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The Influence Of Live Streaming And Online Customer Reviews On Shopee Consumer Purchase Decisions

Case Study on Employees PT. Shoetown Ligung Indonesia

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Abstract– ***The Influence of Live Streaming and Online Customer Reviews on Shopee Consumer Purchasing Decisions (Case Study on Employees of PT. Shoetown Ligung Indonesia)" uses quantitative and verification research methods that aim to determine the influence of live streaming and online customer reviews on consumer purchasing decisions by taking a sample of 91 respondents. The results of the study show a strong correlation or relationship between live streaming, online customer reviews on purchasing decisions. A positive correlation also means a unidirectional variable relationship of 1,000. Then for the regression equation, namely y = 1,000 + 1,000 x1 + 0.998 x2 The Influence of Live Streaming and Online Customer Reviews on Shopee Consumer Purchasing Decisions (Case Study on Employees of PT. Shoetown Ligung Indonesia)***
Keywords: Live Streaming, Online Customer Reviews, Purchase Decisions.

I. INTRODUCTION

The internet allows for a vast and global reach of information, supporting the development of retail companies in Indonesia by opening online stores [1]. The rapid development of technology in the current era of the 4.0 industrial revolution has impacted people's lives and habits, one of which is shifting offline shopping habits to online shopping using digital platforms. Online shopping certainly has its advantages and disadvantages. The advantages of online shopping include practicality and efficiency, a varied selection, numerous promotions/discounts and cashback, and an easier payment system. Disadvantages of online shopping include disrupting financial management, products not meeting expectations, a tendency to purchase unnecessary (consumptive) items, and a high risk of fraud. Several online shops compete in Indonesia, including Shopee, Tokopedia, TikTok Shop, Lazada, Blibli, and others. However, the researcher used a comparison of the currently popular Shopee and TikTok Shop platforms as a reference for this research. The following is comparative transaction data for e-commerce platforms Shopee and TikTok, sourced from several data collected by researchers from 2022 to 2024 (Quarter II):

Table 1. Shopee & Tiktok Shop E-Commerce Platform Transaction Data

No	Tahun	Marketplace	
		Shopee	TikTok Shop
1.	2022	36%	5%
2.	2023	45,9%	13,9%
3.	2024 (Kuartal II)	62%	42%

Source: Momentum Works (2022-2023), IPSOS (2024)

Report released by Momentum Works, nine leading e-commerce platforms in Southeast Asia generated a total GMV of $99.5 billion in 2022, a 1.8-fold increase from 2020, the first year of the pandemic. Of this total GMV, 52%, or $51.9 billion, came from Indonesia. Based on platform details, Shopee ranked first with a 36% market share, while

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TikTok Shop only had a 5% market share. According to data from Momentum Works, Shopee's 2023 transaction still dominated the market share, with an increase from the previous year to 45.9%, while TikTok Shop saw an increase to 13.9%. According to sources obtained by researchers, the increase in TikTok Shop was due to the acquisition of shares in PT. Gojek Tokopedia Tbk. (GOTO) by TikTok Shop. Meanwhile, data from IPSOS (Institut Public de Sondage d'Opinion Secteur) in the second quarter of 2024 shows that Shopee e-commerce still dominates the market share, increasing to 62%, followed by TikTok Shop with a 42% increase. This data shows that Shopee is still able to maintain its popularity as the e-commerce platform of choice for Indonesians.

Shopee is a marketplace designed to provide a simple, secure, and fast online shopping experience, with a variety of payment options and robust logistics support, fostering consumer trust. Headquartered in Singapore, Shopee is owned by Sea Limited (formerly known as Garena), founded by Forest Li. It first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Starting in 2019, Shopee also launched in Brazil, making it the first country outside of Asia to be launched. The Shopee platform offers numerous features for consumers, including live streaming. Live streaming combines audio and video, broadcast live and interactively [2].

Live streaming is Shopee's marketing strategy to generate consumer interest. Furthermore, potential customers can more easily experience the product selection experience. Potential customers can also communicate directly with sellers when explaining the products they wish to purchase, allowing them to see whether the product meets their expectations. This can certainly increase customer satisfaction with the products they intend to purchase. In addition to live streaming, Shopee also offers online customer reviews. Online customer reviews are positive or negative reviews of products sold in online shops, as well as evaluations of information about goods and services posted on third-party sites and retailers, created by consumers [3]. Online customer reviews display consumer reviews on the Shopee marketplace regarding products after an order is completed. Consumers providing information about product benefits is crucial because it can be a determining factor in purchasing decisions.

