

## THE ROLE OF CUSTOMER REVIEWS, INFLUENCER MARKETING, AND LIVE STREAMING FEATURES IN INFLUENCING PURCHASE DECISIONS ON THE SHOPEE PLATFORM IN MEDAN

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### Abstract

This study seeks to examine the impact of customer reviews, influencer marketing, and live streaming on purchasing decisions on the Shopee platform in Medan City. This research employs a quantitative methodology utilizing multiple linear regression analysis approaches. The research sample comprised 95 Shopee customers chosen through a purposive selection procedure. The results demonstrate that customer evaluations, influencer marketing, and live streaming exert a positive and significant impact on purchasing decisions, evidenced by a coefficient of determination of 0.856. This shows that these three things have a big effect on what people buy. The managerial implications of this study indicate that businesses should make the most of customer reviews to boost trust and happiness. To get more people interested in your brand and reach more people with your marketing, you should also make the most of influencer marketing. Live broadcasting can also make shopping more participatory and fun, which can help people make better selections about what to buy. Businesses may boost consumer loyalty and their competitiveness in the e-commerce sector, which is getting more and more competitive, by using these three things well.

Keywords: Customer Review, Influencer Marketing, Live Streaming, Purchasing Decision, E-Commerce

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### 1. Introduction

The rapid advancement of digital technology in recent years has significantly transformed the e-commerce landscape in Indonesia, particularly in Medan City. E-commerce platforms such as Shopee, Tokopedia, and Lazada have now become the primary choices for Indonesian consumers in meeting their various needs (Apyanto, 2022). Among these platforms, Shopee has emerged as one of the leading platforms preferred by consumers for online shopping (Saragih et al., 2023). Features such as customer reviews, influencer marketing, and live streaming have become key strategies employed by Shopee to influence consumer purchasing decisions (Andriyanti & Farida, 2022).

Data indicate that Shopee has continued to experience an increase in visitor traffic each year. According to a SimilarWeb report cited by Databoks, in September 2023, Shopee's website recorded 237 million visits, reflecting an increase of approximately 38% compared to the beginning of the year (Ahdiat, 2022). This increase demonstrates the effectiveness of strategies such as customer reviews, influencer marketing, and live streaming in attracting consumer interest and influencing purchasing decisions on the

Shopee platform, particularly in Medan City. As illustrated in the graph, Shopee dominated e-commerce traffic in Indonesia, significantly outperforming other platforms such as Tokopedia, Lazada, Blibli, and Bukalapak, with the number of visits continuing to rise from January to September 2023.

Along with the rapid development of information and communication technology, the world of commerce, particularly online buying and selling activities, has undergone significant changes (Hasanah et al., 2024). E-commerce has now become the primary choice for many people in conducting transactions, with platforms such as Shopee having a very large user base in Indonesia (Alamin et al., 2023), including in Medan City. Ease of access, fast service, and various interactive features have made Shopee one of the most popular marketplaces in the country. In the context of increasingly intense competition in the e-commerce industry, the influence of various factors on consumer purchasing decisions has become increasingly important to investigate (Amelia & Fathoni, 2021). One important factor is customer reviews, which are often used as a reference by prospective buyers in assessing product credibility and quality (Aryaseta et al., 2023). Positive reviews tend to increase trust and encourage purchasing decisions, whereas negative reviews may reduce consumer interest (Aryaseta et al., 2023).

In addition to customer reviews, digital marketing strategies also play an important role in influencing consumer decisions (Hulwatunnisa et al., 2023). Effective marketing strategies can create perceptions of value and urgency regarding the products offered (Toha & Supriyanto, 2023). The use of influencers in marketing campaigns, as implemented by Shopee through celebrities such as Raffi Ahmad and Prilly Latuconsina, has been proven effective in strengthening product image and encouraging purchasing decisions (Shafitri & Nengsih, 2025). Their presence in Shopee's campaigns has had a significant impact on product image and has fostered emotional engagement as well as purchasing decisions among their followers. However, not all customer reviews have a positive effect on purchasing decisions. Consumers often face difficulty in distinguishing between genuine and fake reviews, or they encounter filtered reviews that display only positive feedback (Devita et al., 2022). This situation may generate suspicion and reduce trust in both the product and the platform itself.

