

The Effect of Live Streaming, Ratings, and Product Reviews on Purchasing Decisions for Compass Shoe Products in the Shopee Application

M. Ivan Imanulloh Khaqi¹, Mochamad Rizal Yulianto², Andry rachmadany³

^{1,2,3}Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/ijaifd.v2i10.422>



Sections Info

Article history:

Submitted: August 31, 2025

Final Revised: September 19, 2025

Accepted: September 30, 2025

Published: October 25, 2025

Keywords:

Content marketing

Electronic Word of Mouth (E-WOM)

Brand awareness

Purchase intention

ABSTRACT

Objective: This study aims to analyze the effect of the live streaming feature, product ratings, and product reviews on purchasing decisions for Compass shoes in the Shopee application. **Method:** Using multiple linear regression techniques, the study identified that all independent variables (live streaming, ratings, and product reviews) have a positive and significant relationship to purchasing decisions, and the research instrument proved to be reliable with Cronbach's Alpha and Composite Reliability values above 0.7 for all constructs. **Results:** The analysis results show that the product review variable (X3) has the most significant influence, while live streaming (X1) has the smallest influence, and the research model shows moderate predictive power of purchasing decisions ($R^2=0.528$). **Novelty:** This finding confirms the importance of reviews, ratings, and real-time interactions in encouraging consumers to make purchasing decisions in digital marketplaces.

INTRODUCTION

Along with the advancement of science and technological advances, every scientific development is made to provide good benefits, new approaches and convenience to support human activities. Technological advances or what we usually recognize as digitalization. Quoting the opinion of (Pratiwi et al., n.d.) digitization is a process of changing business models, policies, and ways of working that are entirely supported by digital technology. Digitalization has had an impact on certain aspects of people's lives, especially in the field of digital marketing. Digital marketing is a marketing style that uses digital technology applications with electronic media or the internet [1].

Indonesia is experiencing rapid development in the field of e-commerce today compared to the previous few years. [2] in one of the online news sites wartaekonomi.co.id, on February 19, 2019 published a news article entitled "Rapid E-Commerce Growth in Indonesia". According to the news site, Euromonitor noted that since 2014 online sales in Indonesia have reached US\$1.1 billion. The Central Bureau of Statistics (BPS) census also mentioned that Indonesia's ecommerce industry in the last 10 years has increased by 17 percent. News about the rapid development is reinforced by the many marketplaces that currently dominate the Indonesian market such as Tokopedia, Bukalapak, Shopee, Lazada, Blibli, JD.Id and Sale Stock Indonesia. The number of e-commerce sites in Indonesia shows that in this digital era there have been changes in consumer shopping behavior. One of the online news sites antijobless.com, on January 25, 2018 published a news article entitled "Predictions of E-Commerce

Development and E-Commerce Trends in 2018 that are Interesting to Know" [3]. This news explains that consumer behavior has indeed experienced a changing trend from offline to online shopping. A survey conducted by Shopback on 1,000 respondents in Indonesia shows that as many as 70.2% of respondents consider the existence of online stores to affect their shopping behavior. Respondents claimed to shop online more often than shopping at offline stores.

Indonesia Top 10 brands

The top 10 brands in Indonesia based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Shopee	69.6	73.7	67.9	72.5	62.7	67.3	73.7
2	Indomie	68.4	68.9	68.4	67.6	66.6	69.7	69.4
3	WhatsApp	66.1	74.2	70.3	59.7	52.0	69.8	70.4
4	Samsung	64.0	69.4	71.8	52.2	69.8	52.1	68.3
5	YouTube	59.6	64.2	63.3	52.5	57.6	59.6	60.7
6	Traveloka	54.9	62.1	58.3	53.9	48.3	47.1	59.9
7	Tolak Angin	54.5	59.0	56.8	53.9	50.2	50.7	56.4
8	Google	51.5	53.5	53.5	40.2	60.3	50.3	51.0
9	Tokopedia	50.7	56.0	56.7	46.9	49.5	41.6	53.2
10	Instagram	50.1	55.4	55.0	41.8	46.2	49.2	52.8

Figure 1. DataReportal 2025 Report.

