E-COMMERCE FEATURES INFLUENCE PURCHASE DECISIONS IN THE DIGITAL ERA IN JABODETABEK (SHOPEE AND TIKTOK SHOP CASE STUDY)

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Abstract

This study aims to analyze the effect of Live Streaming, Affiliate Marketing, Free Shipping, and Paylater features on digital consumers' purchase decisions in the Jabodetabek area. The rapid growth of e-commerce, particularly on Shopee and TikTok Shop platforms, has encouraged the utilization of various digital features as marketing strategies. However, previous studies have shown mixed results regarding the effectiveness of these features, indicating the need for further empirical investigation. This research employs a quantitative approach using a survey method involving 215 respondents who are digital consumers of Shopee and TikTok Shop and have made at least three purchases within the last six months. Data analysis was conducted using validity and reliability tests, descriptive analysis, classical assumption tests, and multiple linear regression analysis with SPSS software. The results indicate that Affiliate Marketing and Free Shipping have a positive and significant effect on purchase decisions, with Free Shipping identified as the most dominant factor. Meanwhile, Live Streaming and Paylater do not show a significant effect on purchase decisions. These findings suggest that digital consumers' purchase decisions in the Jabodetabek area are more strongly influenced by creator recommendations and price-related incentives than by interactive features or payment convenience. This study is expected to contribute academically to consumer behavior research and provide practical insights for e-commerce practitioners in designing effective feature strategies.

Keywords: Live Streaming, Affiliate Marketing, Free Shipping, Paylater, Purchase Decision, E-Commerce

INTRODUCTION

The development of information technology in Indonesia over the past ten years has fundamentally changed the economy and consumer patterns. The digitalization process has transformed the way Indonesians shop, communicate, and make purchasing decisions. According to Lubis et al. (2024), the growth of the digital economy plays a crucial role in driving the growth of the e-commerce sector in Indonesia through a combination of technological innovation, changes in consumer behavior, and supportive government policies.

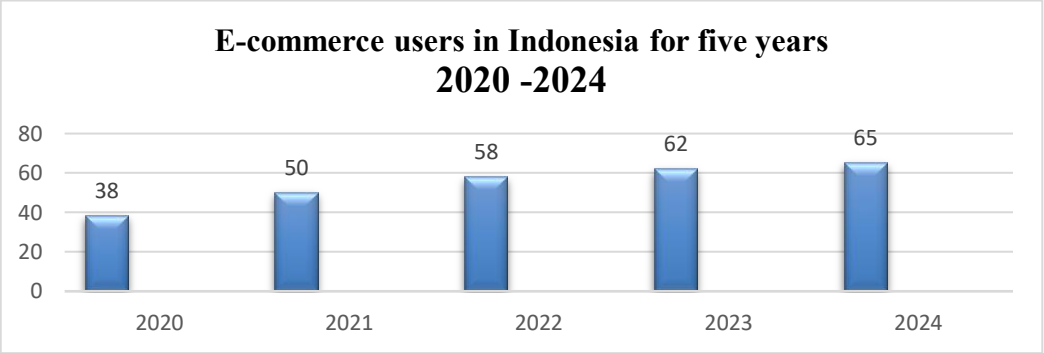

Figure 1
E-commerce users 2020-2024
Source: (Ministry of Trade, 2024)

This growth can be observed from the increasing number of e-commerce users in Indonesia. Based on data and the Ministry of Trade Information System (Kemendag, 2024), the number of e-commerce users in Indonesia increased from 38 million in 2020 to 65 million in 2024. This increase is inseparable from the expansion of internet access, improvements in logistics infrastructure, and the convenience of digital payment systems such as e-wallets and Paylater services. These behavioral changes have shown that consumers increasingly prioritize speed, convenience, and flexibility over conventional shopping patterns.

