International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Impact Of Live Streaming And Content Marketing On Purchase Decisions Among Shopee Users

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Abstract

This study aims to analyze the influence of live streaming and content marketing on purchasing decisions among Shopee users. This study employs a quantitative approach using primary data obtained through a questionnaire distributed to 186 Shopee users aged 17–25, who were selected using purposive sampling based on predetermined criteria. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 26. The results show that, individually, live streaming and content marketing have a positive and significant effect on purchasing decisions. Furthermore, when considered together, live streaming and content marketing also have a positive and significant effect on purchasing decisions. The Live Streaming and Content Marketing variables account for 39.5% of the variation in Purchase Decisions, while the remainder is influenced by other factors not examined in this study.

Keywords: Live Streaming, Content Marketing, Purchase Decisions

INTRODUCTION

Advances in information and communication technology have fundamentally transformed people's consumption patterns, one of which is the shift in shopping activities from conventional systems to digital platforms. This habit of online shopping began to take hold on a massive scale following the restrictions on outdoor activities imposed due to the COVID-19 pandemic, when people were forced to adapt to new ways of meeting their daily needs. Although the pandemic has ended, this habit persists to this day due to the convenience, time efficiency, and ease offered by *e-commerce* platforms, thereby creating ever-greater opportunities for the growth of the digital economy in Indonesia.

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This growth has also been driven by innovations in online marketing strategies that have flourished during the pandemic, one of which is *live streaming*. This strategy has garnered significant interest from Indonesian consumers because it enables direct interaction between businesses and potential buyers, while also strengthening consumer trust in the products being offered. In addition to *live streaming*, *content marketing* through short-form video content has also emerged as a growing innovation, providing businesses with the opportunity to combine informational and entertainment elements related to their products in a more engaging and interactive way.

Shopee, as one of Indonesia's leading *marketplaces*, has responded to this trend through two key features: Shopee Live as part of *its live-streaming* strategy, and Shopee Video as part of *its content marketing strategy*. The effectiveness of these two features was clearly evident during last year's 12.12 *Birthday Sale*, when orders placed via Shopee Video surged 45-fold compared to regular days. This phenomenon demonstrates that *live streaming* and *content marketing* not only serve as communication channels between businesses and customers but also contribute to the growth of the local industry by enhancing product appeal and meeting the needs of both sellers and buyers.

Several previous studies have confirmed the influence of these two strategies on purchasing decisions. Fadilah et al.(2025) found that *content marketing* and *live streaming* have a positive and significant effect on the purchasing decisions of Shopee *e-commerce* consumers. Similarly, Leriyan et al.(2025) demonstrated that *live streaming* has a positive and significant effect on the purchasing decisions of Shopee users. Based on the above discussion, this study aims to analyze "The Effect of *Live Streaming* and *Content Marketing* on Purchase Decisions Among Shopee Users."

Literature Review

Live Streaming

Live streaming is a feature that allows sellers to broadcast video in *real time*, enabling direct interaction between *the host* and viewers during the broadcast session (Iisnawati et al., 2022) . This interaction allows *the host* to respond to questions and explain products directly, thereby influencing viewers' perceptions of and interest in the products being offered (Indriyani & Herlina, 2021) . According to Ramadhayanti(2023) , the use of *live streaming* as *a marketing communication tool* aims to introduce products while generating new *customer leads* to drive sales. Rahmawaty et al.(2023) found that *live streaming selling* influences consumers' purchase intent.

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Content Marketing

Content marketing is a marketing method that focuses on creating and distributing content to attract the attention of potential customers, with key indicators including the accuracy of information, value to consumers, ease of understanding, and consistency of publication (Amalia & Lubis, 2020) . This strategy serves not only as a promotional tool but also as an effort to build consumer engagement so that they are willing to follow and interact with a company's *brand*, as seen in several *brands* that have successfully implemented content strategies on Shopee (Aulia & Harto, 2024) . Fadilah et al.(2025) show that *content marketing* positively contributes to consumer purchasing decisions, as informative and engaging content can build trust before consumers decide to purchase a product.

