

An Analysis of the Influence of Live Streaming, Influencer Marketing, and E-WOM on Consumer Purchase Decisions on the Shopee Platform

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Abstract

The rapid development of e-commerce has changed consumer purchasing behavior and encouraged companies to implement various digital marketing strategies. This study aims to analyze the influence of Live Streaming, Influencer Marketing, and Electronic Word of Mouth (E-WOM) on Purchase Decisions among Shopee users. This research used a quantitative approach with a survey method. Data were collected through an online questionnaire from 130 Shopee users who met the research criteria and were selected using purposive sampling. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that Live Streaming has a positive but insignificant effect on Purchase Decision ($\beta = 0.181$; $p = 0.166$). Influencer Marketing has a positive and significant effect ($\beta = 0.214$; $p = 0.004$), while E-WOM has a positive and significant effect and shows the strongest influence on Purchase Decision ($\beta = 0.592$; $p < 0.001$). These findings indicate that Influencer Marketing and E-WOM play an important role in influencing consumers' purchasing decisions on Shopee

Keywords: Live Streaming, Influencer Marketing, Electronic Word of Mouth, Purchase Decision, Shopee.

INTRODUCTION

Advances in digital technology have transformed the way consumers search for information and purchase products. The rapid growth of e-commerce in Indonesia is driving businesses to leverage various digital marketing strategies to attract consumers and boost sales. One of the e-commerce platforms with a large user base in Indonesia is Shopee. This platform not only provides facilities for online buying and selling but also offers various interactive marketing features such as Shopee Live, affiliate programs, and collaborations with influencers to boost consumer engagement.

Changes in consumer behavior in the digital age indicate that purchasing decisions are no longer influenced solely by product needs but also by information and stimuli received through digital media. According to consumer behavior theory, a purchasing decision is the result of a process that includes recognizing a need, searching for information, evaluating alternatives, and finally deciding to buy a product. In the context of e-commerce, this process occurs more quickly because consumers can instantly access a wide range of product information through features available on digital platforms.

One digital marketing strategy widely used by businesses today is live streaming. Live streaming allows sellers to showcase products in real time and interact with consumers instantly. Through this feature, consumers can see the product's condition more clearly, receive direct explanations, and ask questions of the seller. Such interactions can build consumer trust, thereby driving purchasing decisions. Research conducted by (Leriyana et al., 2025) indicates that live streaming influences the purchasing decisions of Shopee users. Similar findings were also reported by (Cinthya Maulidha & Wibowo, 2025), who stated that live sales videos can increase consumer purchasing decisions on the Shopee platform.

In addition to live streaming, influencer marketing has also become a widely used strategy in digital marketing. Influencer marketing is a marketing activity that leverages individuals with influence on social media to promote a product or service. An influencer's credibility, appeal, and ability to convey product information can shape consumers' perceptions

of the products being offered. Consumers tend to place greater trust in recommendations from influencers who are perceived as having experience and knowledge regarding the product in question. Research by (Wahyudi, 2023) shows that influencer marketing has a positive effect on purchasing decisions for fashion products through the Shopee marketplace. Similarly, (Jason & Slamet, 2024) found that influencer marketing has an effect on the purchasing decisions of Shopee users in West Jakarta.

In addition to promotional factors, consumer purchasing decisions in e-commerce are also influenced by Electronic Word of Mouth (E-WOM). E-WOM refers to communication among consumers via digital media in the form of reviews, comments, ratings, or product usage experiences shared online. Information provided by other consumers often serves as a key consideration before making a purchase because it is perceived as more objective than information from sellers. The more positive the reviews a product receives, the higher the level of consumer trust in that product. Sinaga and Rochdianingrum (2024) found that online customer reviews have a positive effect on purchasing decisions for skincare products on Shopee. Riawan et al. (2025) also found that buyer reviews influence purchasing decisions on the Shopee platform. Similarly, Syazwani and Voutama (2026) demonstrated that online customer reviews influence consumer purchasing decisions at a Shopee Official Store. These findings indicate that reviews, ratings, and experiences shared by other consumers can provide valuable information and increase consumer confidence before making a purchase.

The relationships among live streaming, influencer marketing, E-WOM, and purchase decisions can be explained by the Stimulus-Organism-Response (SOR) theory. This theory explains that an individual's behavior is influenced by stimuli from the environment, which are then processed internally before generating a response. In this study, live streaming, influencer marketing, and E-WOM serve as stimuli received by consumers. The information obtained by consumers is then processed through specific evaluations and considerations, resulting in a response in the form of a purchase decision.