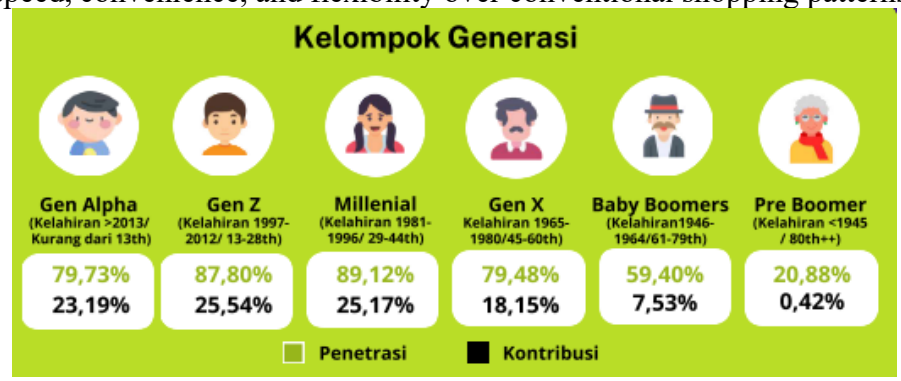

Figure 2
Data on internet user generations
Source: (APJII, 2025, p. 15)

This digitalization phenomenon aligns with a report from the Indonesian Internet Service Providers Association (APJII, 2025) , which noted that the number of internet users in Indonesia reached 221.6 million people, or 79.5% of the total population. Millennials and Gen Z are the groups with the highest penetration rates, at 87.80% and 89.12%, respectively.

Furthermore, their digital economic contributions also dominate, at 25.54% and 25.17%, respectively, indicating the dominance of younger age groups in digital technology adoption.

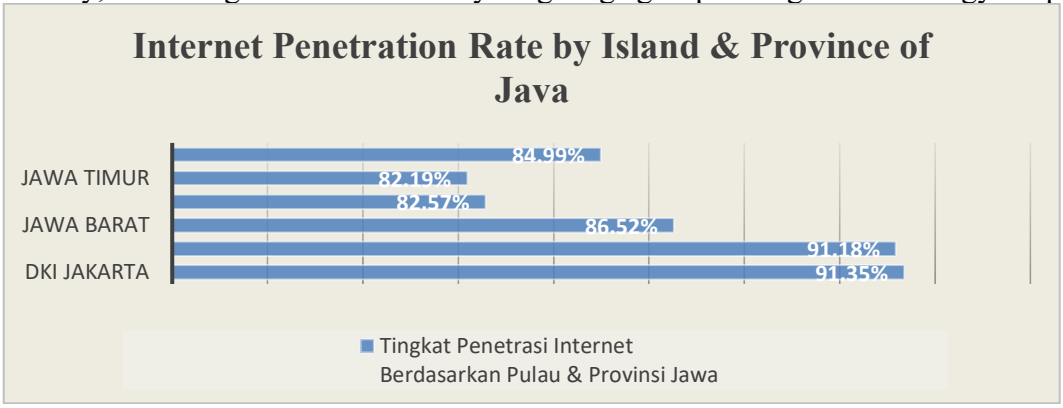

Figure 3
Penetration Data for Java Island & Province
Source: (APJII, 2025, p. 18)

In addition, we can see the data from the Indonesian Internet Service Providers Association report above, the DKI Jakarta region as the center of the economy and the highest urbanization in Indonesia shows a higher internet penetration rate, reaching 91.35%, with a significant contribution. In the data collection of Java Island & Province Penetration (APJII, 2025, p. 18) , this data shows that the Java region, especially Jabodetabek which includes DKI Jakarta and West Java, has a very high level of internet access. This condition increases digital activity, including the use of e-commerce. Therefore, Jabodetabek really represents an area with a high level of internet penetration and significant digital economic activity, making it relevant to analyze consumer purchasing decisions in the context of e-commerce.

