

The Influence of Shopee Live Streaming on Skincare Product Purchase Decisions

Rosenti Aruan¹, Tri Handayani²

¹ Politeknik Negeri Bengkalis/ Jurusan Administrasi Niaga/ Program Studi Sarjana Terapan Bisnis Digital/
rosentiaruan@gmail.com, 0821-6685-8406

² Politeknik Negeri Bengkalis/ Jurusan Administrasi Niaga/ Program Studi Sarjana Terapan Bisnis Digital/
trihandayani@gmail.com, 0851-0321-1579

ARTICLE INFO



Received: 19 Mei 2026

Received in revised:
28 Mei 2026

Accepted: 29 Mei 2026

Published: 01 June 2026

Open Access

ABSTRACT

The purpose of this study is to determine the effect of Shopee Live streaming on purchasing decisions of skincare products among the people of Bengkalis. This research aims to identify how significant the influence of Live streaming is in shaping consumer decisions to buy skincare products, and whether this influence is statistically significant. This is a quantitative study that uses primary data obtained through questionnaires. The sampling technique used is purposive sampling, with a total of 100 respondents. Data collection was carried out through an online questionnaire via Google Forms and analyzed using Validity Test, Reliability Test, Classical Assumption Test, Simple Correlation Test, Simple Regression Test, and Hypothesis Test (T-Test). The results of the study indicate that Shopee Live streaming has an influence on purchasing decisions of skincare products. Shopee Live streaming has a significant effect on the purchasing decisions of the Bengkalis community when it comes to skincare products.

Keywords: Purchase decision (Y), shopee live streaming (X), significant influence, skincare.

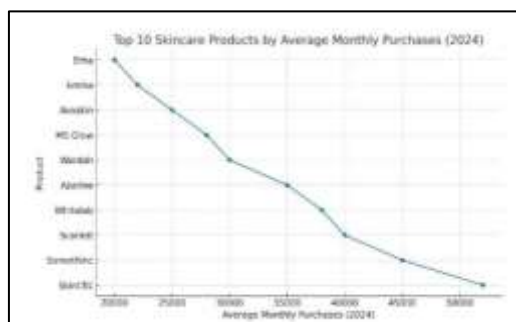
1. Introduction

The rapid development of digital technology in Indonesia has transformed various aspects of daily life, including shopping behavior. One of the most significant changes is the shift from traditional offline transactions to online shopping through e-commerce platforms. Shopee, as the leading e-commerce platform in Indonesia with millions of active users, has become a primary choice for consumers to purchase a wide range of products, including skincare.

Among the innovative features offered by Shopee, live streaming has emerged as a popular marketing strategy. This feature allows sellers to interact directly with potential buyers, showcase products in real time, provide demonstrations, offer promotions, and answer questions instantly. Such interactions not only enhance consumer engagement but also build trust and influence their purchase decisions. At the same time, skincare products have become an essential part of modern lifestyles, particularly among women, with growing demand for items such as facial cleansers, serums, moisturizers, and sunscreens.

The combination of high skincare demand and the effectiveness of live streaming promotions has made skincare one of the most

purchased product categories on Shopee. The following are the Top 10 Skincare Products



most frequently purchased on Shopee e-commerce throughout 2024:

Figure 1. Frequently Purchased Skincare Products on Shopee E-commercej

Source: DailySocial.id (2022)

From Figure 1.1, Throughout 2024, Skintific ranked first with an average monthly purchase of approximately 52,000 items. In second place was Somethinc with an average monthly purchase of 45,000 items, followed by Scarlett in third place with an average of around 40,000 items per month

2. Literature Review

* Corresponding author

E-mail addresses: rosentiaruan@gmail.com

2614-6983/ © 2026 P3M Politeknik Negeri Bengkalis. All rights reserved.