A purchase decision is a process in which consumers become familiar with a particular product or brand and evaluate how well each alternative solves their problem, which then leads to a purchase decision [4][5][6]. The purchase decision is the final stage, when consumers are already interested in purchasing. The higher the level of interest, the more likely the consumer is to make a purchase decision. By understanding the factors that influence consumer purchasing decisions, companies can learn how to implement effective marketing strategies, especially in online media.

Online strategies are increasingly developing, where consumers will more easily search and find information from a search engine using keywords, and some studies consider that Shopee's Live Streaming and Online Customer Review features will influence consumer purchasing interest which will create a purchasing decision. With the availability of digital marketing using search engines such as websites with displays that can be understood by consumers and promotional activities carried out through advertising, one of which uses the Live Streaming and Online Customer Review features to make it easier for potential consumers to find the desired product, this is expected to be able to encourage consumers to make purchasing decisions on Shope.

II. LITERATURE REVIEW

2.1 Live Streaming

Live streaming is a prominent feature used to promote a product and can increase sales by attracting potential customers. Live streaming is a medium that can record and broadcast both audio and video in real time. The transmission utilizes one or more

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communication technologies, allowing viewers to feel as if they are present in person. Defines live streaming as a transmission using communication technology that transmits images and audio from one location to another, allowing viewers to feel as if they are participating in the event by allowing them to comment directly.

Based on the definitions of the experts above, the author concludes that live streaming is an interactive communication media feature in a digital application that can record and broadcast audio and video in real time and allows viewers and streamers to comment directly on each other.

2.2 Online Customer Review

Online customer reviews are reviews that consumers can provide directly to sellers after making a transaction on a digital application/platform. Online customer reviews are feedback customers provide to companies after making a purchase in the form of product ratings[7]. Online customer reviews can be either negative or positive depending on the benefits received by the consumer. Online customer reviews are positive or negative reviews of products sold in online shops. They can also be evaluations of information about goods and services posted on third-party sites and retailers, created by consumers. Meanwhile, online customer reviews are reviews provided by consumers regarding information from evaluating a product on various aspects, thus enabling consumers to determine its quality.Based on the explanation above, it can be concluded that online customer reviews are reviews provided by consumers after purchasing a product on a digital platform. These reviews can include product evaluations/consumer dissatisfaction or appreciation/positive comments about the product purchased.

2.3 Purchase Desicion

Purchasing decision is a consumer's decision to buy a product after previously thinking about whether or not it is worth buying that product by considering the information he knows with the reality about the product after he sees it. Purchasing decision is a process where consumers get to know a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchasing decision [8]. Purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that arise regarding what product they will buy." Based on the definition above, it can be concluded that purchasing decisions are decisions about how consumers make choices about which brand to buy according to their expectations and needs and give rise to product satisfaction.

III. RESEARCH METHOD

This study employs the quantitative method, the survey method with a descriptive research methodology, and verification analysis. The population in this research consists of 1,017 employees from PT. Shoetown Ligung Indonesia Building F who made purchases through the Shopee marketplace. The research sample consisted of 91 people. The sampling method employed was probability sampling. SPSS version 26 is used for data analysis, which includes validity and reliability tests, classical assumptions, multiple linear regression, hypothesis testing, and coefficient of determination.

IV. RESULT AND DISCUSION

Result

To ensure accurate study results, a validity and reliability test is conducted on the questionnaire.

Table 2 Validity Test

No	r Hitung	r Tabel	Ket

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No	r Hitung	r Tabel	Ket
Live Streaming			
1	0.715	0.1735	Valid
2	0.732	0.1735	Valid
3	0.752	0.1735	Valid
4	0.820	0.1735	Valid
5	0.775	0.1735	Valid
Online Customer Review			
6	0.723	0.1735	Valid
7	0.732	0.1735	Valid
8	0.768	0.1735	Valid
9	0.816	0.1735	Valid
10	0.773	0.1735	Valid
Purchase Decision			
11	0.715	0.1735	Valid
12	0.732	0.1735	Valid
13	0.752	0.1735	Valid
14	0.820	0.1735	Valid
15	0.775	0.1735	Valid