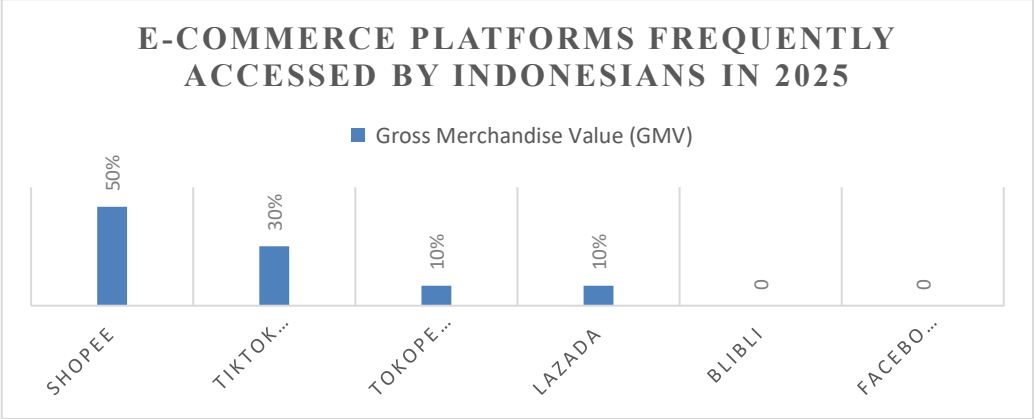

Figure 4
E-commerce Data Accessed by Indonesian Society in 2025
Source: (Katadata, 2025)

In line with this growth, competition between e-commerce platforms is getting tighter, in line with reports (Katadata, 2025) This indicates that the e-commerce platform is the most widely used by Indonesians. Shopee is strengthening its position through features. Meanwhile, TikTok Shop is emerging as a new competitor, combining the power of entertainment-based short-form video content and algorithms .

However, as it has developed, e-commerce no longer functions solely as a transaction platform, but has evolved into a digital ecosystem that integrates various features to enhance the user experience (Palmi et al., 2022) . This transformation demonstrates that consumer purchasing decisions are no longer solely influenced by traditional factors such as price, product quality, and consumer reviews, but also by how the platform is able to create interactive experiences, provide economic incentives, and facilitate ease in the payment process (Putri & Pardede, 2023; Sari et al., 2023) .

Numerous studies have shown that product reviews and ratings play a crucial role in building consumer trust and reducing perceived risk in online transactions (Pratama & Hidayat, 2022; Sari & Nugroho, 2023). However, in the context of increasingly fierce e-commerce competition, these factors are no longer the only ones. E-commerce platforms now compete through innovative features designed to increase engagement, influence consumer perceptions, and encourage purchases.

However, in the development of modern e-commerce, the concept of social commerce has emerged, integrating social activities into the digital transaction process. This concept emphasizes the role of interaction, social influence, and value creation in influencing consumer purchasing decisions (Guo & Li, 2022; Huang & Benyoucef, 2013) . Based on this concept, the four features in this study are represented as follows: live streaming as a form of interaction, affiliate marketing as a social influence, free shipping as an economic incentive, and paylater as payment flexibility.



Figure 5
Live streaming images of Shopee & TikTok
Source: entrepreneur.bisnis (2023)

One of the most developed features is live streaming. This feature allows sellers to showcase products directly through real-time video broadcasts, and interactions can increase trust and create a more interactive shopping experience compared to conventional promotions. Research (Salmaningrum et al., 2024) shows that live streaming has a significant influence on purchasing decisions. This finding aligns with several previous studies (Faisal et al., 2025) and (Ali et al., 2025) that found live streaming has a positive and significant effect on purchasing decisions. However, not all studies show consistent results.

Research by (Wicaksana, 2024) and (Hartarin et al., 2025) showed conflicting results, indicating that live streaming had no significant effect on purchasing decisions. This discrepancy reflects the lack of consistent live streaming in driving consumer purchasing decisions.

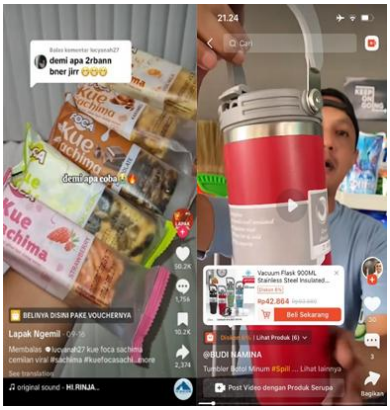

Figure 6
Creator Affiliate Image in E-Commerce
Source: (Tiktok & Shopee Application, 2025)

Furthermore, affiliate marketing is a strategy that leverages creator credibility to influence consumer perceptions and purchasing decisions through digital content such as reviews, unboxings, and product recommendations. However, previous research has yielded mixed results. (Sulistiyani, 2025), (Hardianawati, 2023), and (Alifatuzzuhroh et al., 2025) found that affiliate marketing significantly influences purchasing decisions, but research by (Adriana & Syaefulloh, 2023) yielded conflicting results, indicating that affiliate marketing has no significant influence on consumer purchasing decisions.