Jakarta (ANTARA) - Shopee has again won the title as the best brand in Indonesia in the latest YouGov's Best Global Brands 2025 report. The e-commerce platform, which is synonymous with the orange basket icon, managed to maintain its position with an overall score of 69.6, after previously also ranking first in 2024. The assessment in this report was conducted by global research institute YouGov based on a survey of millions of consumers in 28 countries during the period January to December 2024. The method used is YouGov BrandIndex which measures six key metrics, namely Impression, Quality, Value, Satisfaction, Reputation, and Recommend. Shopee's success in maintaining its position as the best brand in Indonesia cannot be separated from the various innovations and strategies implemented throughout 2024. *Shopee live and Shopee video* provide an interactive shopping experience through the Shopee Live and Shopee Video features. Throughout 2024, the number of content creators who joined increased by 50 percent, helping sell more than 1 billion MSME products through Shopee Live. *Support for Local Products* Shopee also continues to be committed to supporting local products through the Shopee Pilih Lokal channel, which makes it easy for users to find and buy products from local brands at competitive prices. Sales of local products through this channel increased by 200% in 2024 compared to the previous year.

Live streaming is one of the social interactions between each other that exist on online purchasing platforms that can trigger impulse buying or impulsebuying [4]. Impulsebuying is a behavior shown by consumers when making product purchasing

decisions by not seeing or taking into account existing risks so that sometimes in the eyes of others it will appear irrational [4], [5]. The interactive livestreaming promotion model makes the recipient of information actively ask questions about the products offered as well as express the desired product specifications. In addition, consumers will more easily access the purchase links shared by sellers during livestreaming, promoting a seamless shopping experience. The result is that it can increase the persuasive effect to consumers and expand consumers' knowledge about the product, thus creating impulse buying. The ability of this livestreaming method shows a projected increase in total revenue from the e-commerce sector to reach \$104.1 billion by 2027 [4].

Product reviews are reviews given by customers on the product [6]. Conscientious consumers will tend to pay attention to the reviews given by previous buyers available on the Shopee marketplace. Ease of use is also important to make it easier for consumers to make purchases. For this reason, Jogiyanto in Tanjung, et al argues that convenience is how much people believe that using technology according to him will be free from effort. Here Shopee also provides a "live chat" feature which makes it different from other marketplaces. In this feature, buyers can easily talk directly and can negotiate with sellers in Shopee. In Shopee, there are many payment systems such as COD (Cash On Delivery) which has recently been implemented. Buyer trust as the most important key. Because the business activities carried out are through online, sellers and buyers do not face each other directly Malau. In terms of security in transactions, Shopee guarantees with a warranty system and also provides a joint account to protect consumers from being deceived. Not only product reviews, convenience, or trust, price also plays a significant role in influencing someone to make a purchase. According to Malau, price is a measure or monetary unit of goods or services that are paid to obtain property rights or use of goods or services. At Shopee, buyers can also see the prices of the products they are looking for and can also sort the prices from lowest to highest, of course, with the quality that matches the price [6].

Problem Statement

1. How does live streaming influence the decision to purchase Compass shoes on the Shopee app?
2. How does product rating influence purchasing decisions for Compass shoes on the Shopee app?
3. How does product reviews influence purchasing decisions for Compass shoes on the Shopee app?
4. To what extent do live streaming, ratings, and product reviews simultaneously influence purchasing decisions for Compass shoes on the Shopee app?

Research Objectives

1. To determine the effect of live streaming on purchasing decisions for Compass shoes on the Shopee app.
2. To determine the effect of product ratings on purchasing decisions for Compass shoes on the Shopee app.

3. To determine the effect of product reviews on purchasing decisions for Compass shoes on the Shopee app.
4. To analyze the simultaneous influence of live streaming, ratings, and product reviews on the purchase decision of Compass shoes on the Shopee app.

Live Streaming in E-Commerce

In Shopee Live, Shopee often invites artists or social media influencers as part of its marketing strategy [7]. The popularity of public figures can attract fans to watch and significantly increase audience reach [7]. The presence of artists creates opportunities for higher interaction during Shopee Live. [7]. Users do not only watch for the products, but also to interact with their favorite artists. [7], such as through live Q&A sessions, comments, or even games held during the live stream. Artists can boost sales by promoting products or special offers during major events such as "11.11" or "12.12" on Shopee. Their presence helps increase product sales quickly, as consumers tend to be influenced by celebrity endorsements [7]. Therefore, the presence of artists can influence purchasing decisions for products [7]. This statement indicates that artists must have a good communication strategy that can optimize product sales during live streams. By using Shopee Live, sellers and buyers benefit because customers can find out the details of the products being sold, consumers can also ask sellers to try out the items they want to see, and this Shopee Live feature offers many attractive promotions such as discounts of 20% to 50% and free shipping. The advantage for sellers themselves is that it makes it easier to demonstrate the products being promoted, increases consumer confidence by being able to directly prove the products being offered, and of course, can expand the sales reach, which is influential in increasing sales.