Although various previous studies have examined the influence of live streaming, influencer marketing, and E-WOM on purchase decisions, the findings remain inconsistent. Several studies have found that live streaming influences purchase decisions, such as (Leriyani et al., 2025), (Mulyani et al., 2024), and (Riawan et al., 2025). However, the results of the present study show that live streaming does not have a significant effect on purchase decisions. This difference indicates that the influence of live streaming may vary depending on consumer characteristics and purchasing behavior. Meanwhile, previous studies consistently indicate the relevance of influencer marketing and E-WOM in the purchasing process, although their effects may differ depending on the context and characteristics of consumers. These differing findings highlight a research gap that requires further investigation, particularly among Shopee users, as Shopee is one of the largest e-commerce platforms in Indonesia.

Based on the above, this study aims to analyze the influence of live streaming, influencer marketing, and Electronic Word of Mouth (E-WOM) on consumer purchase decisions on the Shopee platform. Based on the theoretical framework and previous research findings, the hypotheses proposed in this study are:

H1: Live streaming influences consumer purchase decisions on the Shopee platform.

H2: Influencer marketing influences consumer purchase decisions on the Shopee platform.

H3: Electronic Word of Mouth (E-WOM) influences consumer purchase decisions on the Shopee platform.

RESEARCH METHODS

This study employs a quantitative approach using a survey method to analyze the influence of live streaming, influencer marketing, and electronic word of mouth (E-WOM) on consumer purchase decisions on the Shopee platform. A quantitative approach is appropriate for research that examines relationships among variables using numerical data and statistical analysis. The survey method was selected because data were obtained directly from respondents through a structured questionnaire.

The data used in this study consist of primary data collected through an online questionnaire distributed via Google Forms. A questionnaire allows researchers to collect standardized responses from respondents using a structured set of questions or statements. The study was conducted from June to July 2026, with the research subjects being Shopee users who had watched Shopee Live, viewed product promotions from influencers, read product reviews, and made purchases through the Shopee platform.

The sampling technique employed was purposive sampling. (Memon et al., 2025) explain that purposive sampling is a non-probability sampling technique in which participants are deliberately selected based on characteristics relevant to the research objectives. This technique was considered appropriate because the study required respondents who had direct experience with the phenomena examined, namely Shopee users who had watched Shopee Live, been exposed to influencer promotions, read product reviews, and made purchases through Shopee. The sample size for this study was 130 respondents.

The variables were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Likert-type scales are commonly used in survey research to capture respondents' attitudes, perceptions, and levels of agreement with a series of statements. The use of a five-point scale allows respondents to indicate their level of agreement in a structured manner. The variables studied included Live Streaming (X1), Influencer Marketing (X2), Electronic Word of Mouth (X3), and Purchase Decision (Y). In addition to primary data, this study was also supported by secondary data sourced from scientific journals, books, and various literature relevant to the research topic. The collected data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The analysis was conducted to test the validity and reliability of the research instruments and to examine the relationships among the variables through hypothesis testing. The criteria for hypothesis testing were based on a t-statistic value greater than 1.96 and a p-value less than 0.05.

RESULTS AND DISCUSSION

Reliability and Validity Tests

This study involved 130 respondents who were Shopee users and met the study criteria. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.

Table 1. Results of the Reliability and Validity Tests

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-Wom	0.914	0.915	0.935	0.744
Influencer Marketing	0.884	0.892	0.915	0.684
Live Streaming	0.878	0.881	0.911	0.672

Purchase Decision	0.901	0.904	0.927	0.718
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Source: SmartPLS 4 Output, Data Processed by the Author (2026).

Based on Table 1, all research variables met the required reliability and validity criteria. The Cronbach's Alpha and Composite Reliability values for all constructs exceeded the minimum threshold, while the AVE values were also above the recommended value. Therefore, all constructs were considered reliable and valid for further structural model analysis.

Table 2. Coefficient of Determination (R^2) Values

	R-square	R-square adjusted
Purchase Decision	0.859	0.856

Source: SmartPLS 4 Output, Data Processed by the Author (2026).

Based on Table 2, the R-square value for Purchase Decision was 0.859, while the adjusted R-square value was 0.856. This indicates that 85.9% of the variance in Purchase Decision can be explained by Live Streaming, Influencer Marketing, and E-WOM, while the remaining 14.1% is explained by other factors outside the research model.

Hypothesis Testing

Table 3. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-Wom->Purchase Decision	2 0.59	7 0.59	4 0.11	9 5.18	0.000
InfluencerMarketing->Purchase Decision	4 0.21	9 0.20	3 0.07	7 2.91	0.004
LiveStreaming->Purchase Decision	1 0.18	2 0.18	1 0.13	5 1.38	0.166

Source: SmartPLS 4 Output, Data Processed by the Author (2026).

