FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION VIA FACEBOOK LIVE STREAM AT EVER CLOTHINGS MANADO

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI PELANGGAN MELALUI SIARAN LANGSUNG FACEBOOK DI EVER CLOTHINGS MANADO

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Abstract: One way to get customers to make purchases via Facebook Live Streaming is to analyze the factors that influence customer purchase intentions. The purpose of this research was to analyze the factors that influence Customer Purchase Intention via Facebook Live Streaming at Ever Clothings Manado. This research used the quantitative method with factor analysis techniques. The sample of this research is 100 samples which are customer of Ever Clothing Manado. At the beginning of the research there twenty factors that are determined as material for testing and research. After doing the analysis, the result showed that two variables must be eliminated because the extraction value of this variable is less than 0.5, and only eighteen variables can be used. From the 18 variables, 4 new factors were formed which are: Popularity of Facebook Account, Quality of Products, Quality of Seller, and Seller Communication Ability.

Keywords: digital marketing, Facebook live stream, purchase intention, Facebook account popularity, quality of products, quality of seller, seller communication ability, factor analysis

Abstrak: *Salah satu cara agar pelanggan melakukan pembelian melalui Facebook Live Streaming adalah dengan menganalisis faktor-faktor yang mempengaruhi niat beli pelanggan. Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi Niat Beli Pelanggan Melalui Facebook Live Streaming di Ever Clothings Manado. Penelitian ini menggunakan metode kuantitatif dengan teknik analisis faktor. Sampel penelitian sebanyak 100 sampel yang merupakan pelanggan Ever Clothing Manado. Pada awal penelitian terdapat dua puluh faktor yang ditentukan sebagai bahan pengujian dan penelitian. Setelah dilakukan analisis, diperoleh hasil bahwa dua variabel harus dihilangkan karena nilai ekstraksi variabel tersebut kurang dari 0,5 dan hanya delapan belas variabel yang dapat digunakan. Dari 18 variabel tersebut, terbentuk 4 faktor baru yaitu: Popularitas Akun Facebook, Kualitas Produk, Kualitas Penjual, dan Kemampuan Komunikasi Penjual.*

Kata Kunci: *pemasaran digital, siaran langsung Facebook, niat membeli, popularitas akun Facebook, kualitas produk, kualitas penjual, kemampuan komunikasi penjual, analisis faktor*

INTRODUCTION

Research Background

         The advances in technology and information in this modern era, provide many changes and influences in various aspects of life. People tend to prefer activities that are practical, easy, efficient, and fast. One of the rapid developments of technology and information is the internet. The presence of the internet in the world has had a huge impact on mankind. The internet provides information and messages that in high speed spread throughout the world so that it becomes one of the tools for everyone to gain knowledge at home and abroad. Based on data from Data Reportal in January 2021, Indonesia had a population of 274.9 million and there were 202.6 million internet users. Media is one of the developments of the internet that is used by users to access information, make friends and even do business. Based on data reported by We Are Social in 2021 shows that in one day people can

spend as many as 6 hours 54 minutes accessing the internet, where the time spent by users doing activities on social media reaches third place in the data above for 2 hours 25 minutes to do activities on social media. People often take advantage of the scope of social media as a place to sell that is why many online shops promote goods and services offered through social media. This public interest has an influence on social media companies, where companies will make improvements by providing facilities in the form of features or in the form of special platforms to support buying and selling activities that can be carried out through social media activities.

Business opportunities that arise on social media are often called social commerce (s-commerce). Social commerce (s-commerce) is a form of evolution from e-commerce by utilizing data and social media network interactions. The goal is to provide personalized service in disseminating product advertisements based on customers' preferences, interests and interactions via social media networks. Social commerce has a different concept from e-commerce, where e-commerce only combines tools that can be used to facilitate transactions (forums, chat rooms, and recommendation systems), while social commerce uses social tools (social media) to gain profit from interactions between users (Molinillo, Anaya-Sánchez, and Liébana-Cabanillas, 2020).