Live In their research [1] found that communication is closely related to humans in fulfilling their needs, including the need for social relationships and the need for transactions. Social background determines people's behavior. A seller must understand the principles of effective communication in order to communicate well with their customers when using Shopee Live, which is a multicultural community that will minimize communication barriers.

Live streaming on the Shopee platform is one of the effective marketing tools used by official sellers and distributors of Compass shoes. Through this feature, sellers can display Compass shoes directly, showing details of the design, colors, and quality of the materials, as well as providing information about the authenticity of Compass products, which is often a major concern for local sneaker consumers. Consumers can ask questions in real-time about sizes, stock availability, or ongoing promotions. This increases transparency and helps potential buyers get a real picture, thereby encouraging trust and readiness to purchase Compass shoes through Shopee.

Product Rating

Customer Online Rating is the evaluation given by customers regarding the quality of the products they purchase. The more stars (5 stars) the better the product, conversely, the lower the consumer star rating (1 star), the less attractive the item will be and potential buyers will think twice before making a purchase [8].

A very low rating (one star) indicates that a product from an online store has very negative reviews or that the ordered product did not meet expectations. A very high rating (five stars) indicates very positive product reviews, and a three-star rating indicates moderate reviews, which is the middle ground, where the size, quantity, degree, or strength is neither too small nor too large [8]. Rating is part of a consumer review that is expressed using symbols. Rating can be interpreted as a consumer's assessment of product preferences regarding consumer experience and refers to the psychological and emotional state that occurs when interacting with a product [8].

Product Reviews

Product reviews are one of the triggers for sales. Before consumers purchase products on online shopping sites, they are accustomed to searching for information in various ways, one of which is by looking at accessible information such as product reviews from blogs or articles provided by website owners about a product, ranging from specifications, advantages and disadvantages of the product, and the price of the product. Meanwhile, ratings can also influence buyers' decisions to purchase from an online store. High or low online shop ratings reflect the number of buyers at that online store [5].

Reviews from previous buyers greatly influence the decision of prospective buyers of Compass products on Shopee. Reviews often contain authentic customer experiences, such as satisfaction with the quality of Compass shoes, delivery speed, size suitability, and product authenticity (authentic vs. non-authentic). High ratings and photos from consumers build trust among new buyers and reduce doubts about the authenticity and quality of Compass products. Conversely, negative reviews, such as shoes that are not original or defective, can reduce buying interest.

Relationship Between Variables

The Relationship Between Live Streaming and Purchase Decisions

Live streaming makes it easier for consumers to see products in real-time, interact directly with sellers, and obtain exclusive information and offers. This can increase consumer trust and interest in purchasing products, whether impulsively or deliberately. The more interactive and interesting the live streaming session, the more likely consumers are to make a decision to purchase the product.

According to [8], live streaming is a technology that broadcasts video data that has been compressed or reduced to a smaller video file size in real time via the internet. [8] state that the following factors influence the distribution of video streaming through networks: large bandwidth, delay, lost packets, and methods for distributing videos to various destinations evenly and effectively. Shopee Live Streaming allows potential customers to purchase products from the menu available on the Shopee Live feature without leaving the live broadcast. Interestingly, after the broadcast ends, it can be replayed on Shopee Live, providing potential customers with an exciting experience not found in e-commerce. Additionally, the Shopee Live feature can also be used as an opportunity to entertain Shopee Live e-commerce users [8]. state that the indicators that can be used to evaluate live streaming are as follows: interaction, real time, and promotional tools.

The Relationship Between Product Ratings and Purchase Decisions

Ratings are a form of satisfaction from users who have used a product or service. Ratings become a benchmark for new users in considering whether to use the product or service. In general

Sentiment analysis on Shopee app ratings [9] ratings are determined by the number of stars, ranging from one to five stars. Whether a product is good or not can be assessed from its rating, which has been evaluated by previous users, so it can be concluded that a good quality product will have a higher number of stars.