Marketing is fundamentally a process of identifying and satisfying consumer needs, a concept emphasized by Sumarwan in Sholikhah et al. (2020). It involves the creation of goods or services that meet these needs, as well as convincing consumers that they require these offerings. This process, when effectively executed, leads to successful transactions between producers and consumers. Kotler in Wibowo (2019) defines marketing as a social process, wherein individuals or groups obtain what they need and want by creating, offering, and exchanging valuable products and services. In a broader sense, marketing is about generating responses to offerings, whether through attraction, satisfaction, or other means. Marketing strategy, thus, refers to the planned actions businesses take within this social process to ensure they meet consumer demand and build lasting relationships with customers.

In addition to defining marketing, it is essential to understand its objectives. Wibowo (2019) explains that marketing goals include maximizing profits, gaining a larger market share, and effectively competing in the marketplace. Musyawarah and Idayanti (2022) expand this by stating that marketing has several key objectives, including promoting products and services to attract potential customers, encouraging repeat purchases, and fostering brand loyalty. A strong brand identity, established through consistent consumer satisfaction and recognition, plays a critical role in maintaining a sustainable demand. Marketing management, as described by Satriadi et al. (2021), includes a series of planning, implementation, monitoring, and control activities designed to help a company achieve its targets efficiently. Ultimately, marketing management is about ensuring that the company's marketing efforts are not only well-coordinated but also align with broader business objectives. According to Tahir (2023), the role of marketing management extends to the analysis, planning, and control of programs aimed at creating, building, and maintaining profitable exchanges, crucial for the company's long-term success.

3. Methods

The research was conducted in Bengkalis City, Riau, Indonesia, from March to July 2025. The focus of this study is the community of Bengkalis, which serves as the primary object for analyzing and addressing the research problem. The study employed qualitative data, as defined by Sugiyono (2018). Quantitative data, which stem from positivist-based research, gathered through Likert-scale questionnaires and consumer interviews. In contrast, qualitative data includes descriptive elements such as names, addresses, gender, and occupations of the research subjects.

Data sources for this study encompassed both primary and secondary data. Primary data was collected directly from respondents through online questionnaires and interviews with Bengkalis residents who have purchased skincare products via Shopee live streaming. Secondary was sourced from indirect channels, including previous

research, articles, journals, books, websites, and other pertinent documentation. The population for this research includes Bengkalis residents who have engaged in purchasing skincare products through Shopee live streaming. Based on data from 2024 provided by the Bengkalis Statistics Office, the city has a total of 87,300 residents, although the precise number of online skincare buyers remains unknown. The sample consisted of Bengkalis residents who have made such purchases, representing a subset of the population. To determine the appropriate sample size for estimation, the study utilized the Lemeshow formula, given the uncertainty regarding the exact population size. For details:

Table 1. Variabel & Indicators

Variable	Operational Definition	Indicators	Rating Scale
Live Streaming (X)	According to Kamanda (2023), Live streaming is the presentation of content broadcasted live to the audience.	1. Product Quality Perception 2. Host Credibility 3. Discounts 4. Product Description 5. Promotion Time	Likert (1-5) 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree
Purchasing Decision (Y)	According to Tahir (2023), Purchasing decision is the final decision made by a buyer to choose a desired product or service based on certain considerations.	1. Product Choice 2. Brand Choice 3. Distribution Channel Choice 4. Purchase Timing 5. Purchase Quantity 6. Payment Method	Likert (1-5) 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

Sources: Proceessed Data (2025)

4. Results and Discussion

4.1 Research Instrument Test Results

To test the research instrument, the author used SPSS 20. The test results as follows:

4.1.1. Validity Test

The validity test in this study used the corrected item-total correlation method with a 5% rate using a one-sided test. The degree of freedom (df) is $n-k$. In this study, the calculated r value with a significance level of 5% for 100 respondents, the Degree of Freedom (df) = $100 - 2 = 98$, is 0.196. If the calculated r value is greater than the table r value, it is positive, and the questionnaire is valid (Ghozali, 2016).