Purchase Decision

A purchase decision is the process by which consumers gather information to evaluate several available alternatives and then decide on one of them as the final action to either purchase or not purchase a product (Vildayanti & Adawiyah, 2024) . This process is influenced by various factors, such as promotions, price perception, and consumer trust in the platform and sellers, which ultimately determine whether consumers are willing to proceed with the purchase (Vildayanti & Adawiyah, 2024) . The purchase decision is a critical aspect that *e-commerce* companies must continually study; by understanding this process, companies like Shopee can expand the use of their app while maintaining their position as one of the best *marketplaces* in Indonesia (Puspita et al., 2022).

RESEARCH METHOD

This study employs a quantitative approach, which is a scientific method focused on collecting numerical data and using statistical analysis to identify patterns, relationships, and trends among the variables under study (Sugiyono, 2019) . The data sources used consist of primary data obtained directly from respondents through the distribution of questionnaires. The subjects of this study are Shopee app users, with the sample selected using *purposive sampling*—a technique based on specific, predefined criteria, including:

1) Shopee users
2) Awareness of the *live streaming* feature on Shopee Live
3) Learning About *Content Marketing* Through Shopee Videos
4) Aged 17–25

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Based on these criteria, a total of 186 respondents were selected as the research sample. The variables used in this study consisted of *Live Streaming* (X1) and *Content Marketing* (X2) as independent variables, and Purchase Decision (Y) as the dependent variable, where each indicator for each variable was measured using a Likert scale. The data analysis method used was multiple linear regression analysis using SPSS version 26.

RESULT AND DISCUSSION

Results

Descriptive Analysis

The descriptive analysis in this study aims to describe the respondents' profiles based on gender, age, and shopping frequency on Shopee. The results of the analysis show that the majority of respondents are female, accounting for 97.9%, while by age, the majority of respondents are in the 20–22 age range, accounting for 66.8%. Additionally, the results of the descriptive analysis also show that 178 respondents, or 95.2% of the total sample, shop at least once a month on Shopee, indicating that the majority of respondents are active consumers who make regular monthly purchases.

Validity Test

Sugiyono(2019) , argues that validity testing is used to determine the accuracy of an instrument included in a questionnaire as a means of data collection, so that the resulting data is reliable. Validity testing in this study was conducted using factor analysis, specifically by examining the relationship between the scores of the instrument's items within a single factor and the total score. The criteria that must be met by a valid instrument are as follows:

a. If the calculated r > the table r, then the question in the questionnaire is deemed valid.
b. If the calculated r is less than the table r, then the question in the questionnaire is deemed invalid.

Table1 Validity Test Results

Variable	Indicator	R. Table	Calculated R	Note
Live Streaming	X1.1	0.143	0.473	VALID

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	X1.2	0.143	0.466	VALID
	X1.3	0.143	0.462	VALID
	X1.4	0.143	0.351	VALID
Content Marketing	X2.1	0.143	0.426	VALID
	X2.2	0.143	0.386	VALID
	X2.3	0.143	0.377	VALID
	X2.4	0.143	0.470	VALID
Purchase Decision	Y2.1	0.143	0.762	VALID
	Y2.2	0.143	0.571	VALID
	Y2.3	0.143	0.629	VALID
	Y2.4	0.143	0.649	VALID

Based on Table 1, with a total of 186 respondents and a significance level of 5%, the table r value was found to be 0.143. The test results show that all items in the *Live Streaming*, *Content Marketing*, and Purchase Decision variables have calculated r values greater than the table r value; therefore, all items are deemed valid. Thus, the research instrument meets the validity criteria and is suitable for use as a measurement tool in this study.

Reliability Test

A reliability test was conducted to measure the consistency of respondents' answers to the statement items on the questionnaire, which had previously been validated, in order to determine whether the research instrument is reliable when used repeatedly at different times (Sugiyono, 2019) . Reliability testing in this study was conducted using the *Cronbach's Alpha* method via SPSS version 26. A research instrument is considered reliable or consistent if the *Cronbach's Alpha* coefficient obtained is greater than 0.60.

Table2 : Reliability Test Results

Variable	Cronbach's Alpha	Reliability Coefficient	Number of Items
Live Streaming (X1)	0.675	> 0.60	4
Content Marketing (X2)	0.730		4

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Purchase Decision (Y)	0.620		4

Based on Table 2, all research variables have *Cronbach's Alpha* values greater than 0.60; therefore, all statement items are deemed reliable and suitable for use as research instruments.