Online Customer Rating is an online customer review that contains customer opinions about products and services offered by vendors in online markets and retail platforms [8], [9]. Ratings themselves are included in reviews using star symbols as a way to convey buyers' opinions, as a substitute for text [8]. Ratings show different perspectives from many customers, which are combined with an average rating [8]. When they buy something, consumers usually provide feedback to sellers through ratings, which combine the opinions of various people to produce an average buyer perception of the differences in product or service features. This shows the customer's perspective on a certain scale [8]. The Customers Online Rating indicator in this study is: [8]

1. Credible consists of trustworthy and honest.
2. Expertise consists of being professional and useful.
3. Pleasant consists of pleasant, attractive, and the possibility of purchasing from the website.

The Relationship Between Product Reviews and Purchase Decisions

Product reviews influence purchasing decisions. Therefore, sellers on the Shopee Marketplace need to prioritize quality in terms of both products and services. Good product quality is expected to make customers more satisfied and write good reviews. Even a small flaw can disappoint consumers and cause them to vent their dissatisfaction through the review feature. If there are negative reviews, it will certainly reduce consumer trust in the product. If there are complaints in the review feature, sellers must restore their reputation by evaluating the product and improving sales quality [5].

Theoretical Review

Live Streaming Theory

Live streaming is a technology that compresses or reduces the size of video files and transmits video data over the Internet, broadcasting it in real time. The advantage of live streaming is that it can simultaneously reach a wider audience and broadcast the current situation through communication media with a stable network connected via WiFi or cable [10]. Live streaming is a broadcast video.

Quoting Meisjford, although live streaming has existed since "Muzak" in the 1910s, the music group "Severe Tire Damage" conducted the first live stream on June 24, 1993. No longer limited to music or daily life broadcasts, it is now used in sales trends. Live streaming enables an interactive sales experience through platforms that provide live streaming services [10].

According to [11], the indicators of live streaming are as follows: 1. InteractionLive streaming as a medium for interaction between sellers and potential buyers, so that potential buyers get clearer information about the product. 2. Real time. Potential buyers can ask questions through the chat feature and will receive immediate answers. 3. Promotional tool. During the live broadcast, sellers will offer promotions that are valid at that time. There is a time limit for potential customers to get discounts. This is used as a promotional tool.

Product Rating

A rating is a customer's opinion on a certain scale. A popular rating scheme for online stores is to give stars. The more stars given, the better the seller's rating (Lackermair et al) . This rating is another type of opinion given by many people and becomes an average evaluation from buyers who give ratings on the differences in features of the seller's products or services (Filiari, 2014) and becomes a representation of consumer opinion on a specific scale [10]

Ratings are also defined as assessments from consumers who have experience using the product, referring to the psychological and emotional state of consumers. These ratings are perceived as consumer feedback to sellers in the form of star ratings; the more stars given, the better the service and product [10].

Ratings are measured using indicators such as the number of ratings, product quality assessment, perceived enjoyment, perceived control, and perceived benefits, which have a positive and significant effect on consumer purchasing decisions on the Shopee marketplace [12].

Product Reviews

Customer reviews can greatly influence customer preferences and purchasing decisions (Kotler et al). Online customer reviews are reviews that contain customer experiences in e-commerce (Thakur). The indicators of customer reviews in this study are perceived benefits, source credibility, argument quality, valence, and number of reviews [13].

Vinodhini, et al The definition of a review is an overview or summary of several sources, such as books, films, news, and others. Literally, this review functions as a means to evaluate a work to determine its quality, strengths, and weaknesses. According to (Lackermair, Kailer, & Kanmaz), a product review is a feature found on Shopee that is used to describe the advantages or disadvantages of a product.

There are four indicators of product reviews: Awareness, where buyers are aware of the product review feature on Shopee and use this information in the selection process; Problem Recognition; Information Search; Evaluation of Alternatives; Purchase Decision; and Post-Purchase Behavior.

Product Review Indicators There are four product review indicators (Harga et al., n.d.) (Lackermair, Kailer, & Kanmaz). 1. Awareness: Buyers are aware of the product review feature on Shopee and use this information in the selection process. 2. Frequency: Buyers frequently use the product review feature on Shopee as a source of information. 3. Comparison: Before purchasing, buyers read the reviews of the products they intend

to buy, one by one, on Shopee and compare those reviews. 4. Effect: The product review feature on Shopee influences product selection.

Purchase Decision Theory

According to [14], a purchase decision is a stage in the buyer's decision-making process where the consumer actually makes the purchase.