Source: Processed primary data, 2026

Based on the validity test results in Table 2, it is known that all statement items in the Live Streaming (items 1–5), Online Customer Review (items 6–10), and Purchase Decision (items 11–15) variables have calculated r values greater than the table r of 0.1735. The calculated r values ranged from 0.715 to 0.820, indicating that all items met the validity criteria (calculated r > table r). Therefore, it can be concluded that all 15 statement items in the research instrument are valid and able to accurately measure the variables studied. Therefore, the research questionnaire is suitable for use in subsequent data analysis stages, such as reliability testing, regression analysis, and hypothesis testing.

Table 3 Rliability Test

No	Variabel	r Hitung	r Tabel	Ket
1	*Live Streaming*	0.801	0.1735	Reliabel
2	*Online Customer Review*	0.806	0.1735	Reliabel
3	Purchase Decision	0.801	0.1735	Reliabel

Source: Processed primary data, 2026

From the table above, it can be concluded that the variables live streaming, online customer reviews and purchasing decisions are stated to be reliable or acceptable and can be said to be suitable for use as a measuring tool because it is proven by the r alpha value being greater than 0.6.

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Live Streaming	Online Customer Review	Keputusan Pembelian
N		91	91	91
Normal Parameters	Mean	17,89	17,87	17,89
	Std. Deviation	3,139	3,167	3,139
Most Extreme Differences	Absolute	,081	,084	,081

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	Positive	,079	,077	,079
	Negative	-,081	-,084	-,081
Test Statistic		,081	,084	,081
Asymp. Sig. (2-tailed)		,192	,126	,192

a. Test distribution is Normal.
b. Calculated from data.

Source: Processed primary data, 2026

Judging from the SPSS results table above, the Kolmogorov-Smirnov values can be concluded as follows: The live streaming variable has a Kolmogorov-Smirnov value of 0.081, with a significance of 0.192, greater than α = 0.05. This indicates that live streaming is normally distributed. The online customer review variable has a Kolmogorov-Smirnov value of 0.084, with a significance of 0.126, greater than α = 0.05. This indicates that online customer reviews are normally distributed. The purchasing decision variable has a Kolmogorov-Smirnov value of 0.081, with a significance of 0.192, greater than α = 0.05. This indicates that purchasing decisions are normally distributed.

Table 5 Multiple Regression Coefficient Analysis

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,000	,000		,000	,000
	Live Streaming	1,000	,000	1,000	5,236	,000
	Online Customer Review	,998	,000	,000	2,306	,046

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2026

Table 5 explain the multiple regression equation for live streaming and online customer reviews on purchase decisions is y = 1,000 + 1,000x1 + 0.998x2, implying that if both live streaming and online customer reviews are zero, the purchasing decision will remain constant at 1,000. If live streaming increases by one, purchase choices rise by one thousand, and vice versa. A one-star online customer review leads to a 0.998 increase in purchase decisions, and vice versa.

The live streaming variable has a computed t value of 5.236 > 1.662 t table, thus H_o is rejected and H_a is approved, indicating that it affects the purchase decision variable. The online customer review variable has a computed t value of 2.306 > 1.662 t table, thus H_o is rejected and H_a is approved, indicating that it affects the purchase decision variable

.

Table 6 F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	886,901	2	443,451	147,231	.000[b]
	Residual	,000	88	,000		
	Total	886,901	90			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Online Customer Review, Live Streaming

Source: Processed primary data, 2026

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The table above shows that the F-value is greater than the F-table, hence Ho is rejected and Ha is approved. The F-value is 147.231, which is more than the F-table value of 3.100, indicating that live streaming and online customer evaluations have a considerable effect on Shopee consumer purchase decisions among workers at PT Shoetown Ligung Indonesia

Table 7 Test Result of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,000
a. Predictors: (Constant), Online Customer Review, Live Streaming				

Source: Processed primary data, 2026

This study's R value, or multiple correlation, was 1.000, showing a very strong simultaneous connection between live streaming, online customer reviews, and purchase choices. A positive correlation suggests a one-way link between the three variables.