Classical Assumption Tests

Normality Test

Table 3: Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		186
Normal Parameters [a, b]	Mean	,0000000
	Standard Deviation	1.42973580
Most Extreme Differences	Absolute	.050
	Positive	.038
	Negative	−0.050
Test Statistic		0.050
Asymptotic Significance (2-tailed)		,200[c,d]
a. The test distribution is normal.		
b. Calculated from the data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The normality test in this study was conducted using the *Kolmogorov-Smirnov* test. Based on Table 3, the *Asymp*. *Sig*. (*2-tailed*) value of 0.200 is greater than the significance level of 0.05; therefore, it can be concluded that the research data are normally distributed.

Multicollinearity Test

Table 3 Results of the Multicollinearity Test

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Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.435	,716		13,177	,000		
	Live Streaming	,139	,047	,226	2,956	,004	,558	1,792
	Content Marketing	,360	,060	,460	6,007	,000	,558	1,792
a. Dependent Variable: Purchase Decision								

Based on Table 4, the Tolerance values for the *Live Streaming* and *Content Marketing* variables are 0.558, respectively, while the *Variance Inflation Factor* (VIF) is 1.792. A *Tolerance* value greater than 0.10 and a VIF value less than 10.00 indicate that the regression model does not exhibit multicollinearity.

Heteroscedasticity Test

Table 5: Results of the Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.887	,445		6,493	,000
	Live Streaming	-,035	,029	-,113	-1,192	,235
	Content Marketing	-,080	,037	-0.204	-2,152	,033
a. Dependent Variable: ABS_RES						

The heteroscedasticity test in this study was conducted using the Glejser test, with the criterion that the regression model is free from heteroscedasticity if the significance value for each independent variable is greater than 0.05. Based on Table 5, the *Live Streaming* variable has a significance value of 0.235 (> 0.05), so it does not exhibit

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heteroscedasticity. Meanwhile, the *Content Marketing* variable has a significance value of 0.033 (< 0.05), indicating that it exhibits heteroscedasticity.

Multiple Linear Regression Analysis

Table 6 Results of the Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.435	,716		13,177	,000
	Live Streaming	,139	,047	,226	2,956	,004
	Content Marketing	,360	,060	,460	6,007	,000

Based on Table 6, the following multiple linear regression equation was obtained:

$$Y = 9{,}435 + 0{,}139X1 + 0{,}360X2$$

The constant term of 9.435 indicates that if the *Live Streaming* and *Content Marketing* variables are held constant, the Purchase Decision takes on a value of 9.435. Meanwhile, the regression coefficients for both independent variables are positive, indicating that *Live Streaming* and *Content Marketing* have a positive relationship with Purchase Decision. The interpretation of each regression coefficient is as follows:

a. The regression coefficient for *Live Streaming*, at 0.139, indicates that a one-unit increase in the *Live Streaming* variable, assuming all other variables remain constant (*ceteris paribus*), will increase the Purchase Decision by 0.139.
b. The regression coefficient for *Content Marketing* of 0.360 indicates that a one-unit increase in the *Content Marketing* variable, assuming all other variables remain constant (*ceteris paribus*), will increase the Purchase Decision by 0.360.

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Coefficient of Determination (R^2)

Table 7: Coefficient of Determination Test Results

Model Summary[b]					
Model	**R**	**R-Square**	**Adjusted R-Square**	**Standard Error of the Estimate**	**Durbin-Watson**
1	.633[a]	.401	.395	1.438	1,894
a. Predictors: (Constant), Content Marketing, Live Streaming					
b. Dependent Variable: Purchase Decision					

Based on Table 7, the *Adjusted R-Square* value is 0.395, or 39.5%. This value indicates that the independent variables—*Live Streaming* and *Content Marketing*—collectively account for 39.5% of the variation in the dependent variable, Purchase Decision. Meanwhile, 60.5% of the variation in Purchase Decision is influenced by other factors outside the research model that were not examined in this study.