Another important factor is the live streaming feature, which has emerged as a new trend in digital marketing (Masitoh et al., 2024). This feature enables sellers to interact directly with prospective buyers, provide real-time product explanations, and create a more personalized shopping experience (Jalantina & Minarsih, 2024). In major cities such as Medan, the use of live streaming has increased rapidly in line with broader internet penetration and growing public interest in interactive online shopping. However, live streaming is not always implemented effectively (Dewi et al., 2024). Many users perceive live sessions as overly lengthy, monotonous, or excessively promotional in nature. In addition, poor video quality and unresponsive interaction may cause some consumers to lose interest in watching, let alone making a purchase (Netrawati et al., 2022). Data from (Alamin et al., 2023) indicate that although live streaming has considerable potential, 30% of consumers were disappointed with the quality of interaction during these sessions, while 20% felt that the sessions were too prolonged without offering attractive deals.

The urgency of this study lies in the need to address an existing research gap, particularly concerning the simultaneous influence of factors such as customer reviews, influencer marketing, and live streaming within the context of e-commerce in Indonesia. Although numerous studies have examined each of these factors individually, only a limited number of studies have investigated how these three factors operate collectively

in shaping consumer purchasing decisions, especially in a rapidly growing marketplace such as Shopee.

## **2. Theoretical Background**

### **2.1 Purchasing Decision**

Purchasing decision is one of the most important factors in a company's marketing strategy, as it directly influences sales performance and profitability (Nasib et al., 2023). Consumers' decisions to purchase a product or service reflect the extent to which a company succeeds in meeting market needs and expectations (Chernev, 2025). Purchasing decision is not merely the outcome of a product selection process, but also an indication of how effectively a company creates relevant value and differentiates itself from competitors (Bala & Verma, 2020). In this regard, purchasing decision serves as a means of achieving sustainable competitive advantage, since satisfied consumers are more likely to make repeat purchases and recommend the product or service to others, thereby enhancing the brand's image and reputation in the market (Kotabe & Helsen, 2023).

In addition, purchasing decision also plays an important role in the differentiation strategy implemented by a company (A. Lubis et al., 2022). In an increasingly competitive market, companies that are able to understand and influence consumers' purchasing decisions more effectively will hold a stronger position in the competitive landscape (Limbong et al., 2025). Factors such as product quality, consumer experience, price, and effective brand communication are key elements that influence purchasing decisions (Lestari et al., 2021). By fostering positive purchasing decisions, companies not only gain short-term benefits but also strengthen consumer loyalty, which ultimately leads to sustainable competitive advantage (Berndt et al., 2023). Therefore, understanding the factors that shape purchasing decisions is essential for companies in designing effective strategies to succeed in market competition (Munandar et al., 2022).

### **2.2 Customer Reviews**

Customer reviews have a very significant influence on consumers' purchasing decisions on e-commerce platforms such as Shopee (Nofriza, 2022). Reviews from previous buyers serve as an important source of information that helps confirm product quality and user experience, allowing potential customers to make more informed decisions (Manajemen et al., 2026). As a form of social proof, positive reviews often increase consumer trust in both the product and the seller, while negative reviews can reduce purchase intention by showing possible problems or dissatisfaction experienced by earlier buyers (Chen et al., 2022). Recent studies (Amelia & Fathoni, 2021), (Bila et al., 2024)(Martin & Nasib, 2021) show that consumers are more likely to choose products supported by many positive reviews because this gives them a greater sense of psychological safety and reduces uncertainty in decision-making. These reviews also help improve consumers' perceptions of seller credibility and product quality, which strengthens purchasing decisions in a competitive market (Rosário & Di, 2023).