Sources: Proceessed Data 2025

The table shows that each variable in the study had a Cronbach's Alpha value > 0.60, thus being considered reliable.

Table 2. Validity Test

Variable	Answer Item	Corrected Item total Correlation	r _{table}	Notes
Live streaming (X)	1	0,698	0,196	Valid
	2	0,533	0,196	Valid
	3	0,509	0,196	Valid
	4	0,631	0,196	Valid
	5	0,591	0,196	Valid
	6	0,553	0,196	Valid
	7	0,635	0,196	Valid
	8	0,671	0,196	Valid
	9	0,653	0,196	Valid
	10	0,657	0,196	Valid
Purchase Decisions (Y)	1	0,657	0,196	Valid
	2	0,640	0,196	Valid
	3	0,613	0,196	Valid
	4	0,700	0,196	Valid
	5	0,768	0,196	Valid
	6	0,712	0,196	Valid
	7	0,719	0,196	Valid
	8	0,722	0,196	Valid
	9	0,719	0,196	Valid
	8	0,636	0,196	Valid
	9	0,645	0,196	Valid
	10	0,719	0,196	Valid
	11	0,636	0,196	Valid
	12	0,515	0,196	Valid

Sources : Proceessed Data 2025

From the table, it can be seen that all statements in the Corrected Item column have a calculated r value > table r value and are positive. Therefore, these statements can be declared valid.

4.1.2. Reliability Test

There is a standard value for measuring reliability, using the Corbach alpha statistical test > 0.60. Therefore, a variable is considered reliable if it has an (a) value of 0.60 (Ghozali, 2016).

Table 3. Reliability Test

Variable	Item Answer	Cronbach Alpha if Item Deleted	Score (a)	Notes
Live streaming (X)	1	0,816	0,60	Reliabel
	2	0,816	0,60	Reliabel
	3	0,816	0,60	Reliabel
	4	0,816	0,60	Reliabel
	5	0,816	0,60	Reliabel
	6	0,816	0,60	Reliabel
	7	0,816	0,60	Reliabel
	8	0,816	0,60	Reliabel
	9	0,816	0,60	Reliabel
	10	0,816	0,60	Reliabel
Purchase Decisions (Y)	1	0,893	0,60	Reliabel
	2	0,893	0,60	Reliabel
	3	0,893	0,60	Reliabel
	4	0,893	0,60	Reliabel
	5	0,893	0,60	Reliabel
	6	0,893	0,60	Reliabel
	7	0,893	0,60	Reliabel
	8	0,893	0,60	Reliabel
	9	0,893	0,60	Reliabel
	8	0,893	0,60	Reliabel
	9	0,893	0,60	Reliabel
	10	0,893	0,60	Reliabel
	11	0,893	0,60	Reliabel
	12	0,893	0,60	Reliabel

Table 4. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
LIVE STREAMING	100	14	50	42.38	4.807
KEPUTUSAN PEMBELIAN	100	19	60	50.72	6.665
Valid N (listwise)	100				

Sources : Proceessed Data 2025

4.2 Classical Assumption Test Results

The prerequisite tests, also known as classical assumption tests, in this study encompass several important aspects, including the normality test, heteroscedasticity test, and linearity test. Each test plays a unique role in identifying and addressing potential problems that could affect the results of the regression analysis. By conducting classical assumption tests, researchers can ensure that the model meets certain criteria required to produce accurate and reliable estimates. These tests are presented as follows:

4.2.1. Normality Test

The normality test in this study was conducted using the Kolmogorov-Smirnov statistical approach. The normality test used the Kolmogorov-Smirnov z-test and the Asymp Sig. Value. These values shown in the following table:

Table 5. Normality Test

N		100
Normal Parameters		Unstandardized Residual
	Mean	0E-7
	Std. Deviation	3.29340654

Most Extreme Differences	Absolute	0.079
	Positive	0.069
	Negative	-0.079
Kolmogorov-Smirnov Z		0.791
Asymp. Sig. (2-tailed)		0.560