Based the data from We Are Social in 2021 of Most-Used Social Media Platforms in Indonesia, Facebook is in fourth place after Youtube, Whatsapp and Instagram with a percentage of 85.5% users. Facebook has become one of the multifunctional platforms that can be accessed by its users wherever they are. Facebook which initially served to interact and add friends, along with the development and innovation of existing features, now many people who use Facebook to trade and promote their product/service. Facebook has many features that can be used by its users to interact such as news feeds, messengers, stories, groups, and so on. For business users, Facebook provides facilities such as Insight, advertising, marketplace, Facebook marketing pages, and so on. Not only being a marketplace that can view products, but Facebook also supports businesses/online shops by providing a live streaming feature that can display videos authentically and directly from sellers.

Live streaming content is one of the breakthroughs on social media networks. The trend of live video streaming can be used as a choice for users to interact on social media. Live streaming can be used by the online seller to showcase their products in action. Without the need for difficult technical requirements and a large budget, business people can reach many audiences in real-time. If customers are interested in a certain product, they can ask questions and the e-retailer may respond in real-time. In live streaming usually, the host will present information about the product based on his own experience and provide comments or criticisms of the packaging, main function, and how to use it, also information about the product which is very useful for the audience. In addition, there is also direct interaction with the audience to help the audience directly and provide product information according to the audience's needs.

In North Sulawesi, especially in Manado city, the use of the Facebook live stream began to be famous since the Covid-19 pandemic. The circumstances that do not allow to shop directly in offline stores during the pandemic became one of the factors in the emergence of the idea of selling live streaming on Facebook by some sellers. This is also welcomed by the people in Manado who want to shop online or for those who want to shop offline but are still limited to leaving the house. With this Facebook live streaming, they can shop from home while still seeing the quality of the product that they are going to buy. It can be said that live streaming is a feature of Facebook that bridges the needs of sellers and customer buying requests, thereby completing supply and demand. However, there is a thing that sellers must pay attention to when using Facebook Live Streaming, such as how to generate audience interest so that they do not only watch but also buy the products offered. Sometimes several problems can affect consumer shopping intentions in making online purchases through Facebook Live Stream such as complaints from buyers because the product they receive does not match the product shown by the seller during live streaming, counterfeit products, bad conditions, or having a low-quality product. For this reason, sellers need to know what factors can influence customer purchase intentions. This should be known by sellers so that they can maximize Facebook Live Stream feature to support their sales.

Research Objective

The objective of this research is to identify the factors that influence customer purchase intentions via Facebook live stream at Ever Clothings Manado.

THEORITICAL FRAMEWORK

Digital Marketing

According to Kleindl and Burrow (2005), digital marketing is a process of planning and executing from concept, idea, price, promotion, and distribution. In simple terms, it can be interpreted as the development and maintenance of mutually beneficial relationships between consumers and producers.

Social Media

Social media is designed to facilitate social interaction that is interactive or two-way. Social media is free on internet technology that changes the pattern of dissemination of information that was previously one audience to many audiences to many audiences. (Hanson in Purnama, 2011:112).

Purchase Intention

Purchase intention is a desire to purchase a certain product or brand that has been selected after conducting several evaluations, consumer purchase intention is a decision-making process carried out by consumers related to offers from the market in the form of purchases of products and services from sellers, many criteria determine decisions are made (Khan, Ghauri, and Majeed, 2012).

Seller Image

According to Aghekyan et al. (2012), seller image is about the customer's view or perspective of the seller. Customers can usually see the seller's image from their first impression when shopping or the feeling of the service from the seller (what they expect from the seller).

Seller Interactivity

Seller interactivity is about the seller's ability to communicate with buyers. The interactive communication process makes viewers feel that the streamer is approachable. The interactivity can increase viewers' perceived value of the live stream (Bao et al., 2016).

Seller Presentation

Seller presentation is about the ability of the seller to present the product that they offer to customers. Product presentation in live streaming can increase consumer engagement and shopping intentions (Sun et al, 2019).