Based on Table 3, Live Streaming has a positive but insignificant effect on Purchase Decision, with a t-statistic of 1.385 and a p-value of 0.166. Therefore, H1 is rejected. Influencer Marketing has a positive and significant effect on Purchase Decision, with a t-statistic of 2.917 and a p-value of 0.004. Therefore, H2 is accepted. Meanwhile, E-WOM has a positive and significant effect on Purchase Decision, with a t-statistic of 5.189 and a p-value of 0.000. Therefore, H3 is accepted.

Discussion

The Effect of Live Streaming on Purchase Decision

The results show that Live Streaming has a positive but insignificant effect on Purchase Decision. The original sample value of 0.181 indicates a positive relationship, but the t-statistic of 1.385 is below 1.96 and the p-value of 0.166 is above 0.05. Therefore, H1 is rejected.

This result indicates that although live streaming can provide real-time product information and interaction between sellers and consumers, the feature does not necessarily influence consumers to make a purchase decision. Consumers may consider other factors, such as product reviews, product quality, price, or recommendations from other consumers, before making a purchase decision. This finding differs from previous studies by (Mulyani et al., 2024), (Cinthya Maulidha & Wibowo, 2025), and (Riawan et al., 2025), which found that live streaming had a significant effect on purchase decisions.

The Effect of Influencer Marketing on Purchase Decision

The results indicate that Influencer Marketing has a positive and significant effect on Purchase Decision. The original sample value of 0.214 shows a positive relationship, while the t-statistic of 2.917 is greater than 1.96 and the p-value of 0.004 is below 0.05. Therefore, H2 is accepted.

This finding indicates that influencer marketing can encourage consumers to make purchase decisions on Shopee. Influencers can introduce products, provide information, and influence consumer perceptions through their content and recommendations. The finding is consistent with (Wahyudi, 2023), who found that influencer marketing has a positive and significant effect on purchasing decisions for fashion products through the Shopee marketplace. It is also supported by (Jason & Slamet, 2024), who found that influencer marketing affects the purchasing decisions of Shopee users.

The Effect of E-WOM on Purchase Decision

The results show that E-WOM has a positive and significant effect on Purchase Decision. E-WOM has the highest original sample value among the three independent variables, at 0.592. The t-statistic of 5.189 is greater than 1.96 and the p-value of 0.000 is below 0.05. Therefore, H3 is accepted.

This finding indicates that information shared by consumers through online reviews and recommendations can influence purchasing decisions. Positive and informative consumer opinions can provide additional information and increase consumers' confidence when evaluating products on Shopee. The stronger influence of E-WOM compared with Live Streaming and Influencer Marketing also indicates that consumer-generated information plays an important role in the purchasing decision process. This finding is consistent with (Riawan et al., 2025), who found that online customer reviews had a positive and significant effect on purchase decisions. This finding is also consistent with (Syazwani et al., 2026), who found that online customer reviews significantly influence consumers' purchasing decisions on Shopee.

CONCLUSION

Based on the results of this study, it can be concluded that not all of the digital marketing strategies examined have the same influence on consumer purchasing decisions on the Shopee platform. The research results show that the Live Streaming variable does not have a significant effect on Purchase Decision. This finding indicates that the Shopee Live feature has not yet become a primary factor that consumers consider when making purchasing decisions. Although this feature provides consumers with the opportunity to view products directly and interact with sellers in real time, consumers tend to use live streaming only as an additional source of information before making a purchase.

On the other hand, Influencer Marketing was found to have a positive and significant effect on Purchase Decisions. These results show that promotions conducted by influencers can increase consumer trust and interest in the marketed products. The credibility, appeal, and ability of influencers to convey product information are factors that can encourage consumers to make a purchase. The higher the quality of the promotion conducted by an influencer, the greater the likelihood that consumers will choose and purchase the recommended product.

Furthermore, the Electronic Word of Mouth (E-WOM) variable was found to have a positive and significant influence on purchase decisions and emerged as the variable with the greatest impact compared to the others. This finding indicates that reviews, ratings, comments, and the experiences of other consumers remain the most trusted sources of information before making a purchase on Shopee. Consumers tend to consider the experiences of other users to mitigate purchase risks and ensure the quality of the products they intend to buy.

Based on these results, businesses selling on Shopee need to pay closer attention to managing customer reviews and maintaining product and service quality to receive positive ratings from consumers. Furthermore, utilizing influencers who align with the characteristics of the target market can also be an effective strategy to boost purchase decisions. This study has limitations because it uses only three independent variables and focuses solely on Shopee users.

Therefore, future research is recommended to include other variables that may influence purchasing decisions—such as price, trust, product quality, promotions, and brand image—to provide a more comprehensive understanding of the factors affecting consumer purchasing decisions in e-commerce.

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