In addition, customer reviews play an important role in shaping consumers' perceptions of product value and quality, which in turn affect purchasing decisions (Smith & Zook, 2022). Reviews provide a more complete picture of product characteristics that may not be fully explained in the product description, such as performance, durability, or suitability for users' needs (Shankar et al., 2022). They also help consumers assess the risks related to purchase, as buyers tend to prefer products with positive feedback because

they feel more protected from possible losses (Hutagaol et al., 2025). Recent research shows that products with detailed and transparent reviews are more attractive to consumers because such reviews reduce concerns about product quality and durability (Mutazayid et al., 2021). Therefore, consumer reviews not only support more careful decision-making, but also build trust and long-term loyalty between consumers and brands, making them a key element in an effective digital marketing strategy (Nguyen & Lee, 2026).

### **2.3 Influencer Marketing**

Influencer marketing has been recognized as a highly important element in shaping consumers' purchasing decisions, particularly in the digital era, which is characterized by more intensive interaction on social media platforms (Leung et al., 2022). Influencers, through their credibility and persuasive power, are able to affect consumer behavior more effectively than many traditional marketing methods (Smith & Zook, 2022). Consumers tend to place greater trust in product recommendations delivered by individuals whom they perceive as authoritative or as sharing similar values. As a result, influencer marketing can increase trust in both the brand and the promoted product (Salqaura & Nasib, 2026). Research conducted by (Chaudhry et al., 2022) indicates that the social influence exercised by influencers in communicating product benefits can encourage purchasing behavior, with this mechanism depending strongly on emotional appeal and the perception of authenticity conveyed by the influencer. This suggests that influencer marketing is not solely concerned with visibility, but also with the creation of emotional connections that strengthen consumers' purchasing decisions (Nasib, Harianto, et al., 2024).

Influencer marketing also plays an important role in creating a stronger sense of authenticity and connection with consumers (Berndt et al., 2023). Consumers who perceive their relationship with an influencer as more genuine and natural are more likely to make positive purchasing decisions (Nasib et al., 2026). Commonly associated with the concept of social proof, influencer marketing draws on the tendency of consumers to perceive a product as more valuable when they observe others, especially those they trust or admire, using it (Effendi et al., 2023). This is supported by the findings of (Chaudhry et al., 2022), which reveal that a high level of engagement between influencers and their audiences is directly associated with an increase in consumers' intention to purchase the promoted product. In this context, influencer marketing is more than a promotional tool; it functions as a means of building long-term relationships between brands and consumers based on trust and credibility (Haryani et al., 2023). Therefore, influencer marketing represents a highly effective strategy for influencing consumers' purchasing decisions by creating authenticity, fostering stronger emotional relationships, and reinforcing brand loyalty (Leung et al., 2022).

### **2.4 Live Streaming**

Live streaming has emerged as one of the most effective marketing methods for enhancing consumers' purchasing decisions, particularly in today's digital era (Nasib et al., 2022). By providing a real-time interactive experience, live streaming enables brands to communicate directly with audiences, foster deeper engagement, and create a more authentic atmosphere (Shankar et al., 2022). In the context of e-commerce, live streaming offers consumers the opportunity to view products directly, ask questions, and receive immediate responses from streamers or hosts who explain the features and benefits of the

products (Shafitri & Nengsih, 2025). Recent studies indicate that live streaming can influence purchasing decisions in a more emotional and persuasive manner, as audiences tend to feel more connected to the streamer or the brand being promoted (Chen & Xie, 2024). This contributes to increased consumer trust in the products offered, thereby raising the likelihood of purchase (Husni, 2023).

In addition, live streaming allows brands to create a sense of urgency and exclusivity that strengthens consumers' purchase intention (Nasib, Simanjuntak, et al., 2024). Many live streaming platforms, particularly those used in live shopping or live commerce, employ limited-time elements or special offers that are available only during the broadcast (Jalantina & Minarsih, 2024). This phenomenon draws on the psychological principle of scarcity, in which consumers feel encouraged to make immediate purchases because they fear missing the opportunity (Lestari & Nasib, 2021). Findings from (F. F. Lubis, 2025) show that live streaming elements that combine direct interaction with limited-time offers significantly increase conversion rates, as consumers are motivated by the sense of scarcity and exclusive opportunity. Therefore, live streaming not only introduces products but also creates a more immersive purchasing experience, heightens urgency, and reinforces purchasing decisions, making it a highly effective tool in digital marketing strategy (Masitoh et al., 2024).