Seller Shopping Guidance

According to Darian, Tucci, and Wiman, (2001), sales guidance is a service from expert salespeople to guide and help customers in finding the desired product. Lee and Dubinsky (2017) said that online customers prefer to buy recommended products and prefer to be assisted by salespeople in choosing the appropriate and desired product.

Seller Politeness

Seller politeness refers to how much the shopper thinks a seller is a polite person. Shoppers are more inclined to trust and shop with sellers who are likable, friendly, and polite (Cai et al., 2018).

Seller Verbal Attractiveness

Seller verbal attractiveness refers to how well the seller can talk to keep viewers engaged. According to Lasswell in Effendy (1986:10), communication is the process of delivering messages by communicators to communicants through media that cause certain effects. Seller verbal attractiveness describes the communication that occurs between the seller and the buyer.

Seller Facebook Page

Facebook fan page is a special page that can be filled with various information and forms of content according to the wishes of the owner. Ruiz-Mafe et al. (2014) argue that users who perceive the Facebook fanpage of a brand as being useful and who have high trust in the brand will develop higher brand loyalty.

Seller Humor

A humorous message tends to enhance people's perception of source credibility and liking for the source, which further helps create a positive attitude and increase the persuasive effect of the message (Sternthal and Craig, 1973). In live streaming, a humorous streamer can first serve viewers' entertainment purposes.

Seller Sex Appeal

Sex appeal is found to be attention-grabbing, emotion-inducing, sex suggestive, and memorable. It thus can have positive effects on people's processing of messages and purchase intention (Reichert et al., 2001).

Seller Pacing

Talking about the seller pacing, it can be categorized as service speed. According to Rahmayanty (2010: 97), Service speed is a service time target that can be completed within the time specified by the service provider unit.

Product Assortment

Product assortment refers to the availability of products in various qualities, styles, and sizes being sold (Bauer et al., 2012).

Product Quality

According to Kotler and Keller (2012), product quality is defined as the strength of goods in performance that matches or even exceeds consumer expectations.

Product Trendiness

According to Kotler and Keller (2012), a trend is a direction or sequence of events that has momentum and durability. According to Tjiptono (2008), product is anything that can be offered to producers to be noticed, requested, sought, purchased, used, or consumed by the relevant market.

Product Brand Name

A brand name is created to identify a particular company, product or service to differentiate it from similar brands in a category. Wood (2000) defined product brand name as the beliefs or attachments customers have about the brand.

Product Personal Appeal

According to Tjiptono (2008) Product appeal is everything that a trader/seller can offer to be noticed, requested, sought, purchased, or consumed by the market as a fulfillment of the needs or desires of the relevant market.

Price Transparency

Price transparency is defined as the degree to which market participants have access to information on pricing (both before and after trades), order sizes, and trade sizes (Clemons et al., 2002).

Product Pricing

Grewal et al., (2003) stated that product pricing in online shopping has been well-studied and plays an important role in how shoppers behave.

The Number of Viewers

The number of live stream viewers refers to how many viewers are watching the live stream. Shoppers feel that a high number of viewers signifies a type of social proof that may indicate the trustworthiness of the seller or product (Chandrruangphen et al., 2021).

Background Ambience

El Hedhli et al. (2017) defined background ambiance as how shoppers perceive the environment seen in the background of a live stream. The display is a stimulus in attracting consumers to make impulse purchases (Abratt, Goodey, and Stephen, 1990).

Broadcast Timing Announcement

According to Chandrruangphen et al., (2021) broadcast timing announcement is about how appropriately the seller announces the time or schedule of live streaming to shoppers or their viewers.