A purchase decision is an activity in which an individual is directly involved in making a decision to purchase a product offered by a seller. For example, this stage is carried out when product search and product review have been done, then a purchase decision can be made.

The research decision indicators use four indicators to determine the purchase decision taken from [15], namely: 1. Stability in a product When making a purchase, consumers choose one of several available alternatives. This choice is based on quality, affordability, and other factors that can solidify the consumer's desire to purchase the product, whether the product is really wanted or needed. 2. Habits in purchasing products Consumer habits in purchasing products also influence purchasing decisions. Consumers feel that the product is already ingrained in their minds because they have experienced the benefits of the product. Therefore, consumers feel uncomfortable trying new products and having to adjust again. They tend to choose products that they are accustomed to using. 3. Giving recommendations to others.

Hypothesis

H1: *Live Streaming* has a positive effect on the purchase decision for Compass shoes on the Shopee app.

H2: Product *ratings* have a positive effect on the purchase decision for Compass shoes on the Shopee app.

H3: Product *reviews* have a positive effect on the purchase decision for Compass shoes on the Shopee app.

Framework

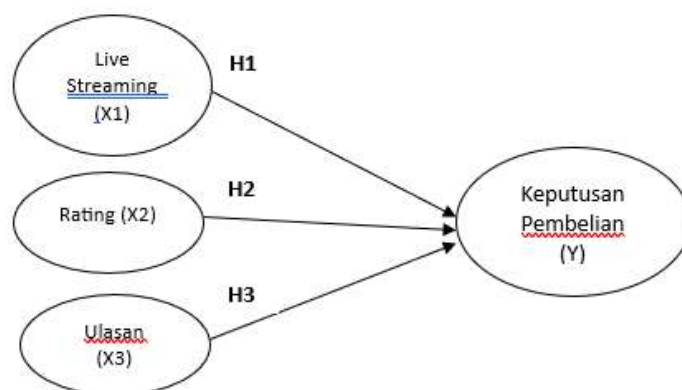


Figure 2. Framework.

RESEARCH METHOD

Type and Research Approach

This study uses a descriptive quantitative approach to determine the effect of content marketing, E-WOM, and brand awareness on buying interest in Eiger products in the TikTok application among Gen Z. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS application.

Population and Sample

The research population is all Shopee application users who have purchased products through the Shopee Live feature. Samples were taken using purposive sampling or convenience sampling techniques from active Shopee Live users who met the criteria for purchasing Compass products. The sample size is determined based on the statistical formula for representative quantitative research.

In this study, the determination of the size of the illustration uses the Lemeshow formula to provide the number of respondents who are considered to represent an unknown population, the Lemeshow formula according to (Stanley Lemeshow) is stated as follows.

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{D^2}$$

Description:

n = Required sample size

Z = Standard value of the desired level of confidence (e.g. 1.96 for 95% confidence level)

P = Estimated proportion of events (Maximum estimate of 50% = 0.5)

D = desired error rate (0.1 for 10%)

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot (1 - 0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on the calculations that have been carried out, the minimum number of illustrations needed in this study is 96.04, respondents. The reason researchers use the Lemeshow formula is because the target population is very large with various numbers (Setiawan et al., n.d).

Data Collection Technique

Data was collected through a Google Form-based questionnaire using a Likert scale of 1-5. Statements are compiled based on predetermined variable indicators.

Operational Definition of Variables

1. Live Streaming (X1) :Live Broadcast Between Seller Buyer. Indicators: Interaction, Real Time, Promotion Tool
2. Rating (X2): Rating in the form of stars. Indicators: Number of Ratings, Product Quality Rating, Perceived Control
3. Product Reviews (X3): Reviews from users. Indicators: Buyer Awareness, Frequency of Reading Reviews, Comparison Before Owning, Influence of Review Features
4. Compas Product Purchase Decision (Y): Final consumer action. Indicators: Steadiness, Habit, Recommendation

Research Instrument

Table 1. of Research Indicators.