### 3. Methods

This study employed a quantitative approach with the objective of examining the effects of customer reviews, influencer marketing, and live streaming on purchasing decisions on the shopee platform in medan city (Darwin et al., 2021). A quantitative approach emphasizes the collection and analysis of numerical data to test hypotheses through objective measurement and statistical analysis. the data used in this study were secondary data obtained through the distribution of questionnaires to shopee users who had made purchases using these features. the study population consisted of generation z consumers in medan city who had conducted transactions on shopee using customer reviews, influencer marketing, and live streaming features (Kusumastuti et al., 2020). The sample was selected using a non-probability sampling technique with a purposive sampling approach, in which respondents were required to meet specific criteria, namely shopee users aged between 17 and 30 years, with occupations such as students, university students, and influencers. since the population size was not known with certainty, the sample size was determined based on the minimum requirement of 5 to 10 times the number of indicators. in this study, there were 19 indicators; therefore, the required sample size was 95 respondents. to analyze the data, multiple linear regression was employed, enabling the researcher to examine the simultaneous effects of the independent variables on purchasing decisions as the dependent variable (Ghozali, 2017).

## 4. Results and Discussion

### 4.1 Results

**Table 1. Summary Of Respondent Characteristics**

Characteristic	Dominant Category	Frequency	Percentage
Domicile	Medan Polonia	9	9%
Gender	Female	90	95%
Age	24–29 years	64	67%
Educational background	Bachelor's degree (S1)	66	69%
Shopee repeat order	More than 15 times	87	92%

Source: Primary data processed (2026).

Based on Table 1, the respondents in this study were predominantly from Medan Polonia, totaling 9 respondents or 9% of the sample. In terms of gender, the respondents were largely female, with 90 individuals or 95% of the total 95 respondents. Based on age, the dominant group was 24–29 years old, consisting of 64 respondents or 67%. In terms of educational background, most respondents held a bachelor’s degree (S1), with 66 individuals or 69%. In addition, the majority of respondents had a high level of shopping intensity on Shopee, as indicated by 87 respondents or 92% who had made more than 15 repeat orders. These findings suggest that the respondents were active and experienced Shopee users.

**Table 2. Summary of Validity Test Results**

Variable	Number of Items	Range of r-count	r-table	Remark
Customer Review	10	0.450 – 0.929	0.361	Valid
Influencer Marketing	6	0.402 – 0.800	0.361	Valid
Live Streaming	12	0.414 – 0.956	0.361	Valid
Purchasing Decision	10	0.491 – 0.892	0.361	Valid

Source: Primary data processed (2026).

Based on Table 2, all statement items for the variables of customer review, influencer marketing, live streaming, and purchasing decision had r-count values greater than the r-table value of 0.361. Therefore, all research instrument items were declared valid and appropriate for measuring the research variables. These results indicate that each indicator was able to adequately represent the construct being examined.

**Table 3. Reliability Test Results**

Variable	Cronbach’s Alpha	Alpha Standard	Remark
Customer Review	0.930	0.60	Reliable
Influencer Marketing	0.680	0.60	Reliable
Live Streaming	0.953	0.60	Reliable
Purchasing Decision	0.904	0.60	Reliable

Source: Primary data processed (2026).

Table 3 shows that all research variables had Cronbach’s Alpha values above 0.60. The live streaming variable had the highest reliability level at 0.953, followed by customer review at 0.930, purchasing decision at 0.904, and influencer marketing at 0.680. Therefore, all research instruments were considered reliable, meaning that respondents’ answers were consistent in measuring each variable.

**Table 4. Normality Test Results**

Indicator	Value
N	95
Test Statistic	0.107
Asymp. Sig. (2-tailed)	0.200

Source: Primary data processed (2026).

Based on the One-Sample Kolmogorov–Smirnov normality test, the Asymp. Sig. value was 0.200, which is greater than 0.05. This indicates that the research data were normally distributed. These findings confirm that the normality assumption in the regression model was fulfilled.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF	Remark
Customer Review	0.111	8.246	No multicollinearity
Influencer Marketing	0.411	2.433	No multicollinearity
Live Streaming	0.111	1.436	No multicollinearity

Source: Primary data processed (2026).