Sources : Proceessed Data SPSS 20

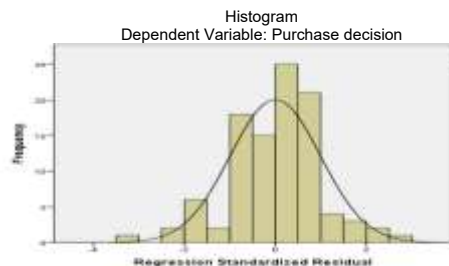


Figure 2. Normality Test Graph 1
Sources Proceessed Data 2025

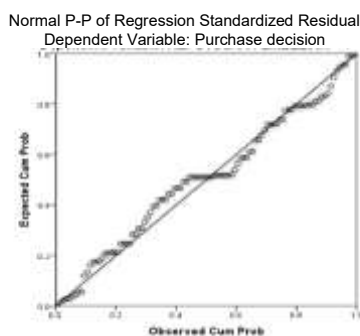


Figure 3. Normality Test Graph 2
Sources : Proceessed Data 2025

The table above shows that the Kolmogorov-Smirnov Z value is 0.791 and the Asymp. Sig. value is 0.560. Since the Asymp. Sig. value is greater than 0.05, it can be concluded that the residual data are normally distributed.

4.2.2. Heteroscedacity Test

This test aims to determine whether the regression model exhibits unequal variances from one observation to another. A good regression model is homoscedastic or not. To detect the presence or absence of homoscedasticity in this study, the Glejser method was used with the following criteria: if the significance value (sig) is greater than 0.5, it is concluded that there is no homoscedasticity, and if the sig is below 0.5, it indicates that there is homoscedasticity. Table 4. Heteroscedasticity Test

Based on the table above, the results of the heteroscedasticity test using the Glejser method show that the significance value (Sig.) for variable X is 0.78. Because this value is greater than the significance limit of 0.05, it can be concluded that the regression model does not experience heteroscedasticity.

Table 6. Heterokedascity Test

Coefficient				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1	(Constant) 8.507	2.639		3.223
	X	0.062	-0.177	1.778

Sources : Proceessed Data 2025

The linearity test is crucial in regression analysis, as linearity is one of the basic assumptions that must be met for a regression model to produce accurate estimates. The results of the linearity test can be seen in the following table non error.

4.2.3 Linearity Test

The linearity test is crucial in regression analysis, as it is one of the fundamental assumptions that must be met for a regression model to produce accurate estimates. The results of the linearity test can be seen in following table:

Table 7. Linearity Test

ANOVA Table						
			Sum of Squares	df	Mean Square	F
purchase Decisions * LIVE STREAMING	Between Groups	(Combined)	3516.560	15	234.437	22.338
		Linearity	3324.319	1	3324.319	316.746
		Deviation from Linearity	192.242	14	13.732	1.308
	Within Groups		881.600	84	10.495	
	Total		4398.160	99		

Sources : Proceessed Data SPSS 20

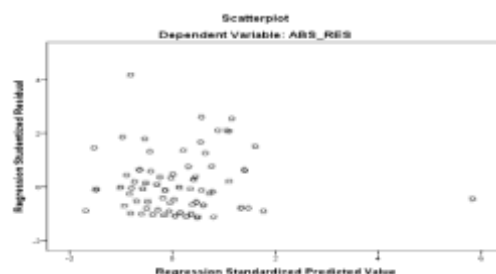


Figure 4. Linearity Graph Test

Sources : Proceessed Data SPSS 20

Based on the table and figure above, the Deviation from Linearity value is 0.220, which is greater than 0.05. Therefore, it can be concluded that there is a significant linear relationship

between the Live Streaming variable (X) and the Purchase Decision variable (Y), because there is no deviation from linearity.

