deefcraftcenter video content on MSME enterprises in the leather fashion sector. The researchers utilize statistical analyses, such as multiple regression, correlation, and determination tests, to investigate the relationship between the independent and dependent variables in conjunction with classical assumption tests for normality, multicollinearity, and heteroscedasticity. Hypothesis testing employs both the t-test and F-test to evaluate the influence of photo content, video content, and caption variables on purchase intention, collectively and separately.

RESULT AND DISCUSSION

Variable X consists of three sub-variables, namely X1 (photo content), X2 (video content), and X3 (caption).

Photo content

Data regarding the photo content variable (X1) was collected through distributing questionnaires using a 5-option scale. Responses from 100 respondents to 4 questions were observed. The results of the TCR analysis of the photo content variable data are displayed in the table below:

Table 1 TCR Variable Photo Content (X1)

Question Code	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	SKOR	MEAN	TCR(%)	CATEGORI
X1.1	0	3	6	48	43	100	431	4,31	86,2%	Good
X1.2	0	0	4	43	53	100	449	4,49	89,8%	Good
X1.3	0	0	4	43	53	100	449	4,49	89,8%	Good
X1.4	0	0	1	46	53	100	452	4,52	90,4%	Very Good
Akumulasi rata-rata skor								4,4525	89,05%	Good

Video content

Research data on video content variables (X2) collected through distributing questionnaires using an answer choice scale (5 options), the results of 100 respondents' responses to 4 question items. The results of TCR analysis on video content variable data can be seen in the following table:

Table 2 TCR Variable Video Content (X2)

Question Code	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	SKOR	MEAN	TCR(%)	CATEGORI
x2.1	0	2	4	46	48	100	440	4,4	88%	Good
x2.2	0	0	4	45	51	100	447	4,47	89,4%	Good
x2.3	0	0	6	53	41	100	435	4,35	87%	Good
x2.3	0	0	1	46	53	100	452	4,52	90,4%	Very Good
Akumulasi rata-rata skor								4,435	88,7%	Good

Caption

Research data on caption variables (X3) collected through distributing questionnaires using an answer choice scale (5 option), the results of 100 respondents' responses to 2 question items. The results of TCR analysis on caption variable data can be seen in the following table:

Table 1 TCR Variable Caption (X3)

Question Code	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	SKOR	MEAN	TCR(%)	CATEGORI
X3.1	0	0	10	66	24	100	414	4,14	82,8%	Good
X3.2	0	0	2	59	39	100	437	4,37	87,4%	Good
Akumulasi rata-rata skor								2,1275	42,55%	Not Good

Variable Y

The dependent variable, or Y, in this study consists of one variable, namely purchase intention. Data regarding the purchase intention variable (Y) was collected through the distribution of questionnaires using an answer choice scale (5 options). Responses from 100 respondents to 8 questions were observed. The results of the TCR analysis of the purchase intention variable data are available in the following table:

Table 2 TCR Variable (Y) Buying Interest

Question Code	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	SKOR	MEAN	TCR(%)	CATEGORI
Y1.1	1	6	42	50	1	100	344	3,44	68,8%	Good enough
Y1.2	1	5	38	49	7	100	355	3,55	71%	Good enough
Y1.3	0	0	8	70	22	100	414	4,14	82,8%	Good
Y1.4	0	0	6	50	44	100	440	4,4	88%	Good
Y1.5	2	5	44	49	0	100	340	3,4	68%	Good enough
Y1.6	2	6	37	47	8	100	353	3,53	70,6%	Good enough
Y1.7	2	4	42	41	11	100	354	3,54	70,8%	Good enough
Y1.8	1	0	5	47	47	100	438	4,38	87,6%	Good enough
Akumulasi rata-rata skor								3,7975	75,95%	Good enough

Classical Assumption Test

Classical assumption testing aims to verify that the resulting regression equation exhibits stability and uniformity. These assessments are executed before performing multiple linear regression analysis and encompass the normality, multicollinearity, and heteroscedasticity tests. A table will be provided for each of these tests below.

Normality test

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.93337495
Most Extreme Differences	Absolute	.046
	Positive	.039
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.890
	99% Confidence Interval Lower Bound	.881
	Upper Bound	.898

a. Test distribution is Normal.

b. Calculated from data.

The table indicates that the Asymp. Sig. (2-tailed) is .200, with a significance value of .890 ($0.890 > 0.10$). As this value surpasses 0.10, the residual data is regularly distributed and thus appropriate for utilization.