Previous Research

Hsu and Chang (2019) aimed at the environment which Facebook applies to live streaming platforms. The subjects were recruited consumers who purchase clothing through online questionnaires to investigate that the factors influence on consumers' willingness of purchase. The results indicate that among the majority of influential factors of purchase, consumers purchase commodity through Facebook because of "bandwagon

effect". Furthermore, interaction between streamers and consumers is one main factor of customers purchasing motivation

Lim et al. (2022) investigated the factors that infuence consumers' purchase intention using Facebook Live streaming. The dependent variable of this study is the purchase intention whereas the independent variable is the attitude towards the broadcasters, interactivity, peer influence, perceived risk and product quality. There were 200 Generation Y respondents from whom information was collected via Facebook using a questionnaire. The result of the study showed that attitude and peer influence affect the consumer purchase intention when watching Facebook Live

Hou et al. (2019) investigated what factors can affect people's continuous watching and consumption intentions in live streaming. This research conducted a mixed-methods study. The semi-structured interview was deployed to develop a research model and a live streaming typology. A survey was then used for quantitative assessment of the research model. Survey data were analyzed using partial least squares-structural equation modeling. The results suggest that sex and humor appeals, social status display and interactivity play considerable roles in the viewer's behavioral intentions in live streaming and their effects vary across different live streaming types

Conceptual Framework
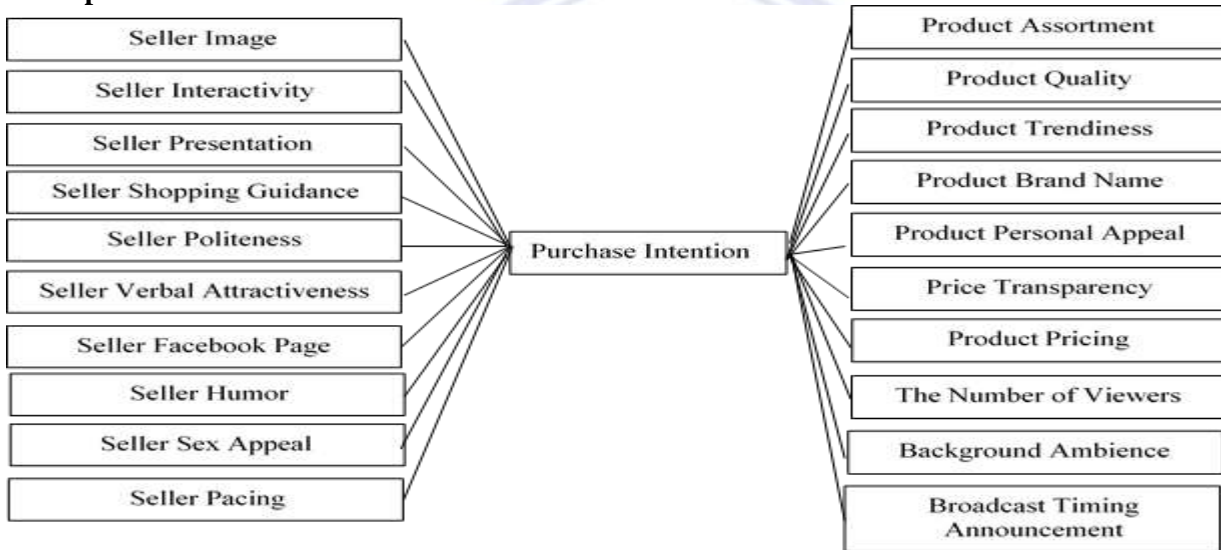
Figure 1. Conceptual Framework
Source: Data Processed (2022)

RESEARCH METHOD

Research Approach
Quantitative method is used to collect the data. According to Sugiyono (2017), the quantitative method is a research method based on the philosophy of positivism, used to study the population or certain samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypothesis.

Population, Sample, and Sampling Techniques
According to Arikunto (2002), the notion of the population is an object that is overall used for research. The population of this research is people in Manado that have/often shopped online via Facebook Live Streaming. A sample is a portion of an object taken from the entire object studied and considered to represent the entire population. (Notoatmojo, 2003). The sample in this research is 100 respondents from Ever Clothings's customers who have watched/ often watched and bought products from Ever Clothing's live streaming. The sampling design is convenience sampling which is considered as the best way to get some basic information quickly and efficiently. Convenience sampling is collecting information from members of the population who are conveniently available to provide it (Rao Purba, 2000).