4.3. Results of Respondents' Responses Regarding Variable Live streaming (X)

The results from the Shopee Live streaming variable survey indicate that overall, the impact of Shopee Live streaming on skincare product purchase decisions is highly significant, with an average score of 4.23. This reflects a very high level of influence based on respondent feedback. The most prominent indicators were "Product Description" and "Discounts," both receiving high scores of 4.28, suggesting that consumers find detailed product information and attractive discounts crucial in making purchase decisions. Additionally, respondents rated "Product Quality Perception" and "Host Credibility" highly, further emphasizing the importance of trust and clarity in the live streaming experience. The feature of live streaming enables customers to gain a deeper understanding of the products, which boosts their confidence and, ultimately, their purchasing decisions. This suggests that Shopee's live streaming strategy effectively enhances consumer trust and drives higher engagement loyalty.

4.4. Results of Respondents' Responses Regarding Variable Product Purchase Decision

The survey results show that Shopee's live streaming significantly influences skincare purchase decisions, with 83% of respondents agreeing that it helps them recognize their need for certain products. Additionally, 88% of respondents expressed increased interest in purchasing products after viewing them promoted through live streaming. The frequency of brand appearances in live streams also positively impacted brand preference, with 86% of respondents more likely to buy from frequently featured brands. Overall, live streaming is an effective strategy for raising consumer awareness, enhancing brand trust, and driving skincare purchases, particularly within the Bengkalis community.

4.5. Results of Respondents' Responses Regarding Purchasing Decisions Purchase Time Indicators

The results show that Shopee's live streaming significantly influences the frequency and quantity of skincare purchases. A majority of respondents (71%) reported a routine habit of purchasing skincare products through live streaming, with 87% agreeing that time-limited promotions in live streams motivate them to buy. Additionally, 82% of respondents stated they are more likely to purchase multiple products when attractive promotions are offered. These findings suggest that live streaming not only drives immediate purchasing decisions but also encourages bulk buying, with the interactive and real-time nature of the experience playing a crucial role in influencing consumer behavior and boosting sales volume.

4.6. The results of respondents' responses regarding purchasing decisions using the payment method indicator

The survey results indicate that the decision-making process for purchasing skincare products through Shopee's live streaming is highly influenced by various factors, with an overall mean score of 4.44, reflecting a very high level of impact. The most significant factor was Brand Choice, with the highest average score of 4.285, suggesting that brand recognition plays a crucial role in driving consumer decisions. Additionally, factors like Product Choice, Payment Methods, and Purchase Time also received strong positive responses, emphasizing the importance of factors such as ease of payment and time-limited promotions. Overall, Shopee's live streaming strategy effectively influences consumer purchasing decisions, particularly by enhancing brand trust and creating emotional appeal through interactive, real-time content.

4.7. Results of Data Analysis

The results of this study show that Shopee's live streaming feature has a significant and positive impact on the purchasing decisions of skincare products among the Bengkalis community. The analysis of correlation, regression, and hypothesis testing confirms that increased live streaming activity leads to a higher likelihood of consumers making purchase decisions. The strong influence of live streaming, with a significant correlation of 0.869, and a positive regression coefficient of 1.205, indicates that live streaming effectively drives consumer interest and engagement, ultimately enhancing sales. This study supports previous research (Kamanda, 2023) and highlights the importance of live streaming as a powerful marketing tool in e-commerce.

Table 8. Simple correlation analysis test results (Spearman Test Results)

Variable	LIVE STREAMING	PURCHASE DECISION
LIVE STREAMING	Pearson Correlation	1
	Sig. (2-tailed)	.000
	N	100
PURCHASE DECISION	Pearson Correlation	.869**
	Sig. (2-tailed)	.000
	N	100

Sources : Proccessed Data SPSS 20

The table above shows that the Pearson Product Moment correlation coefficient between Live Streaming and Purchase Decisions is 0.869. This indicates a very strong relationship between the two variables, as the coefficient value approaches 1. The Pearson correlation coefficient ranges from -1 to +1. If the coefficient approaches -1, the relationship between the variables is perfectly negative. Conversely, if the coefficient approaches +1, the relationship between the variables is perfectly positive.