Table 4 Histogram

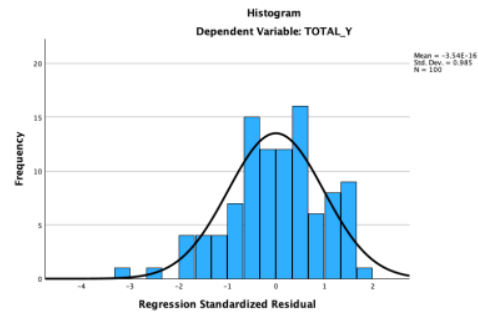
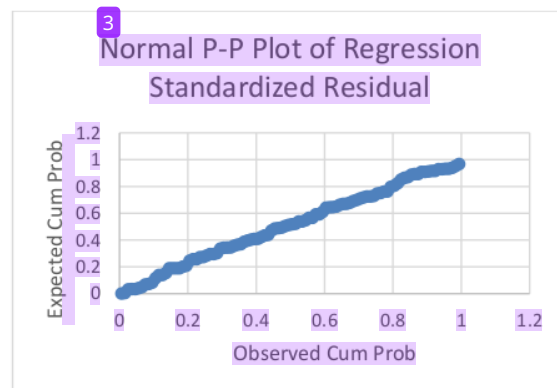


Table 5 Normal P-Plot



Multicollinearity test

The subsequent criteria define a regression model devoid of multicollinearity: A VIF value exceeding ten or a tolerance below 0.10 signifies the presence of multicollinearity symptoms. If the VIF value is below ten or the tolerance is above 0.10, multicollinearity is absent. The table below presents the outcomes of the multicollinearity assessment:

Table 6 Multicollinearity test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.565	5.446		1.389	.168		
	KONTEN_FOTO	.226	.630	.092	.359	.720	.127	7.849
	KONTEN_VID	.228	.696	.085	.328	.744	.127	7.869
	CAPTION	1.733	.411	.388	4.212	<.001	.993	1.007

a. Dependent Variable: MINAT_BELI

The tolerance value for the photo content variable in the table above is 0.127, exceeding 0.10, while the VIF value is 7.849, remaining below 10.00. The video content exhibits a tolerance value of 0.127, above 0.10, and a VIF value of 7.869, remaining below 10.00. The tolerance value for the caption variable is 0.993, surpassing 0.10, while the VIF value is 1.007, remaining below 10.00. Consequently, the regression model exhibits no signs of multicollinearity.

Test for Heteroscedasticity

The objective of the heteroscedasticity test is to detect non-uniform variance in the regression model's residuals. A significance value (sig) beyond 0.10 denotes the absence of heteroscedasticity, whereas a sig value below 0.10 shows its presence. SPSS offers various techniques for identifying heteroscedasticity, including the Glejser test, Park's test, and Spearman's test, along with residual graph assessments. The outcomes of the heteroscedasticity assessment utilizing the Spearman rank test are displayed in the table.

Table 7 heteroscedasticity testing using the Spearman rank test

Correlations						
			KONTEN FOTO	KONTEN VID	CAPTION	Unstandardize d Residual
Spearman's rho	KONTEN FOTO	Correlation Coefficient	1.000	.926**	.013	-.055
		Sig. (2-tailed)		<.001	.895	.586
		N	100	100	100	100
	KONTEN VID	Correlation Coefficient	.926**	1.000	.065	-.043
		Sig. (2-tailed)	<.001		.521	.671
		N	100	100	100	100
	CAPTION	Correlation Coefficient	.013	.065	1.000	-.063
		Sig. (2-tailed)	.895	.521		.531
		N	100	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.055	-.043	-.063	1.000
		Sig. (2-tailed)	.586	.671	.531	
		N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Judging from the table above: Sign (2-tailed) value X1: 0.586 (>0.10), Sign value (2-tailed) X2: 0.671 (>0.10), Sign (2-tailed) value X3: 0.531 (>0.10).

concluded that there were no symptoms of heteroscedasticity, because the significance value obtained was greater than 0.10.

Multiple Regression Test

This technique evaluates the influence of independent factors (including photo content, video material, and captions) on the dependent variable (buy intention). This test is conducted empirically to determine a functional relationship between two or more independent variables and the dependent variable. The results of this test will be elaborated upon in the subsequent sections:

Table 8 multiple linear test results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.565	5.446		1.389	.168
	TOTAL_X1	.226	.630	.092	.359	.720
	TOTAL_X2	.228	.696	.085	.328	.744
	TOTAL_X3	1.733	.411	.388	4.212	<.001

a. Dependent Variable: TOTAL_Y

The results from data processing via multiple linear regression using SPSS 29 yield the regression equation $Y = 7.565 + 0.226X1 + 0.228X2 + 1.773X3 + e$. This equation signifies that the constant value implies that, without independent factors (picture content,

video content, and captions), the purchase intention would equal 7.565. The regression coefficient for each independent variable shows its effect on buying interest partially, where the regression coefficient for photo content is 0.226, for video content is 0.228, and for captions is 1.773. This indicates that each one-unit increase in the photo content, video content, and caption variables will affect purchase intention by a certain amount, assuming other variables remain constant.

Multiple Correlation Test

Multiple correlation is a statistical technique employed to evaluate the strength of the relationship between independent and dependent variables. The results of the multiple correlation analysis are described below:

Table 9 Multiple Correlation Test result

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.435 ^a	.190	.164	3.994	.190	7.482	3	96	<.001

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Determination Test

The coefficient of determination is a statistical technique used to evaluate the degree to which photo content, video material, and captions affect purchase intention. The results from the determination test are presented as follows:

Table 12 Determination Test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.190	.164	3.994

a. Predictors: (Constant), caption, Konten foto, konten video

The R Square value is 0.190, or 19%, signifying that the collective effect of variables X1, X2, and X3 on variable Y constitutes 19%, with the remaining 81% influenced by other factors.