Figure 7
Free shipping campaign image in e-commerce
Source: (Tiktok & Shopee, 2025)

Free shipping is one of the most frequently used promotional strategies by e-commerce platforms to attract consumers. Low or even free shipping costs provide consumers with the perception of added value, encouraging them to make a purchase. Globally, research (Caracara-Flores et al., 2025) confirms that free shipping is the most influential strategy in increasing purchase intention and repeat purchases. However, research by (Sari et al., 2023) in Indonesia shows that free shipping is insignificant if not supported by price promotions or perceived product quality.



Figure 8
Paylater Campaign Image in e-commerce
Source: (Tiktok & Shopee, 2025)

Meanwhile, Paylater is becoming an increasingly popular feature, according to (Ministry of Finance, 2024) it is a payment service that provides consumers with the flexibility to make purchases in advance and pay in the following period.

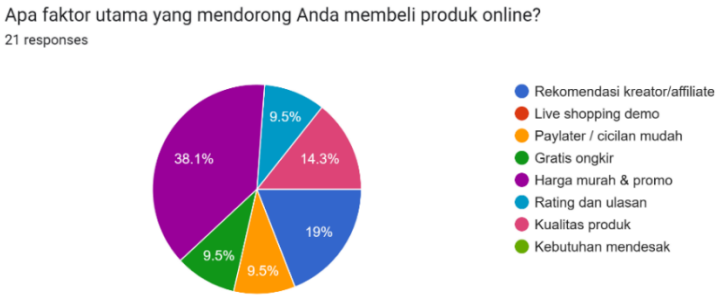

Figure 9
Data Driving Factors for Buying Products Online
Source: (Author's pre-survey, 2025)

Interestingly, however, the findings of this study's pre-survey showed different results. Of the 21 respondents, only 9.5% chose Paylater as the primary factor in their purchasing decisions. This creates a gap between previous research (Putri & Pardede, 2023) and (Husna, 2023), which actually found Paylater to have a significant influence on purchasing decisions.

Although these features have been widely used in e-commerce platforms, previous research has shown mixed results regarding the influence of each feature on purchasing decisions. Based on the phenomena and research gaps described above, this study was conducted to analyze the influence of Live Streaming, Affiliate Marketing, Free Shipping, and Paylater on digital consumer purchasing decisions in the Greater Jakarta area, specifically on the Shopee and TikTok Shop platforms, which currently dominate the Indonesian market.

RESEARCH METHOD

This study uses a causal quantitative approach to analyze the influence of e-commerce features, namely Live Streaming, Affiliate Marketing, Free Shipping, and Paylater, on digital consumer purchasing decisions on the Shopee and TikTok Shop platforms. The study subjects were consumers in the Greater Jakarta area who had made at least three purchases in the last six months. The study was explanatory with an ex post facto design and a cross-sectional approach, where data was collected once in the period December 2025–January

2026 through a closed-ended questionnaire based on Google Forms (Cooper & Schindler, 2017).

The sampling technique used non-probability sampling through judgmental sampling and quota sampling to maintain the proportion of Shopee and TikTok Shop users. The sample size was determined at 215 respondents based on the requirement of at least five times the number of research indicators (Sekaran & Bougie, 2016). The independent variables consisted of Live Streaming (X1), Affiliate Marketing (X2), Free Shipping (X3), and Paylater (X4), while the dependent variable was Purchase Decision (Y) (Kotler & Keller, 2022).

Data were analyzed using SPSS 26 using descriptive statistics, validity tests, reliability tests, classical assumption tests, and multiple linear regression. Hypothesis testing was conducted using the F test, t test, and coefficient of determination (R^2) to determine the influence of each variable on digital consumer purchasing decisions (Ghozali, 2021).

RESULTS AND DISCUSSION

A. Overview of Research Object

This research focuses on the e-commerce features used by Shopee and TikTok Shop—namely, Live Streaming, Affiliate Marketing, Free Shipping, and Paylater—and their influence on digital consumer purchasing decisions. These four features were chosen because they are the primary features actively utilized by both platforms to drive consumer purchasing interest and transactions in the digital era.