The multicollinearity test results indicate that all independent variables had tolerance values above the minimum threshold and VIF values below 10. Thus, the regression model was free from multicollinearity problems, meaning that customer review, influencer marketing, and live streaming could be jointly included in the research model.

**Table 6. Heteroscedasticity Test Results (Glejser Test)**

Variable	Sig.	Remark
Customer Review	0.100	No heteroscedasticity
Influencer Marketing	0.577	No heteroscedasticity
Live Streaming	0.100	No heteroscedasticity

Source: Primary data processed (2026).

Based on the Glejser test, all independent variables had significance values greater than 0.05. This indicates that the regression model did not suffer from heteroscedasticity. Therefore, the classical assumptions required for regression analysis were satisfied.

**Table 7. Multiple Linear Regression Results**

Variable	B	Std. Error	t	Sig.
Constant	7.325	1.840	3.980	0.000
Customer Review	4.089	0.323	12.664	0.000
Influencer Marketing	1.153	0.110	2.393	0.007
Live Streaming	2.656	0.263	10.116	0.000

Source: Primary data processed (2026).

$$\text{Purchasing Decision} = 7.325 + 4.089(\text{Customer Review}) + 1.153(\text{Influencer Marketing}) + 2.656(\text{Live Streaming}) + e.$$

Based on the results of the multiple linear regression analysis, the regression equation obtained was:  $\text{Purchasing Decision} = 7.325 + 4.089(\text{Customer Review}) + 1.153(\text{Influencer Marketing}) + 2.656(\text{Live Streaming}) + e$ . The constant value of 7.325 indicates that when customer review, influencer marketing, and live streaming are assumed to be constant, purchasing decision still has a positive value. The regression coefficient of customer review was 4.089, indicating that an increase in customer review would increase purchasing decision by 4.089 units. The coefficient of influencer marketing was 1.153, while live streaming had a coefficient of 2.656, showing that both variables also made positive contributions to purchasing decision. Among the three independent variables, customer review had the largest coefficient, indicating that it was the most dominant factor influencing purchasing decisions.

**Table 8. Coefficient of Determination Results**

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.928	0.861	0.856	2.12311

Source: Primary data processed (2026).

Based on Table 8, the Adjusted R Square value of 0.856 indicates that 85.6% of the variation in purchasing decision could be explained by customer review, influencer marketing, and live streaming. Meanwhile, the remaining 14.4% was influenced by other variables outside the research model, such as discounts, brand image, product quality, and other factors. These findings show that the model had very strong explanatory power in explaining purchasing decisions on Shopee in Medan City.

**Table 9. F-test Results**

<b>F-count</b>	<b>F-table</b>	<b>Sig.</b>	<b>Decision</b>
187.235	2.472	0.000	H4 Accepted

Source: Primary data processed (2026).

Based on the simultaneous test results, the F-count value was 187.235, which was greater than the F-table value of 2.472, with a significance value of 0.000. These results indicate that customer review, influencer marketing, and live streaming simultaneously had a positive and significant effect on purchasing decision on the Shopee platform in Medan City. Therefore, the fourth hypothesis was accepted. This finding suggests that purchasing decisions are not shaped by a single factor alone, but rather by the combined influence of social proof, digital promotion, and direct interaction through live streaming.

## 4.2 Discussion

### 1) The Effect of Customer Review on Purchasing Decisions

The findings revealed that customer review had a positive and significant effect on purchasing decisions on the Shopee platform in Medan City. This was evidenced by a t-value of 12.664, which exceeded the t-table value of 1.662, and a significance value of 0.000, which was lower than 0.05. In addition to being statistically significant, customer review also emerged as the most dominant variable, as reflected in its regression coefficient of 4.089, which was higher than those of the other independent variables. This finding indicates that the better the quality of reviews provided by previous customers, the greater the likelihood that consumers will make a purchase. From a theoretical perspective, this result is supported by the notion that customer review constitutes a form of electronic word of mouth that functions as an information source before consumers make a transaction. In the literature review, customer review is described as a review that provides prospective buyers with information regarding a product's strengths, weaknesses, and quality (Park, 2022)(Manurung et al., 2025)(Winardy et al., 2021). Indicators such as perceived usefulness, source credibility, argument quality, valence, and review volume demonstrate that reviews do not merely serve as supplementary information, but also act as a rational basis for consumer evaluation prior to purchase (Pratiwi et al., 2021). In the context of purchasing decision theory, credible information strengthens consumer confidence in both the product and the seller (Shafitri & Nengsih, 2025).