Data Collection Techniques

According to Umar (2013:42), primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or questionnaires that are commonly done by researchers. Questionnaires are distributed to respondents as the primary data. According to Umar (2013:42), secondary data is primary data that has been processed further and presented either by the primary data collector or by other parties for example in the form of tables or diagrams. The secondary data is taken from journals, textbooks, and relevant literature from the library and the internet.

Validity and Reliability Test

Validity means the instrument that can be used to measure what should be measured (Sugiyono, 2017). The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, and interences of prepositions. Sekaran and Bougie (2010) stated that reliability is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure. The internal consistency can be seen at the Cronbach Alpha Parameter, with an ideal score > 0.6.

Factor Analysis

Factor analysis is a type of analysis that is used to identify the principal dimensions or regularities of a phenomenon. The general purpose of factor analysis is to summarize the information content of a large number of variables into a smaller factor (Kuncoro, 2009:263). Hair et al (2010) suggested that Confirmatory Factor Analysis (CFA) is part of SEM (Structural Equation Modeling) to test the way a measured variable or indicator is good in describing or representing a number of a factor. The variable used in this study are 20 variables, which will be reduced to several factors through factor analysis.

RESULT AND DISCUSSION

Result
Validity and Reliability Test

The validity test is done by comparing the calculated r value with r table, using Cronbach Alpha. R table is obtained from the calculation of degrees of freedom (df), namely df = n-2 (n means the number of samples). In this study, researchers took 100 samples so that the result df = 100 - 2 = 98. We use Alpha 0.05 so that the r table obtained from (df) 98 with Alpha 0.05 is 0.1654 (r table). Cronbach's Alpha statistical is also being used to do the reliability test. The construct is reliable if the Cronbach Alpha values show>0.60. The Cronbach Alpha shows the value 0.938 > 0.60 which means this data is reliable or has high reliability.

Factor Analysis
KMO and Bartlett's Test
Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.883
Bartlett's Test of Sphericity	Approx Chi-Square	1321.871
	Df	190
	Sig	.000

Source: Data Processed (2022)

The KMO value is 0.883 which is greater than 0.5. Barlett the test also produces a significance value of 0.000 <0.05 which shows that the indicators used in this research correlate with each other and are suitable for use in factor analysis.

Communalities
Table 2. Communality Estimation

	Initial	Extraction
Seller Image	1.000	.690
Seller Interactivity	1.000	.759
Seller Presentation	1.000	.783

Seller Shopping Guidance	1.000	.815
Seller Politeness	1.000	.572
Seller Verbal Attractiveness	1.000	.664
Seller Facebook Page	1.000	.712
Seller Humor	1.000	.622
Seller Sex Appeal	1.000	.662
Seller Pacing	1.000	.707
Product Assortement	1.000	.680
Product Quality	1.000	.681
Product Trendiness	1.000	.577
Product Brand Name	1.000	.719
Product Personal Appeal	1.000	.616
Price Transparency	1.000	.657
Product Pricing	1.000	.682
The Number of Viewers	1.000	.711
Background Ambience	1.000	.522

Source: Data Processed (2022)

Based on table 2, the result of factor analysis shows that the communality value of the 20 indicators is greater than 0.5. Three variable factors have the highest extraction value which are Seller Shopping Guidance (0.815), Seller Presentation (0.783), and Seller Interactivity (0.759).