Shopee is a marketplace-based e-commerce platform focused on ease of transactions and a user-friendly shopping experience. It offers various purchasing support features, such as Shopee Live, which enables direct interaction between sellers and buyers, an affiliate program to expand product promotion reach, free shipping promotions, and Shopee Paylater, which facilitates payment. This combination of features makes Shopee one of the most widely used e-commerce platforms in Indonesia, particularly in urban areas like Greater Jakarta (Jabodetabek).

Meanwhile, TikTok Shop is an e-commerce platform that integrates shopping activities with short video content and live streaming. TikTok Shop leverages creators and affiliates to recommend products to consumers through informative and persuasive content. Through live streaming and affiliate marketing, consumers can make purchases directly after being exposed to the content, creating an interactive shopping experience.

The Greater Jakarta (Jabodetabek) region was chosen as the research location because it is a metropolitan area with high internet penetration and e-commerce activity. The characteristics of the Greater Jakarta population, dominated by the younger generation, with an urban lifestyle and frequent use of digital platforms, make this region relevant for studying digital consumer purchasing behavior. Therefore, this study is expected to provide a representative picture of the influence of Shopee and TikTok Shop e-commerce features on digital consumer purchasing decisions in the Greater Jakarta area.

B. Instrument Test

Instrument testing in this study was conducted to assess the validity and reliability of each questionnaire item. Validity testing was conducted by comparing the Corrected Item-Total Correlation value with the r table value at a significance level of 5%, while reliability testing was conducted using Cronbach's Alpha value with a minimum limit of 0.70. The test results showed that all indicators in the Live Streaming, Affiliate Marketing, Free Shipping, Paylater, and Purchase Decision variables met the criteria for validity and reliability, thus the research instrument was declared suitable for use in further analysis.

Each variable in this study is measured using several dimensions and indicators compiled based on theoretical studies. Details of the research variables, dimensions, and indicators are presented below.

Table 1
List of Research Variables, Dimensions and Indicators

Variables	Dimensions	Indicator
Live Streaming (X1)	Real-Time Interactivity	X1_1, X1_2
	Authenticity & Spontaneity	X1_3, X1_4
	Immersion & Emotional Engagement	X1_5, X1_6
	FOMO	X1_7, X1_8
Affiliate Marketing (X2)	Affiliate Credibility	X2_1, X2_2
	Content Quality	X2_3,X2_4,X2_5
	Ease of Link	X2_6, X2_7
	Product Relevance	X2_8, X2_9
Free Shipping (X3)	Attention	X3_1, X3_2
	Interest	X3_3, X3_4
	Desire	X3_5, X3_6
	Action	X3_7, X3_8
Paylater (X4)	Ease of Access	X4_1, X4_2
	Cost Transparency	X4_3, X4_4
	Debt Risk	X4_5, X4_6
	Payment Discipline	X4_7, X4_8
	Security & Legality	X4_9, X4_10
Purchase Decision (Y)	Decision Stages	Y_1, Y_6

1. Validity & Reliability Test of Pre-Questionnaire

The results of the validity and reliability tests indicate that all research instruments generally met the requirements for use in the main study. Validity testing was conducted by comparing the calculated r value with the table r value of 0.329 at a 5% significance level. An instrument is declared valid if the calculated r value is greater than the table r value. Reliability is measured using Cronbach's Alpha with a minimum limit of 0.70.

In the Live Streaming variable (X1), all indicators X1_1 to X1_8 have calculated r values above 0.329, thus all items are declared valid. A Cronbach's Alpha value of 0.853 indicates that the instrument has a good level of internal consistency and reliability. These results indicate that the dimensions of real-time interactivity, authenticity, emotional

engagement, and FOMO are able to consistently measure the influence of live streaming on consumer behavior.

The Affiliate Marketing variable (X2) also showed excellent results. All indicators X2_1 through X2_9 were declared valid because their calculated r values were greater than the table r values. A Cronbach's Alpha value of 0.953 indicates a very high level of reliability. This indicates that affiliate credibility, content quality, link accessibility, and product relevance are strong indicators in measuring the effectiveness of affiliate marketing on purchasing decisions.