In practical terms, these findings suggest that Shopee consumers in Medan City tend to rely on customer reviews to reduce uncertainty in online purchasing. This is highly relevant in online transactions, where consumers cannot physically inspect or try the product. Reviews help them evaluate product quality, the accuracy of product descriptions, other users' experiences, and the seller's reputation. In this sense, customer review functions as social proof that facilitates the formation of consumer perceptions and ultimately influences final purchasing decisions. The stronger and more detailed the available reviews, the greater the probability that consumers will feel confident enough

to purchase. This finding is consistent with previous research cited in the manuscript, particularly (Amelia & Fathoni, 2021)(Sundari et al., 2021)(Lim et al., 2024), who argue that online customer reviews represent a form of electronic word of mouth that influences consumer perceptions and purchasing decisions. This support reinforces the view that within the e-commerce ecosystem, reviews are not merely ordinary comments, but have evolved into a highly influential marketing communication instrument.

The implication of this finding is that both sellers and the Shopee platform should place greater emphasis on the quality of the review system. Sellers should not only pursue a large number of reviews, but should also encourage honest, informative, and specific feedback. Shopee may further strengthen the credibility of this feature by improving review verification mechanisms, highlighting reviews that provide comprehensive arguments, and encouraging buyers to upload product photos or videos. Such measures would likely enhance consumer trust and increase the probability of purchase.

## 2) The Effect of Influencer Marketing on Purchasing Decisions

The results showed that influencer marketing had a positive and significant effect on purchasing decisions on Shopee in Medan City. This was indicated by a t-value of 2.393, which was greater than the t-table value of 1.662, and a significance value of 0.007, which was below 0.05. Although the effect was statistically significant, its t-value and regression coefficient were lower than those of customer review and live streaming. This means that influencer marketing still plays a role in encouraging purchasing decisions, but its influence is not as strong as the other two variables in the research model. Theoretically, this finding is supported by the concept of influencer marketing, which positions influencers as individuals capable of shaping target audiences through credibility, emotional closeness, and communication skills (Berndt et al., 2023)(Tobing et al., 2021)(Purba et al., 2026)(Magfur et al., 2022). In the literature review, influencer marketing is defined as the process of identifying and activating individuals who can influence a target audience in order to increase reach, sales, and relationships with consumers (Kotabe & Helsen, 2023). The indicators of target marketing, information access, and creativity suggest that the effectiveness of influencers depends not only on popularity, but also on audience relevance, clarity of information, and message delivery (Aditi et al., 2022). Consequently, influencers serve as a bridge between brands and consumers through relationships that feel more personal and persuasive (Salsabillah, 2022).

In practice, these findings imply that consumers in Medan City still consider influencer recommendations in the purchasing process, especially when influencers are able to explain products clearly, comprehensively, and in an easily understandable manner. However, because the influence of this variable is smaller than that of customer review and live streaming, it can be inferred that consumers do not purchase solely because of promotional endorsement by public figures. They still require more concrete evidence, such as the experiences of other users and direct product demonstrations. In other words, in online purchasing behavior, influencers are more effective as triggers of attention and shapers of initial perceptions than as the sole determinant of purchasing decisions. This result is in line with previous studies cited in the manuscript, particularly (Yin et al., 2024), who state that influencers can act as trusted communicators, thereby making the information they convey more readily accepted by audiences. The study (Leung et al., 2022)(Chaudhry et al., 2022) supports the argument in the draft that

completeness of information and influencer credibility are among the strongest aspects in shaping consumer perceptions of promotional content on Shopee.

The implication of this finding is that business actors should not select influencers solely on the basis of follower count or popularity. More important considerations include the relevance of the influencer to the target market, the ability to communicate product information convincingly, and the authenticity conveyed in the promotional content. Shopee and sellers should also focus influencer marketing strategies on educational, demonstrative, and credible content so that its influence on purchasing decisions becomes stronger and more sustainable.