In this case, a significance value of $0.000 < 0.01$ indicates a significant relationship between Live Streaming and Purchase Decisions. The direction of the correlation can also be seen from the positive correlation coefficient, which is 0.869, indicating a unidirectional relationship between the two variables. This means that the higher the intensity of Live Streaming, the higher the consumer's purchase decision. In general, it can be concluded that the relationship between Live

Streaming and Purchase Decisions is very strong, significant, and unidirectional.

4.7.1. Determination Test (R)

The determination test is used to measure the influence of Shopee live streaming on purchasing decisions, as shown in the table below:

Table 9. Test Results for the Coefficient of Determination (R²) Test (Descriptive Statistic)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.756	.753	3.310
a. Predictors: (Constant), LIVE STREAMING				

Sources : Proceessed Data SPSS 20

The table above shows that the correlation or relationship value (R) is 0.869. From this output, the coefficient of determination (R Square) is 0.756, equivalent to 75.6%. This means that the influence of the Shopee Live streaming variable on the Purchase Decision variable is 75.6%. Thus, it can be said that 75.6% of changes in consumer purchasing decisions can be explained by Live streaming activities on Shopee. Meanwhile, the remaining 24.4% (100% - 75.6%) is explained by other variables outside of Live streaming that are not discussed in this study.

4.7.2. Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the influence of the independent and dependent variables, namely live streaming, on purchasing decisions. The results of the simple linear regression analysis are shown in the following table:

Table 10. Results of the simple linear regression analysis (Multiple Linear)

Coefficients				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	-.369	2.952		.125
LIVE STREAMING	1.205	.069	.869	17.418
a. Dependent Variable: KEPUTUSAN PEMBELIAN				

Sources : Proceessed Data SPSS 20

Based on the table above, an equation is obtained with constant coefficients and variable coefficients contained in the Unstandardized Coefficients B column, so that the following regression equation is obtained:

$$Y = -0,369 + 1,205X$$

The table above shows the results of the coefficient calculations in the regression equation: a constant coefficient of -0.369, and a coefficient for the Live Streaming variable of 1.205. The regression model shows a positive coefficient for the independent variable. This means that an

increase in the Live Streaming variable will be followed by an increase in Purchase Decisions.

The equation yields a regression value of 1.205. In this study, the constant value is negative, but the coefficient for the independent variable, Live Streaming, is positive on Purchase Decisions. Based on the results above, it can be concluded that:

1. The constant value of -0.369 indicates that if there is no influence from the Live Streaming variable, the Purchase Decision value will be -0.369.
2. The Live Streaming regression coefficient of 1.205 indicates that if Live Streaming activity increases by one unit, Purchase Decisions will increase by 1.205 units. In other words, if Live Streaming activity increases by 1%, Purchase Decisions will also increase by 1.205%. This simple linear regression coefficient has a positive value, so it can be said that the direction of the influence of the Live Streaming variable (X) on Purchasing Decisions (Y) is positive.

4.7.3. Hypothesis Test Results

The results of the t-test and significance calculations in this study can be seen in the following table:

Table 11. Results of the Partial Significance Test (t-test) Calculation between Promotion Variables and Purchasing Decisions $\alpha = 0.05$ (two-tailed)

H	Variable	t hitung	Significance	Ttabel (DF 98)	$\alpha = 0,05$ (dua sisi)
100	Live streaming(X)	17.418	0,000	1,984	0,5

Sumber: Proceessed Data 2025

Table 12. Results of the Partial Significance Test (F-test) Calculation between Promotion Variables and Purchasing Decisions $\alpha = 0.05$ (two-tailed)

H	Variable	f hitung	Significance	Ftabel (DF 98)	$\alpha = 0,05$ (dua sisi)
100	Live streaming(X)	303,457	0,000	3,94	0,5