Partial Test (T-Test)

Table 8 of T-Test Results

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	9.435	,716		13,177	,000
	Live Streaming	,139	,047	,226	2,956	,004
	Content Marketing	,360	,060	,460	6,007	,000

Partial hypothesis testing (t-test) was conducted to determine the effect of each independent variable on the dependent variable individually. With a sample size of 186 respondents and two independent variables (k = 2), a critical t-value of 1.973 was obtained at a 5% significance level with degrees of freedom (df) = n - k - 1 = 183. Based on Table 8, the following results were obtained:

a. The *Live Streaming* variable yielded a calculated t-value of 2.956 with a significance level of 0.004. The test results show that the calculated t-value is greater than the critical t-value (2.956 > 1.973) and the significance level is less

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than 0.05 (0.004 < 0.05); therefore, *Live Streaming* is found to have a positive and significant effect on Purchase Decisions.

b. The *Content Marketing* variable yielded a calculated t-value of 6.007 with a significance level of 0.000. The test results show that the calculated t-value is greater than the critical t-value (6.007 > 1.973) and the significance level is less than 0.05 (0.000 < 0.05), so *Content Marketing* is found to have a positive and significant effect on Purchase Decisions.

Simultaneous Test (F-Test)

Table 9 of F-Test Results

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	253.446	2	126,723	61,323	,000[b]
	Residual	378,167	183	2,066		
	Total	631,613	185			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Content Marketing, Live Streaming						

A simultaneous hypothesis test (F-test) was conducted to determine the combined effect of the independent variables—*Live Streaming* and *Content Marketing*—on the dependent variable, Purchase Decision. The number of respondents in this study was 186, with two independent variables (k = 2), resulting in a table F-value of 3.04 at a 5% significance level with degrees of freedom (df1 = k = 2 and df2 = n - k - 1 = 183).

Based on Table 9, the calculated F-value was 61.323 with a significance level of 0.000. The test results show that the calculated F-value is greater than the critical F-value (61.323 > 3.04) and the significance level is less than 0.05 (0.000 < 0.05). Therefore, the regression model in this study is considered significant, and the variables *"Live Streaming"* and *"Content Marketing"* simultaneously have a positive and significant effect on the purchase decisions of Shopee users.

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DISCUSSION

The Effect of Live Streaming on Purchase Decisions

Based on the research findings, it was found that *live streaming* has a positive and significant partial effect on purchase decisions. These findings are consistent with the study by Leriyan et al.(2025) , which showed that *live streaming* has a positive and significant effect on the purchasing decisions of Shopee users. Similar findings were also reported by Rahmawaty et al.(2023) , who stated that *live streaming sales* on *the* Shopee *e-commerce platform* influence consumers' purchase interest as one of the stages leading up to a purchasing decision.

This positive impact indicates that the use of *live streaming* by sellers can increase consumer interest and confidence in making purchases. Through live streaming sessions, consumers can interact with sellers, obtain information about products, and ask questions regarding the products being offered. Interaction between *the host* and viewers during *live streaming*—as explained by Indriyani & Herlina(2021) —plays a role in building consumer trust, thereby encouraging consumers to make purchasing decisions.

The Impact of Content Marketing on Purchase Decisions

Based on the research findings, it was found that *content marketing* has a partial, positive, and significant effect on purchasing decisions. These findings are consistent with the study by Fadilah et al.(2025) , which shows that *content marketing* contributes positively and significantly to consumer purchasing decisions on the Shopee *e-commerce platform*. Similar findings were also reported by Amalia & Lubis(2020) , who stated that *content marketing* influences consumer purchasing interest by presenting content that is accurate, valuable, easy to understand, and consistent in attracting the attention of potential buyers.

This positive effect indicates that the more informative and engaging the content presented by sellers is, the greater its ability to encourage consumers to make purchases. This aligns with the research by Aulia & Harto(2024) , which states that *content marketing* strategies can increase consumer engagement and build brand interest among businesses that implement them through the Shopee platform.

CONCLUSION

Based on the results of the research and discussion conducted, the following conclusions can be drawn:

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a. Live streaming has a positive and significant effect on purchasing decisions. This is indicated by a calculated t-value of 2.956, which is greater than the critical t-value, and a p-value of 0.004, which is less than 0.05. These results indicate that H0 is rejected and H1 is accepted.
b. Content marketing has a positive and significant effect on purchasing decisions. This is indicated by a calculated t-value of 6.007, which is greater than the critical t-value, and a significance level of 0.000, which is less than 0.05. These results indicate that H0 is rejected and H2 is accepted.
c. Live streaming and content marketing simultaneously have a positive and significant effect on purchasing decisions. The independent variables in this study explain 39.5% of the variation in purchasing decisions based on the adjusted R-squared value, while the remaining 60.5% is influenced by other factors outside the research model.

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