Variable	Indicator	Statement
Live Streaming X1	Interaction	I can interact directly with the seller while live streaming
	Real Time	I feel more confident in the product after seeing it in real time on live streaming
	Promotion Tool	I am interested in buying because of special promos during live streaming
X2 Product Rating	Number of Ratings	I am interested in products that have a high number of ratings
	Product Quality Rating	I believe the rating reflects the satisfaction of previous buyers
	Perceived Enjoyment	high rating makes me more confident and happy when buying
	Perceived Control	rating helps me control my purchase decision better
Product Reviews X3	Buyer Awareness	I read reviews to know the authenticity and quality of compass products
	Frequency of Reading Reviews	I always read reviews before buying compass products at shopee
	Comparison before buying	I prefer compass products after comparing reviews with other brands
	Influence of Review Features	reviews with buyer photos/video make me

Y Purchase decision	Steadiness	more confident in the product I feel steady and confident when buying compass shoes at shopee
	Habit	I am used to buying compass shoes online at shopee
	Recommendation	I am willing to recommend compass shoes to others

Data Analysis Technique

Data were analyzed using inferential statistical techniques, such as multiple linear regression to determine the simultaneous and partial effects of live streaming variables, seller-buyer interactions, and product reviews on purchasing decisions. Instrument validity and reliability tests were also conducted to ensure data quality. Additional analysis such as the classical assumption test was also conducted to fulfill the requirements of regression analysis.

This methodology is in accordance with the literature review in Chapter II which emphasizes the importance of the influence of digitalization, interaction, and reviews in e-commerce as well as the theoretical foundations of S-O-R, consumer behavior, and consumer decision-making models that support the explanatory quantitative approach in digital marketing research, especially Shopee Live.

RESULTS AND DISCUSSION

Outer Model Analysis

In the outer model analysis, there are two main indicators tested, namely construct **reliability** using Cronbach's Alpha and Composite Reliability values. The result:

Cronbach's Alpha and **Composite Reliability** values for all constructs (X1, X2, X3, Y1) >0.7, namely:

1. X1: 0.885 (Cronbach's Alpha), 0.904 (Composite Reliability)
2. X2: 0.835, 0.848
3. X3: 0.822, 0.827
4. Y1: 0.830, 0.842

The values above indicate that each construct is internally consistent and the research instrument is declared **reliable**. This means that all construct indicators can be used consistently to describe the intended variable.

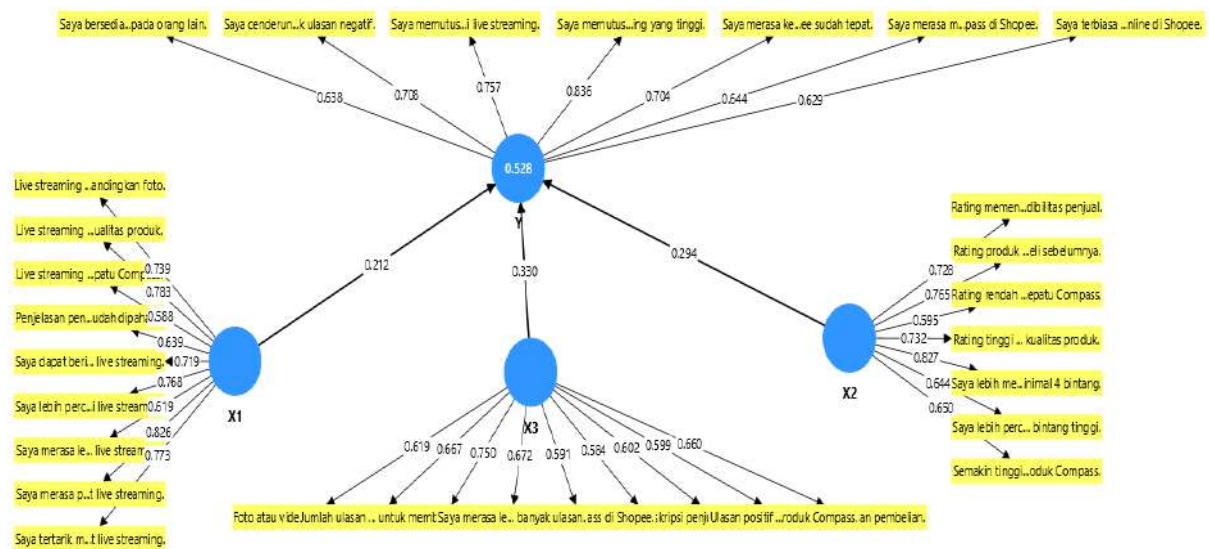


Figure 3. Convergence Validity Test.

Reliability Test

The results of the outer model analysis show the Cronbach's Alpha and Composite Reliability values for all constructs X1, X2, X3, and Y1 are above 0.7. This indicates that each construct in the model has a very good level of reliability so that the indicators that make up each construct are consistent and can be trusted for subsequent measurements.