Sumber: Proceessed Data 2025

The table above shows that the significance test for the live streaming variable yielded a t-value of 17.418, which is greater than the t-value of 1.984, and a significance value of 0.00 < $\alpha = 0.05$. Therefore, it can be concluded that live streaming has a positive and significant effect on purchasing decisions. Therefore, the alternative hypothesis (Ha) is accepted and Ho is rejected. Therefore, it can be concluded that Shopee live streaming influences skincare product purchasing decisions among the Bengkalis community. The F-test statistic in this regression

analysis is calculated as the square of the t-test value. For the Live Streaming (X) variable, the t-hitung (t-statistic) is 17.418, which when squared gives an F-hitung value of 303.457. The corresponding F-table value at a significance level (α) = 0.05 for degrees of freedom (df) 1 and 98 is 3.94. Since the F-hitung (303.457) is much greater than the F-table (3.94), we can reject the null hypothesis, indicating that Live Streaming has a significant effect on the purchasing decisions of skincare products. Therefore, the regression model is statistically significant, confirming that Live Streaming influences consumer purchasing behavior.

This research aligns with previous research (Kamanda, 2023) that found that Shopee's live feature (X) influences purchasing decisions (Y) for products on the Shopee e-commerce platform. Based on the research results, live streaming via the Shopee platform significantly influences skincare product purchasing decisions among the Bengkalis community. In the context of online stores, the live streaming feature is an effective promotional strategy in shaping and influencing consumer purchasing decisions. Through live streaming, sellers can interact directly with potential buyers, provide real-time product demonstrations, and quickly answer consumer questions, thereby fostering trust and interest in the products offered.

5. Conclusions and Suggestions

The study on the influence of live streaming on skincare purchase decisions in Bengkalis addresses the research objectives as follows:

1. The average respondent score for the Shopee live streaming variable is 4.23, categorized as very high. This indicates that the live streaming feature on Shopee strongly influences and is favored by the Bengkalis community in making skincare purchase decisions. Therefore, skincare sellers or brands are advised to maximize the use of Shopee live streaming by providing engaging, informative, and interactive content to increase consumer purchase interest.
2. The average respondent score for the purchase decision variable is 4.44, also categorized as very high. This shows that the Bengkalis community has a high level of purchase intention after watching Shopee live streaming. Thus, it can be concluded that consumers are strongly inclined to consider and buy skincare products after viewing promotions via Shopee live streamin, so that the limitations of this study include the focus on a specific demographic in Bengkalis, which may not fully represent the broader consumer behavior across different regions or markets.
3. Based on the significance test, the calculated t-value (t_h) is 17.418, which is greater than the t-table value of 1.984, with a significance level of $0.000 < \alpha = 0.05$. Therefore, it can be concluded that Shopee live streaming has a positive and significant effect on skincare purchase decisions among the Bengkalis community. In summary, the Shopee live streaming feature has a tangible impact on

consumer decisions when selecting and purchasing skincare products.

Based on the research conducted, the researcher recommends several suggestions, including:

1. Sellers should focus on creating engaging and informative live streaming sessions. This can include product demonstrations, detailed explanations of skincare ingredients, and real-time Q&A segments. By providing valuable content, sellers can build trust and engage consumers more effectively, ultimately influencing their purchasing decisions.
2. It is essential for sellers to schedule their live streaming sessions at times that are convenient for their target audience. Conducting streams during evenings or weekends when potential buyers are more available can increase viewership and participation. This strategic timing will likely lead to higher engagement and improved sales outcomes.
3. Sellers should actively seek and analyze feedback from viewers after each live streaming session. Understanding consumer perceptions and preferences can help sellers refine their approach, address any concerns, and adapt their strategies to better meet the needs of the audience. This continuous improvement will enhance the effectiveness of future live streams and strengthen consumer relationships.