The coefficient of determination (R^2) assesses the model's capacity to adjust the dependent variable. The coefficient of determination (R^2) ranges from 0 to 1.
1. The coefficient of determination of live streaming on purchase decisions.
KD = r2 x 100%
3. Coefficient of determination of live streaming and online customer reviews on purchasing decisions

KD = r2 x 100%
KD = (0.998)2 x 100% = 93.51%

It can be concluded that live streaming and online customer reviews simultaneously have a very high or very strong influence on purchasing decisions, namely 99.60%.

Discusion

The study's findings revealed that all respondents scored 71.52% on the live streaming variable. This suggests that the research findings on live streaming were good, according to Shopee customers and PT. Shoetown Ligung Indonesia. Live streaming is a live video broadcast that allows viewers to watch what the video host is doing at the same time. As a result, live streaming is a communication media/video function that is broadcast in real time, allowing viewers to participate and remark immediately.

KD = (1,000)2 x 100% = 100%

It may be inferred that live streaming has a very high or extremely significant effect on purchase decisions, namely 100%.
2. The coefficient of determination of online customer reviews on purchase decisions.
KD = r2 x 100%
KD = (1,000)2 x 100% = 100%
It may be inferred that online customer reviews have a very high or very significant effect on purchase decisions, namely 100%.

The findings revealed that all respondents' responses to the product quality variable met 71.47% of the ideal score. This shows that both Shopee customers and PT Shoetown Ligung Indonesia staff assessed product quality as excellent. Online customer reviews are consumer product assessments that can be good or bad based on the individual's personal experience. This indicates that Online Customer Reviews are reviews left by customers after they have purchased a product. These reviews might take the shape of product assessments or consumer discontent, as well as gratitude, positive or negative remarks about the things acquired. The survey found that all respondents scored 71.56% on the purchase decision variable. This suggests that Shopee customers and workers at PT. Shoetown Ligung Indonesia rated the study's purchase decision outcomes positively.

Purchasing decisions are an aspect of consumer behavior, which is the study of how people, groups, and organizations choose,

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acquire, and utilize products, services, ideas, or experiences to meet their wants and preferences [9]. This implies that shoppers must decide whether to purchase a certain product or one of numerous others. In this study, the Pearson correlation of 1,000 revealed a very strong relationship between live streaming and purchasing decisions. For the regression analysis, the equation y = 0 + 1,000 x was obtained, implying that if live streaming is zero, the purchasing decision will be constant at 0,000. If an increase in live streaming by one results in an increase in purchase decisions by 1,000, the coefficient of determination indicates that live streaming has a very high or very strong effect on purchasing decisions, namely 100%.

The partial t-test revealed that the computed t-value for the live streaming variable was 5.236, which was more than 1.662. H_o was denied, whereas H_a was accepted, demonstrating that live streaming has a substantial effect on purchase decisions. This conclusion is consistent with prior study which indicated that the live streaming variable had a substantial impact on purchase decisions[10]. The findings of this study are consistent with the growing importance of digital marketing strategies in the e-commerce environment. In recent years, consumers have increasingly relied on online information and interactive promotional activities before making purchasing decisions. Live streaming has emerged as a powerful marketing tool because it combines entertainment, product demonstration, and direct communication between sellers and potential buyers. This interactive feature helps reduce consumer uncertainty and encourages faster purchasing decisions.

Live streaming enables consumers to obtain detailed information about products in real time[11]. Through direct demonstrations, consumers can observe product features, quality, usage methods, and benefits more clearly than through conventional product descriptions. This transparency increases consumer confidence and minimizes perceived risks associated with online shopping. As a result, consumers become more willing to proceed with their purchase decisions.

Another important aspect of live streaming is the opportunity for two-way communication. Consumers can ask questions and receive immediate responses from sellers or hosts. This interaction creates a sense of trust and engagement, which is difficult to achieve through static product advertisements. The ability to communicate directly with sellers can strengthen consumers' perceptions of product credibility and encourage purchasing behavior.

The positive influence of online customer reviews identified in this study also reflects the importance of electronic word-of-mouth (e-WOM) in modern consumer behavior[12][13][14]. Before purchasing a product, consumers frequently seek information from previous buyers to evaluate product quality, seller reliability, and overall satisfaction levels. Positive reviews serve as social proof that reassures potential customers and increases their confidence in making a purchase.