Table 2. Reliability Test.

	Cronbach's Alpha	Composite Realibility
(X1)	0.885	0.904
(X2)	0.835	0.848
(X3)	0.822	0.827
(Y1)	0.830	0.842

Interpretation: All values are above the threshold (≥ 0.7), so the research instrument is declared reliable.

Correlation Between Constructs

The correlation matrix shows the relationship between constructs X1, X2, X3, and Y1. The highest correlation value occurs between X3 and X2 (0.799), while the correlation between other variables also shows a fairly strong relationship. This high correlation indicates a close relationship between the tested constructs.

Table 3. Correlation between constructs.

	X1	X2	X3	Y
(X1)				
(X2)	0.702			
(X3)	0.720	0.799		
(Y1)	0.651	0.743	0.745	

R Square and R Square Adjusted

The R Square value of 0.528 and the Adjusted R Square of 0.526 for variable Y indicate that the model is able to explain 52.8% of the variation in the dependent construct (Y). The remaining 47.2% is influenced by other factors outside the tested model.

Table 4. R Square and Adjusted R Square.

	R Square	Adjusted R Square
Y	0.528	0.526

Interpretation: The structural model has moderate predictive power on the dependent variable.

f-Square

The f-square value is used to see the effect size of each independent variable on the dependent variable (Y). The highest value is found in X3 (0.116), followed by X2 (0.092) and X1 (0.053). This shows that of the three variables, the effect of X3 on Y is the greatest, followed by X2 and X1.

Table 5. f-Square.

	X1	X2	X3	Y
(X1)				0.053
(X2)				0.092
(X3)				0.116
(Y1)				

Interpretation: Variable X3 has the most significant effect on Y, while X1 has the least effect.

Hypothesis Test

1. Relationship between variables (correlation)

- The correlation between X1, X2, X3 on Y1 is quite high (range 0.651 - 0.745), indicating that the relationship between constructs is quite strong.
- The highest correlation is between X3 and X2 (0.799), which means that these two variables have a close relationship.

2. Model Contribution (R Square)

- The R Square Y** value of 0.528 and **R Square Adjusted** 0.526 indicate that 52.8% of the variation in construct Y can be explained by X1, X2, and X3. The rest (about 47.2%) is explained by other factors outside the model.

3. Variable Effect (f-square)

The f-square value in the relationship with Y is:

- X1 → Y: 0.053
- X2 → Y: 0.092
- X3 → Y: 0.116

The largest f-square value is X3, indicating the strongest influence of X3 on Y, followed by X2 and X1. All f-square values above 0.02 mean that the influence of each variable is in the **small to medium effect** category.

Conclusion of Hypothesis Test Results

- H0 is rejected, Ha is accepted:** Because all independent variables (X1, X2, X3) have a positive and significant relationship with the dependent variable (Y) based on correlation and f-square value.
- Variable **X3** has the strongest influence on Y, while X1 is the weakest.
- The model has a moderate level of explanation of the dependent variable, so it is feasible to use as a basis for further decision making/strategy in research.

Table 6. Hypothesis Test.

	Mean	Median	Observed min	Observed max	Standard deviation
X1	0.000	0.000	-8.405	4.862	1.000
X2	0.000	0.000	-11.577	5.091	1.000
X3	0.000	0.000	-8.618	5.447	1.000
Y	0.000	0.000	-8.622	5.664	1.000

Excess kurtosis	Skewness
23.723	-1.323
33.000	-1.707
24.180	-615
24.112	-507

Number of observations used	Cramer-von Mises test statistic	Cramer-von Mises p value
999.000	63.625	0.000
999.000	62.226	0.000
999.000	63.314	0.000
999.000	63.314	0.000

CONCLUSION

Fundamental Finding : Live streaming, ratings, and product reviews simultaneously exert a positive and significant influence on purchasing decisions.

Implication : These results suggest that enhancing real-time interaction, credibility signals, and user-generated evaluations can strategically increase consumer purchase intention.

Limitation : The findings may be constrained by platform-specific user behavior and the limited scope of the sample.

Future Research : Future studies should investigate additional moderating factors—such as product type or consumer trust levels—to deepen understanding of how these digital cues shape purchase decisions.