For the Free Shipping variable (X3), all indicators were declared valid with a calculated r value above 0.329. A Cronbach's Alpha value of 0.899 indicates that the instrument is reliable and consistent. These results demonstrate that consumer attention, interest, desires, and actions are positively influenced by the free shipping program.

Meanwhile, for the Paylater variable (X4), most indicators were declared valid, except for indicator X4_6, which had a calculated r value of 0.081, thus being declared invalid and removed from the research instrument. After adjustment, the Paylater variable still showed good reliability with a Cronbach's Alpha value of 0.875.

For the Purchase Decision variable (Y), all indicators Y1 to Y6 were declared valid and reliable, with a Cronbach's Alpha value of 0.913. Overall, the test results demonstrate that the research instrument meets the validity and reliability criteria, making it suitable for use in further research analysis (Ghozali, 2021).

2. Results of the Validity and Reliability Test of the Questionnaire

Table 2.
Validity and Reliability Test Results

Indicator	CITC	Validity	Cronbach's Alpha	Reliability
X1_1	0.543	Valid	.795	Reliable
X1_2	0.593	Valid		
X1_3	0.625	Valid		
X1_4	0.616	Valid		
X1_5	0.627	Valid		
X1_6	0.729	Valid		
X1_7	0.660	Valid		
X1_8	0.744	Valid		
X2_1	0.800	Valid	.894	Reliable
X2_2	0.756	Valid		
X2_3	0.768	Valid		
X2_4	0.705	Valid		
X2_5	0.662	Valid		
X2_6	0.694	Valid		
X2_7	0.674	Valid		
X2_8	0.788	Valid		
X2_9	0.771	Valid		
X3_1	0.623	Valid	.830	Reliable

X3_2	0.659	Valid		
X3_3	0.711	Valid		
X3_4	0.629	Valid		
X3_5	0.719	Valid		
X3_6	0.725	Valid		
X3_7	0.683	Valid		
X3_8	0.727	Valid		
X4_1	0.755	Valid	.879	Reliable
X4_2	0.799	Valid		
X4_3	0.804	Valid		
X4_4	0.746	Valid		
X4_5	0.513	Valid		
X4_7	0.633	Valid		
X4_8	0.701	Valid		
X4_9	0.742	Valid		
X4_10	0.787	Valid		
Y1	0.732	Valid	.830	Reliable
Y2	0.782	Valid		
Y3	0.740	Valid		
Y4	0.768	Valid		
Y5	0.594	Valid		
Y6	0.770	Valid		

Source: Attachment Source

Based on the results of the validity and reliability tests of the main research questionnaire as presented in Table 2, all indicators in each variable have Corrected Item-Total Correlation values greater than the minimum limit set, so all indicators are declared valid. Furthermore, the results of the reliability test show that the Cronbach's Alpha value for each variable is above the minimum limit of 0.70, so all research variables are declared reliable. Thus, the questionnaire instrument used has met the validity and reliability criteria and is suitable for use in further data analysis.

C. Descriptive Analysis

1. Respondent Profile Analysis

Based on the results of data processing on 215 respondents, respondent characteristics were analyzed based on gender, age, domicile, and occupation. Based on gender, the majority of respondents were female (135 people) (62.79%), while 80 were male (37.21%). This indicates that women are more dominant in online purchasing activities.

In terms of age, the majority of respondents (43.72%) were aged 24–30, followed by those aged 18–23 at 35.81%. This indicates that the majority of respondents are of productive age and actively use digital platforms.

Based on domicile, the majority of respondents came from Jakarta (36.28%), followed by Bekasi (22.33%). Meanwhile, based on occupation, the majority of respondents were private sector employees (42.79%), followed by students (18.60%), and self-employed

(18.14%). These results indicate that respondents came from diverse backgrounds, with a predominance of active workers in the Greater Jakarta area.