Communalities Result – Total Variance Explained
Table 3. Extraction Method: Principal Component Analysis

		Initial Eigenvalues		Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.579	47.896	47.896	9.579	47.896	47.896
2	1.786	8.930	56.826	1.786	8.930	56.826
3	1.095	5.476	62.302	1.095	5.476	62.302
4	1.059	5.296	67.598	1.059	5.296	67.598
5	.897	4.485	72.083			
6	.838	4.189	76.271			
7	.729	3.643	79.914			
8	.583	2.914	82.828			
9	.546	2.730	85.558			
10	.434	2.169	87.726			
11	.411	2.057	89.783			
12	.386	1.929	91.713			
13	.311	1.557	93.270			
14	.279	1.395	94.665			
15	.234	1.168	95.833			
16	.233	1.166	96.999			
17	.187	.937	97.935			
18	.166	.832	98.767			
19	.130	.651	99.418			
20	.116	.582	100.000			

The result on table 3 shown that there were 4 factors that have a total Eigenvalue > 1. The first factor has an Eigenvalue of 9.579, the second factor has an Eigenvalue of 1.786, the third factor has an Eigenvalue of 1.095, and the fourth factor has an Eigenvalue of 1.059. So of the 20 existing variables, only 4 factors are formed that represent it.

Discussion

Marketing plays an important part in an organization because, without marketing, the sales target of an organization or online shop will not be achieved. One of the things that are related to the term is regarding the customer purchase intention. By doing this research, sellers and readers may know the information of factors that influence customer purchase intention via Facebook live stream using a case study at Ever Clothings Manado. There are 18 variables left after 2 variables are eliminated because the value is less than 0.5. From these 18 variables, there are 4 new factors formed from this research which:

1. Popularity of Facebook Account with the highest total variance (47.89%) consisting of:
   - Seller Facebook page, this is important for online shops in marketing their products, especially in the context of attracting customer' purchase intentions to shop online through Facebook live streaming. Previous research conducted by Ruiz-Mafe, Martí-Parreño, and Sanz-Blas (2014) stated that users who perceive the FB fanpage of a brand being useful and who have high trust towards the brand will develop higher brand loyalty. It would be nice if the seller is consistent in posting sales testimonials on the seller's Facebook account and always updating their products on Facebook posts.
   - The Number of Viewers, is also important in influencing customer purchase intention via Facebook Live Streaming. The reason is, when a seller is offering a product through Facebook Live Streaming, and many viewers are watching, customers can think that maybe the quality of the seller's product is high, or maybe the product is selling, and so on, so they will also be interested in watching live streaming and generates an intention to buy the product from that seller. That statement is supported by Wang and Li (2020) research that said the number of viewers affect audience engagement. it would be nice if the seller create a caption for example about a sale or a giveaway. This can attract and increase the number of viewers of the seller's live stream.
   - Seller Humor, it is good if the seller can captivate the customer by making a joke that can entertain the customer during live streaming. This is useful so that customers will not get bored quickly, and can faithfully watch the seller's live sessions.
   - Seller Sex Appeal, is one of the influential things to generate customer purchase intentions. The previous research conducted by Hou et al. (2019) stated that seller physical attractiveness would motivate customers to watch live stream. For this reason, it is better if the products being sold are fashion products for women, then only women are the hosts on live streaming. Vice versa, if the fashion products that are sold are mostly for men, it is better if only men are the hosts. So that customers can be more comfortable to shop.
   - Product Brand Name, in choosing a product, some customers like branded products, and some feel that it is okay if the product is not branded. This is a concern for sellers to be able to separate live schedules for branded and unbranded products according to customer requests.
   - Product Personal Appeal, is one of the variables that must be considered by the seller, where the seller's outfit during live streaming is sometimes an attraction that generates purchase intentions for customers. This statement supported by the research by McColl and Truong (2013) that mention customers are attracted to shopping from sellers who have their personal style and unique fashion sense.
2. Quality of Product, with a total variance of 8,930% consisting of:
   - Product Quality, sellers must pay attention to the quality of the products they sell because this is one of the factors that is of concern to customers when shopping online. The previous research by Alam and Noor (2020) stated that product quality plays an important role in influencing purchasing intention. For this reason, sellers must ensure that the products they offer on Facebook live streaming must be of good quality and in accordance with the products that customers will receive.
   - Product Assortment, product availability in terms of size, color, type of material and so on must also be considered by the seller. The previous research by Kautish, Paul, and Sharma (2019) stated that product assortment has positive effect on trust and shopping intentions. Researcher recommend that before doing a live stream, the seller first separates the product based on the size of the product (for example, if selling clothes, separate it by size or product color) so that when a customer asks if the seller has the size that they want, the seller can immediately show the model of clothing according to the size they request.
   - Product Pricing, in choosing a product, the buyer certainly has a price suitability criteria with product quality. The seller must pay attention to this product pricing, where the seller must give a price according to the existing quality.
   - Broadcast Timing Announcement, it is better before starting a live stream, the seller has informed the buyer what time they will be doing the live stream so that many buyers can know and join the live.