### **3) The Effect of Live Streaming on Purchasing Decisions**

The study found that live streaming had a positive and significant effect on purchasing decisions on Shopee in Medan City. This was demonstrated by a t-value of 10.116, which exceeded the t-table value of 1.662, with a significance value of 0.000. This result indicates that live streaming was one of the strongest variables affecting purchasing decisions, ranking only behind customer review in terms of influence. The finding confirms that direct interaction during live sessions can increase consumers' confidence in making purchases. From a theoretical standpoint, this result is supported by the view that live streaming is an interactive medium that enables real-time communication between sellers and prospective buyers. In the literature review, live streaming is described as video content broadcast directly on digital platforms without editing and as an interactive medium that is attractive because it allows immediate dialogue (Smith & Zook, 2022)(Wasiman, 2021)(Faris et al., 2023). Indicators such as interactivity, convenience, efficiency, flexibility, entertainment, and repeat order demonstrate that live streaming not only provides product information, but also creates a more vivid, fast, and convincing shopping experience (Nasib, 2021). Within the framework of purchasing decision theory, such an experience can accelerate consumers' evaluation of a product and strengthen their intention to buy (Berndt et al., 2023).

In practical terms, the findings indicate that in the Shopee market in Medan City, live streaming functions as a mechanism for reducing consumer doubt. Through live sessions, consumers are able to view products more realistically, hear explanations directly from sellers, ask product-related questions, and receive immediate responses. This makes the shopping process more personal than simply reading product descriptions. However, as described in the background section of the manuscript, live streaming also has weaknesses when sessions are excessively long, monotonous, or overly promotional. Therefore, the effectiveness of live streaming largely depends on the quality of interaction, the clarity of product demonstrations, and the host's ability to sustain audience interest throughout the session. This result is consistent with previous research cited in the draft, particularly (Rybackzewska et al., 2020), who argues that live streaming is an interactive medium capable of increasing trust and influencing purchasing decisions. Additional theoretical support is found in (Tsai & B, 2025)(Leung et al., 2022), who conceptualize live streaming as a feature that affects consumer behavior through interactivity and a more direct digital shopping experience.

The implication of this finding is that sellers need to manage live streaming more strategically rather than using it merely as a lengthy promotional broadcast. Sellers should ensure that live sessions have a clear structure, responsive hosts, concrete product demonstrations, and attractive as well as relevant offers. Shopee can also optimize its supporting features, such as product highlights, pinned promotions, and rapid-response

tools for audience questions. In this way, live streaming can function not only as entertainment, but also as an effective sales conversion tool.

#### **4) The Simultaneous Effect of Customer Review, Influencer Marketing, and Live Streaming on Purchasing Decisions**

The findings demonstrated that customer review, influencer marketing, and live streaming simultaneously had a positive and significant effect on purchasing decisions on Shopee in Medan City. This was shown by an F-value of 187.235, which exceeded the F-table value of 2.472, and a significance value of 0.000, which was below 0.05. Moreover, the Adjusted R Square value of 0.856 indicated that 85.6% of the variation in purchasing decisions could be explained by these three variables, while the remaining 14.4% was influenced by other factors outside the study. This figure shows that the research model had very strong explanatory power. Theoretically, this result confirms that purchasing decisions in e-commerce are not shaped by a single factor, but rather by a combination of several complementary digital stimuli. Customer review provides social proof and references to other users' experiences, influencer marketing shapes perceptions and attracts attention through trusted communicators, and live streaming offers an interactive, real-time experience that reinforces consumer confidence (Smith & Zook, 2022)(Umam et al., 2022)(Vinodhini et al., 2022). Within consumer behavior theory, these three factors collectively form a more comprehensive evaluation process, ranging from information search and trust formation to the final purchasing decision (Rosário & Di, 2023).