2. Descriptive Analysis of Questionnaire Answers

Based on the descriptive analysis of questionnaire responses, all research variables received an average score in the strongly agree category (4.21–5.00). The Live Streaming variable had an average score of 4.28, indicating that respondents assessed the live streaming feature on Shopee and TikTok Shop as capable of creating interactive communication, providing a quick response, and encouraging purchasing interest through promotions and alleviating the fear of running out of products.

The Affiliate Marketing variable received an average score of 4.25. Respondents assessed that affiliates were able to convey product information clearly, engagingly, and easily understood, thereby increasing trust in the product recommendations provided. Furthermore, affiliate links were also perceived as easy to use, including the checkout process.

The Free Shipping variable achieved the highest average score, at 4.40. This indicates that free shipping promotions are a highly attractive factor for consumers, making prices seem lower, and encouraging respondents to check out and purchase products more frequently.

Meanwhile, the Paylater variable received an average score of 4.24. Respondents considered the Paylater service easy to use, secure, and convenient for transactions within their financial means. The Purchase Decision variable received an average score of 4.38, indicating a high tendency for respondents to make online purchases through e-commerce.

3. Research Result

Research Results of Classical Assumption Testing

a. Normality Test

The normality test is carried out to determine whether the residual values in the regression model are normally distributed or not.

Table 3.
Normality Test

Information	Unstandardized Residual
Sig.	**0.112**

Source: Appendix 8

Based on Table 3, it is known that the sample size (N) is 215 respondents. The test results show an Asymp. Sig. (2-tailed) value of 0.112, which is greater than the 0.05 significance level. Thus, it can be concluded that the residuals are normally distributed, so the regression model used has met the assumption of normality.

b. Multicollinearity Test

Multicollinearity testing is performed to determine whether there is a high correlation between independent variables in a regression model. The test is performed using Tolerance and Variance Inflation Factor (VIF) values.

Table 4.
Multicollinearity Test

Variables	Tolerance	VIF Free
Live streaming	0.444	2,345
Affiliate Marketing	0.327	3.118
Free Shipping	0.542	2,025
Paylater	0.484	2,270

Source: Appendix 8

In table 4, with the multicollinearity test using VIF, where all VIF values of the independent variables are <10. Thus, it can be concluded that there is no multicollinearity in the regression model used.

c. Heteroscedasticity

The heteroscedasticity test is useful for determining whether there is inequality in the variance of residuals from one observation to another. To determine whether heteroscedasticity exists, a statistical test using the Glejser test is performed.

Table 5.
Heteroscedasticity Test

information	Live streaming	Affiliate Marketing	Free Shipping	Paylater
Sig	0.504	0.02	0.413	0.397
Residual	0.05	0.05	0.05	0.05

Source: Appendix 8

Based on the results of the heteroscedasticity test using the Glejser test in Table 5, most of the independent variables have a significance value greater than 0.05, thus not showing any signs of heteroscedasticity. However, the Affiliate Marketing variable has a significance value of 0.02 (<0.05), indicating the presence of heteroscedasticity in that variable.

Nevertheless, the regression model in this study can still be used. This is supported by (Hair et al., p. 2009), who found that heteroscedasticity does not cause bias in the regression coefficient estimates but only affects the accuracy of the standard error estimates. Therefore, as long as violations do not occur across the board, the regression model is still suitable for analysis.

Multiple Linear Regression Analysis

a. Estimation of Multiple Linear Regression Equations

Table 6.
Results of Multiple Regression Analysis

Variables	Regression Coefficient
Constant	4,856
Live streaming	0.010

Affiliate Marketing	0.183
Free Shipping	0.362
Paylater	0.033

Source: Appendix 10

Based on the results of the multiple linear regression analysis in Table 6, the estimated regression equation is obtained as follows:

$$\hat{Y}= 4.856+ 0.010\ X1 + 0.183\ X2 + 0.362\ X3 + 0.033\ X4$$

Information :
$\hat{Y}$= Purchase Decision
X1= Live streaming
X2= Affiliate Marketing
X3= Free Shipping
X4 = Paylater

The regression equation shows the direction of the relationship between each independent variable and the dependent variable, Purchase Decision. A positive regression coefficient indicates that an increase in each independent variable tends to be followed by an increase in Purchase Decision, assuming other variables are held constant.

b. Testing the Suitability of the Regression Equation Model (F Test)