- Seller Politeness, the way a seller behaves, whether a seller is polite or not in offering and selling products, is one of the variables that influence customer purchase intentions. Sellers who have good personalities and have high manners can make customers interested and intend to buy the products they sell.

3. Quality of Seller, with a total variance of 5,476% consist of:
   - Seller Image, Trust is one of the keys to building a good image for customers. In this case, customers tend to be comfortable shopping online with sellers who already have a good reputation or who are already trusted. One way that can be done to build this trust is to ensure that the products offered while on Facebook Live Stream are the same as the products customers receive at their home.
   - Seller Verbal Attractiveness, the seller' speaking style when offering his selling product is also one of the values to measure the seller's quality. In some cases, an outspoken seller can be a special attraction for customers so that they are interested in watching the live stream from the seller and there will be a possibility of the customer intention to buy the product that offered by the seller.
   - Seller Pacing, it is better if the seller has measured the size of the clothes or products they are selling so that when they go live, they can simply mention the size and price of the product. This is done so that customers will not get bored waiting and the live streaming process will not take a long time.
   - Price Transparency, Price transparency is a measure of how pricing information is being communicated clearly in business, between seller and buyer.

4. Seller Communication Ability, with a total variance of 5,476% consists of:
   - Seller Interactivity, to build good relationships with customers, sellers should respond to questions that customers ask in the comments column during live, so that customers can also feel valued by sellers.
   - Seller Presentation, Seller presentation is a seller's ability to present their products to customers. In presenting the product, it would be nice if the seller had a good grasp of the type of product he was offering.
   - Seller Shopping Guidance, Seller Shopping Guidance is what sellers do to help customers to find the product they are looking for, because in online shopping, buyers cannot see directly the products offered by sellers.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion:
1. There are four most dominant factors out of twenty factors (seller Facebook page, seller humor, seller sex appeal, product brand name, product personal appeal, the number of viewers, seller politeness, product assortment, product quality, product pricing, broadcast timing announcements, product trendiness, background ambiance, seller image, seller verbal attractiveness, seller pacing, price transparency, seller interactivity, seller presentation, seller shopping guidance) of online purchase intention via Facebook Live Stream at Ever Clothings Manado.
2. The most factors that influence customer purchase intention are the Popularity of Facebook Account, the Quality of Seller, the Quality of Product, and the Seller Communication Ability.

Recommendation
1. To increase the popularity of a seller's Facebook account, they must ensure that the seller's Facebook account name is easy for buyers to remember and try to have a good account rating. Researcher recommends the seller to have a trusted Facebook account, at least the account was created at least 5 years ago and has many friends, the products offered are clearly posted and sales testimonials are also displayed on the seller's Facebook account. Do not use a new Facebook account in selling online.
2. Sellers must always pay attention to the quality of the products offered. Product checks must be carried out carefully so that products that fail to produce are not given to customers. Researcher recommends sellers for not to sell products that failed to produce, or just give these products for free to buyers who have made a large purchase.
3. Quality of seller refers to the nature of the seller, so be an honest and responsible seller. The researcher advises the seller to find out his strengths and weaknesses as a seller.
4. Researchers suggest sellers to understand the conditions of the products offered so they can explain to customers in detail about these products. In addition, sellers must also increase their self-confidence as a

provision for communication skills. If necessary, do exercises on how to present the product properly and correctly.

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