6. References

- Ario Arfah, Y. (2022). *Product purchase decisions*. PT Inovasi Pratama Internasional.
- Avaryl, R., & Kusumawati, N. (2023, November). Factors affecting skincare purchase intention during e-commerce live streaming. In *International Conference on Sustainable Collaboration in Business, Technology, Information, and Innovation (SCBTII 2023)* (pp. 47–71). Atlantis Press.
- Furianto, D. (2023). *The effect of viral marketing, live streaming, and promotion on consumer purchase decisions through the Shopee application* (Doctoral dissertation, Universitas Buddhi Dharma).
- Ghozali, I. (2016). *Multivariate analysis application using IBM SPSS 23*. Diponegoro University Publishing.
- Husniyyah, T., Pantjolo, D. S. W., & Pitoyo, B. S. (2024). The effect of discounts, flash sales, and live shopping on purchase decisions for The Originote brand on Shopee: A study on Management students of Universitas Bhayangkara Jakarta Raya, class of 2020. *Jurnal Economina*, 3(2), 314–328.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing*

- management: Asian perspective.* Pearson.
- Musyawah, I. Y., & Idayanti, D. (2022). Analysis of marketing strategies to increase sales in Ibu Bagas's business in Mamuju District. *Forecasting: Journal of Management Science*, 1(1), 1–13.
- Ningsih, S., & Handayani, T. (2017). Marketing strategy design for Micro, Small, and Medium Enterprises (MSMEs) of Kerupuk Multisari. *Jurnal Daya Saing*, 3(2), 199–206.
- Rahmawati, N. D., Winarso, W., & Anas, H. (2023). The effect of flash sales, live shopping, and electronic word of mouth on purchase decisions for the Skintific brand on Shopee: A case study of Bhayangkara Jakarta Raya students. *Jurnal Economina*, 2(10), 2740–2755.
- Razak, M. (2016). *Consumer behavior*.
- Rosniati, R., Heriyadi, H., Afifah, N., Pebrianti, W., & Setiawan, H. (2023). The influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying through customer trust in Shopee e-commerce. *International Journal of Applied Finance and Business Studies*, 11(3), 460–472.
- Satriadi, W., Hendrayani, E., & Siwiyanti, L. (2021). *Marketing management*.
- Sholikhah, M. A. (2020). The influence of price, design, and lifestyle on housing purchase decisions: A case study at Firdaus Mansion Jombang. *Margin Eco*, 4(1), 58–72.
- Sudarsono, B., & Rahman, M. T. (2020). The impact of COVID-19 on coffee consumers' behavior in East Java. *Eco-Entrepreneur*, 6(1), 15–24.
- Sugiyono. (2018). *Educational research methods: Quantitative, qualitative, and R&D approaches*. Alfabeta.
- Sugiyono. (2019). *Quantitative, qualitative, and R&D research methods*. Alfabeta.
- Suhyar, S. V., & Pratminingsih, S. A. (2023). The effect of live streaming and trust on impulsive buying of Skintific skincare products. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(2), 1427–1438.
- Tahir, M. (2023). Analysis of the effect of price and product quality on purchase decisions. *Inovasi: Journal of Economics, Finance, and Management*, 19(2), 378–385.
- Tua, G. V. M., & Andariyani, I. M. (2022). The effect of product quality and price on purchasing decisions of submersible water pumps Dab Decker at CV. Citra Nauli Electricindo Pekanbaru. *Jurnal Ilmiah Multidisciplinary*, 1(4), 140–154.
- Utami, H. N., & Firdaus, I. F. A. (2018). The effect of marketing mix on online shopping behavior: An agribusiness marketing perspective. *Jurnal Ecodemica*, 2(1), 136–146.
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How live streaming changes shopping decisions in e-commerce: A study of live streaming commerce. *Computer Supported Cooperative Work (CSCW)*, 31(4), 701–729.
- Wibowo, A. (2015). *Introduction to digital business marketing*. Yayasan Prima Agus Teknik.
- Wibowo, R. A. (2019). *Marketing management*. Radna Andi Wibowo.