In practical terms, the results indicate that an effective Shopee marketing strategy is not one that relies on a single feature, but rather one that integrates multiple digital elements. Consumers may initially become interested in a product because of influencer promotion, then examine customer reviews to verify quality and credibility, and finally become more convinced after watching a live streaming session that demonstrates the product directly (Blakeman, 2024). This means that purchasing decisions on digital platforms are formed through layered information journeys. In the context of Shopee in Medan City, this synergy among features appears to be the strongest driver of consumer purchasing decisions. This finding is supported by previous research cited in the draft, particularly (Netrawati et al., 2022), which examined the influence of influencer marketing, application quality, and online customer review on Generation Z consumers' purchasing decisions through Shopee. (Harianto et al., 2025) (Amelia et al., 2023) The present study extends these earlier findings by showing that customer review, influencer marketing, and live streaming together shape purchasing decisions within the digital marketplace ecosystem.

The implication of this result is that Shopee and its sellers need to build an integrated digital marketing strategy. Customer reviews should be maintained in terms of quality and authenticity, influencers should be selected carefully to match the target market, and live streaming should be managed as a persuasive interaction tool rather than merely as a promotional feature. If these three elements are optimized simultaneously, consumer purchasing decisions can be enhanced more effectively. From an academic perspective, this study also reinforces the understanding that digital consumer behavior is influenced by a combination of social proof, digital persuasion, and interactive selling within an interconnected model.

## 5. Conclusion

This study aimed to examine the influence of customer review, influencer marketing, and live streaming on purchasing decisions on the Shopee platform in Medan City, both partially and simultaneously. Based on the results of data analysis and hypothesis testing, several conclusions can be drawn.

- 1) Customer review has a positive and significant effect on purchasing decisions. This finding indicates that consumer trust in product evaluations and previous buyer experiences plays a central role in shaping purchasing decisions on the Shopee platform. When potential buyers read positive reviews from other customers, their confidence in product quality increases, which ultimately encourages them to make a purchase.
- 2) Influencer marketing has a positive and significant effect on purchasing decisions. This suggests that endorsements and product recommendations from trusted influencers effectively influence consumer behavior. Influencers who have credibility and a strong connection with their followers can shape consumer perceptions and motivations to buy products promoted on the Shopee platform.
- 3) Live streaming has a positive and significant effect on purchasing decisions. This finding demonstrates that interactive and real-time product presentations through live streaming features provide consumers with a more engaging and informative shopping experience. The ability to ask questions, see product demonstrations directly, and receive immediate responses from sellers enhances consumer confidence and encourages purchasing decisions.
- 4) Customer review, influencer marketing, and live streaming simultaneously have a positive and significant effect on purchasing decisions. This indicates that these three variables collectively contribute to explaining variations in consumer purchasing behavior on the Shopee platform. The combination of authentic customer feedback, credible influencer endorsements, and interactive live streaming creates a comprehensive digital marketing strategy that effectively drives consumer purchasing decisions.

Among the three variables, customer review emerged as the most dominant factor. This finding highlights that consumer trust in product evaluations and previous buyer experiences plays a central role in shaping purchasing decisions on the Shopee platform in Medan City. This suggests that while influencer marketing and live streaming are important, authentic peer reviews remain the most trusted source of information for consumers.

The findings imply that purchasing decisions in e-commerce are influenced not only by promotional strategies but also by the quality of information and interaction provided to consumers. Therefore, Shopee sellers and digital marketers are encouraged to strengthen authentic customer reviews by encouraging satisfied buyers to leave detailed feedback, use credible and relevant influencers who genuinely connect with their target audience, and optimize live streaming features by delivering engaging, informative, and interactive product demonstrations in order to enhance consumer confidence and stimulate purchasing decisions.

This study has several limitations. The research focused exclusively on the Shopee platform in Medan City, which may limit the generalizability of findings to other e-commerce platforms or regions. Future research should expand the scope to other platforms and cities to obtain more comprehensive results. Additionally, future studies could incorporate other variables such as price discounts, free shipping promotions, or

platform reputation to develop a more complete model of purchasing decisions in e-commerce. Despite these limitations, this study contributes to the literature by providing empirical evidence on the relative importance of customer reviews, influencer marketing, and live streaming in shaping consumer purchasing decisions in the Indonesian e-commerce context.

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