REFERENCES

- [1] M. Anggraini, R. Rahmadhani, S. Priyono, K. Kunci, and K. Pembelian, "The effect of product quality and product reviews on product purchasing decisions on the Shopee application for economics education students in semester V of Nurul Huda University," *JECO: Journal of Economic Education and Eco-Technopreneurship*, no. 1, 2023.
- [2] C. Cahyaningtyas, Y. Nataliani, and I. R. Widiyarsi, "Sentiment analysis on Shopee application ratings using the SMOTE-based Decision Tree method," *AITI: Journal of Information Technology*, vol. 18, pp. 173–184, Aug. 2021.
- [3] F. Economy, B. Unisma, M. Jannah, B. Wahono, and Khalikussabir, "The effect of flash sale discounts, ratings and free shipping on purchasing decisions on the Shopee marketplace," *e-Journal of Management Research, Prodi Management*. [Online]. Available: www.indotelko.com.
- [4] P. Price et al., "The effect of prices, product reviews, ease of use, and transaction security on online purchasing decisions in Shopee," *Bima Journal of Management*. (n.d.).
- [5] M. H. Hidayat and T. W. Abadi, "Visual communication strategy of Shopee JKT48 live streaming Zee and Freya," *Journal of Education Research*, vol. 5, no. 4, 2024.
- [6] D. I. K. Jalantina and M. M. Minarsih, "Live streaming on the Shopee e-commerce platform as a promotional strategy to create consumer impulse buying," (n.d.).
- [7] F. Khoirunisa, S. Nurhayati, and F. Khoirunisa', "The effect of customers online review, customers online rating, and product price on purchasing decisions through the Shopee marketplace." [Online]. Available: www.topbrand-award.com.
- [8] V. Rosnawiyah and R. Abadiyah, "JABis: Journal of Business Administration." [Online]. Available: <http://jurnal.upnyk.ac.id/index.php/jiab/index>.
- [9] C. A. Pratiwi, A. F. Mazidah, C. Fayyaza, and N. Malang Polytechnic, "Analysis of UMKM Muslim fashion business interaction in purchasing decisions through Shopee Live," *Joint National Seminar on Social Fields – Polinema*, (n.d.).
- [10] D. M. Purbasari, R. Respati, Faculty of Economics, and D. Business, "Electronic word of mouth during Shopee live-streaming sales in increasing impulse buying," (n.d.).
- [11] I. R. Puspita, A. Fadillah, and Y. Taqyudin, "Review of purchasing decisions at the Shopee marketplace," *Journal of Unitary Business Applications*, vol. 2, no. 1, pp. 67–74, 2022, doi: 10.37641/jabkes.v2i1.1358.
- [12] N. A. R. Putri and S. S. Iriani, "Factors that influence purchasing decisions through Shopee e-commerce," *Komunika Journal: Journal of Communication, Media and Informatics*, vol. 8, no. 2, p. 69, 2019, doi: 10.31504/komunika.v8i2.2391.
- [13] R. Rahmawaty, "Influence of customer reviews, influencers, and prices on Somethinc serum purchase decisions on Shopee e-commerce," *Journal of Young Entrepreneurs*, vol. 3, no. 1, 2024. [Online]. Available: <https://ejournal.upnvj.ac.id/index.php/jye>.
- [14] A. S. Romadon, Meirisa, A. Pramusinto, Salwa, and N. Kamelia, "The effect of product quality, brand image, and price on purchasing decisions through Shopee," *Scientific Journal of Economics*, vol. 21, no. 3, pp. 259–269, 2023.
- [15] P. Management Studies et al., "Shopee marketplace management in Mojokerto," *Maker: Journal of*, 2020. [Online]. Available: <http://www.maker.ac.id/index.php/maker>.
- [16] R. Sukirman, F. Kumalasari, and Hendrik, "The effect of online customer review and online customer rating on consumer purchasing decisions at the Shopee marketplace," *Journal of*

Trends Economics and Accounting Research, vol. 4, no. 1, pp. 152-159, 2023, doi: 10.47065/jtear.v4i1.845.

- [17] F. Valentina et al., "Live streaming, content marketing, and online customer reviews strategies to optimize consumer purchasing decisions," vol. 1, no. 1, 2024.

M. Ivan Imanulloh Khaqi

Muhammadiyah University of Sidoarjo, Indonesia

Email: ivankhaqi4@gmail.com

***Mochamad Rizal Yulianto (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: rizaldo@umsida.ac.id

Andry Rachmadany

Muhammadiyah University of Sidoarjo, Indonesia

Email: rachmadany@umsida.ac.id