Online customer reviews provide valuable insights that are often perceived as more trustworthy than company-generated promotional content[15]. Consumers generally consider reviews from fellow buyers to be more objective because they are based on actual experiences. Therefore, products with a large number of positive reviews are more likely to attract new customers and generate higher sales performance.

The results also suggest that consumers at PT Shoetown Ligung Indonesia pay considerable attention to information obtained through digital platforms. This finding reflects a broader shift in consumer behavior, where purchasing decisions are increasingly influenced by online interactions rather than traditional advertising methods. E-commerce platforms such as Shopee have successfully integrated live streaming and review features to facilitate informed decision-making among consumers.

Furthermore, the stronger influence of live streaming compared with online customer reviews indicates that real-time interaction plays a critical role in stimulating consumer interest. While customer reviews provide valuable information, live streaming offers a more immersive shopping experience by

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allowing consumers to observe products directly and interact with sellers. This dynamic environment may explain why live streaming exhibits a greater impact on purchasing decisions.

The combination of live streaming and online customer reviews creates a complementary effect that enhances consumer trust and purchase decision. Live streaming can attract consumer attention and generate interest, while customer reviews provide additional reassurance regarding product quality and customer satisfaction[16]. Together, these factors contribute to a more favorable evaluation of products and increase the likelihood of purchase.

From a managerial perspective, the findings imply that e-commerce sellers should invest in high-quality live-streaming activities and actively manage customer reviews. Sellers should provide engaging product presentations, respond promptly to consumer inquiries, and offer accurate product information during live sessions[17][18]. At the same time, businesses should encourage satisfied customers to leave positive reviews and address negative feedback professionally to maintain a positive online reputation. The combination of attractive live-streaming content and positive customer reviews can increase consumer trust and encourage purchasing decisions[19].

Online customer reviews provide additional confidence because consumers can learn about the experiences of others who have already purchased and used the products[20][21]. Positive reviews help consumers evaluate product quality, seller credibility, and overall customer satisfaction before making a purchase decision.

This study contributes to the growing body of literature on digital marketing and consumer behavior in the e-commerce sector. The findings demonstrate that both live streaming and online customer reviews significantly influence purchasing decisions, highlighting the importance of interactive communication and consumer-generated content in online shopping environments. Future research may expand the model by incorporating additional variables such as trust, perceived value, brand image, or consumer satisfaction to obtain a more comprehensive understanding of factors influencing online purchasing decisions.

V. CONCLUSION AND SUGESSTION

Based on the results of this study, it can be concluded that live streaming and online customer reviews play an important role in influencing consumer purchasing decisions on Shopee. Consumers tend to be more interested in purchasing products when they can see product explanations directly through live streaming and obtain information from reviews written by previous buyers. Live streaming helps consumers understand products better because they can see demonstrations, ask questions directly, and interact with sellers in real time.

Meanwhile, online customer reviews provide additional confidence because consumers can learn about the experiences of others who have already purchased and used the products. Therefore, these two factors have become important marketing tools in the increasingly competitive e-commerce industry. Live streaming helps consumers understand products better because they can see demonstrations, ask questions directly, and interact with sellers in real time. This interactive shopping experience makes consumers feel more confident and reduces uncertainty when deciding to purchase a product. As a result, live streaming has become one of the most effective promotional tools in attracting consumer interest in the digital era.

The findings also indicate that consumers increasingly rely on information available through digital platforms when making purchasing decisions. They do not only consider product descriptions provided by sellers but also pay attention to the opinions and experiences of other consumers. This behavior shows that trust and transparency have become important factors in online shopping activities.

The combination of attractive live-streaming content and positive customer reviews can increase consumer trust and encourage purchasing decisions. Therefore, these two factors have become

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important marketing tools in the increasingly competitive e-commerce industry and should be optimized by businesses to improve customer engagement and sales performance.

Based on the findings of this study, sellers and online businesses are encouraged to optimize live-streaming activities by providing attractive product presentations, clear information, and active interaction with consumers during live sessions. In addition, businesses should encourage customers to provide honest reviews and manage customer feedback professionally to maintain a positive reputation. Consumers are also advised to utilize live-streaming features and online customer reviews as sources of information before making purchases. Furthermore, future researchers are expected to examine additional factors such as price, promotions, product quality, brand image, and consumer trust to gain a broader understanding of purchasing decision behavior in e-commerce.

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