The hypothesis test results employ both the t-test and F-test to evaluate the impact of compensation and discipline variables on performance, accounting for simultaneous and partial effects. The t-test evaluates the effect of each independent variable on the dependent variable. If the p-value (sig-t) is below 0.10, the alternative hypothesis is accepted; if it exceeds this threshold, it is rejected.

Table 13. The results of the t test Variable X1 (photo content)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	22.066	4.344	5.079	<.001	
	TOTAL_X1	.467	.243	.191	1.926	.057

a. Dependent Variable: TOTAL_Y

The t-test (partial) results in Table 13 indicate that the significance level of photo content (X1) on purchase intention (Y) is 0.057, which is below 0.10. The computed t value is 1.926, surpassing the t table value of 1.660. The null hypothesis (Ho1) is rejected, whereas the alternative hypothesis (Ha1) is accepted. This suggests that photographic content substantially influences purchasing intention.

Table 14 The results of the t test Variable X2 (video content)

Coefficients ^a							
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
		B	Std. Error			Beta	
1	(Constant)	20.869	4.761		4.383	<.001	
	TOTAL_X2	.537	.267		.199	2.008	.047

a. Dependent Variable: TOTAL_Y

The results in Table 14 reveal that the partial t-test shows a significant value of 0.047 for the influence of X2 (video content) on Y (buy intention), below 0.10, and a t value of 2.008, exceeding the t-table value of 1.660. Therefore, Ho2 is rejected, and Ha2 is accepted. This indicates that video content substantially influences purchasing interest.

Table 15. The results of the t test Variable X3 (caption)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	15.240	3.539		4.307
	TOTAL_X3	1.780	.413	.399	4.309

a. Dependent Variable: TOTAL_Y

Table 15 indicates that the partial t-test results show a significant value of 0.001 for the influence of X3 (caption) on Y (buy intention), below 0.10, and a t value of 4.309, above the t-table value of 1.660. Therefore, Ho3 is dismissed, and Ha3 is affirmed. This suggests that captions substantially impact purchasing interest.

5 F-Test

The F test evaluates the combined influence of all independent variables on the dependent variable. The outcomes of the F test are displayed in the table below:

Table 16 F test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	358.118	3	119.373	7.482	<.001 ^b
	Residual	1531.672	96	15.955		
	Total	1889.790	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Table 16 indicates that the significant value for photo content (X1), video content (X2), and captions (X3) regarding purchase intention (Y) is 0.001, which is below 0.10, and the F count is 7.482, exceeding the F table value of 2.14. This signifies the rejection of Ho3 and the acceptance of Ha3. Consequently, photo content (X1), video content (X2), and captions (X3) significantly influence purchase intention (Y).

The research findings unequivocally demonstrate that photographic content substantially influences purchasing intention. Multiple linear regression analysis further corroborates this, indicating that the effect of photo content on purchase intention surpasses the critical value of the t table ($1.926 > 1.660$).

Moreover, the findings demonstrate that video content considerably impacts purchase intention. Multiple linear regression analysis substantiates this conclusion, indicating that the influence of video content on purchase intention exceeds the key t table value ($2.008 > 1.660$).

Finally, the research findings demonstrate that captions substantially influence purchasing intention. The multiple linear regression analysis demonstrates that the effect of captions on purchase intention significantly exceeds the crucial value from the t table ($4.309 > 1.660$).

In addition, from the research conducted, it is evident that photo content, video content, and captions significantly influence purchase intention. This is evident through the F test between these variables and the purchase intention variable, which shows a significance of 0.001, lower than the threshold of 0.10 or 10%. Furthermore, the relationship between the two variables is confirmed through the comparison of the Fcount value of 7.482 with the Ftable of 2.14, which results in the rejection of the null hypothesis (H_0). In conclusion, there is a significant relationship or influence between photo content, video content, and captions on purchase intention. The magnitude of the influence of these three variables on purchase intention is estimated at 19%.

CONCLUSION

The results showed that photo content, video content, and captions have a positive and significant influence on buying interest in leather fashion. The practical implications of this research are diverse. First, it can increase understanding of related trends and phenomena, and inspire the development of new solutions or methods for industry players. Specifically for Deefcraft, the findings highlight the importance of paying attention to the quality of content in Shopee Video, increasing interaction with followers, and consistency in uploading content by utilizing the features provided by the platform. Thus, this strategy is expected to be more effective in attracting consumer buying interest. This study has several limitations that need to be noted. First, because it focuses on followers of the Shopee @deefcraftcenter account, the results cannot be generalized to followers of other

marketplaces. To overcome this limitation, future research is recommended to use a more representative sample and extend the observation period.

This aims to make the resulting conclusions have broader relevance and consider additional variables that have not been considered in this study.

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