Table 7. F Test

	F	**Sig**
Mark	59,630	.000

Source: Appendix 10

Based on Table 7, it can be seen that the calculated F value is greater than the F table (59.630 > 2.69) and the significance is 0.000 < 0.05. This indicates that the regression model used in this study is feasible and able to explain the influence of the Live Streaming, Free Shipping, Affiliate, and Paylater variables simultaneously on the Purchase Decision variable.

c. Partial Regression Coefficient Testing (T Test)

Table 8.
Partial Regression Coefficient Testing (T Test)

Independent Variable	**Regression Coefficient (B)**	**Standardized Regression Coefficient (Beta)**	**t**	**Sig. (2-tailed)**	**Sig. (1-tailed)**
Live Streaming (X1)	0.010	0.013	0.177	0.860	0.430
Affiliate Marketing (X2)	0.183	0.288	3,458	0.001	0.000
Free Shipping (X3)	0.362	0.454	6,758	0.000	0.000
Paylater (X4)	0.033	0.054	0.765	0.445	0.223

Source: Appendix 10

Based on Table 4.27, it can be concluded that the multiple regression equation is:

1. **Live Streaming (X1)**
   The Sig. (1-tailed) value is 0.430 > 0.05 with a regression coefficient of 0.010. This indicates that Live Streaming does not have a significant effect on Purchasing Decisions.
2. **Affiliate Marketing (X2)**
   The Sig. value (1-tailed) is 0.000 < 0.05 with a regression coefficient of 0.183. This indicates that Affiliate Marketing has a positive and significant influence on Purchasing Decisions.
3. **Free Shipping (X3)**
   The Sig. value (1-tailed) is 0.000 < 0.05 with a regression coefficient of 0.362. This indicates that Free Shipping has a positive and significant effect on Purchasing Decisions and is one of the dominant factors in influencing Purchasing Decisions.
4. **Paylater (X4)**
   The Sig. (1-tailed) value is 0.223 > 0.05 with a regression coefficient of 0.033. This indicates that Paylater does not have a significant effect on Purchasing Decisions.

d. Coefficient of Determination R^2 Test

Table 9.
Results of the Determination Coefficient Test

R	R Square	Adjusted R Square	Standard Error of the Estimate
.729	0.532	0.523	2,247

Source: Appendix 10

Table 9 shows an Adjusted R-Square of 0.523, or 52.3%. This indicates that the variables Live Streaming, Affiliate Marketing, Free Shipping, and Paylater explain 52.3% of the variation in Purchasing Decisions, while the remaining 47.7% is explained by other variables outside this research model.

The Effect of Live Streaming on Purchasing Decisions

Based on the results of the research that has been conducted, the Live Streaming variable obtained an average score of 4.28 which is in the strongly agree category, indicating that respondents have a positive perception of the existence of the Live Streaming feature on *e-commerce platforms* . However, the results show a significance value of 0.430 > 0.05, so statistically the Live Streaming variable is not proven to have a significant effect on Purchasing Decisions.

These findings indicate a discrepancy between consumers' positive perceptions of the Live Streaming feature and its role in driving purchasing decisions. Live Streaming functions more as a means of entertainment, information seeking, and increasing initial interest, but has not yet become a primary determining factor in purchasing decisions. Consumer purchasing decisions tend to be more influenced by rational and economic factors, such as price benefits and cost efficiency, as reflected by other variables in this study that have proven significant. The results of this study are in line with previous research conducted by (Erlina Putri Febriani1, 2023) and (Sinaga & Rochdianingrum, 2023) which stated that the

Live Streaming feature does not have a significant influence on consumer purchasing decisions.

To strengthen these findings, researchers also conducted brief interviews with several active Shopee and TikTok Shop users, where several respondents stated that " Usually, they watch live just to browse or look for product information, but they still buy when they wait for free shipping or vouchers." Another respondent also stated that "Live streaming is interesting, but purchasing decisions are more about price and shipping. If shipping is expensive, they still won't buy," indicating that respondents generally watch live streaming only to see products or promotions, while purchasing decisions are still influenced by factors like free shipping and discounts.

Thus, it can be concluded that Live Streaming has not been able to significantly drive purchasing decisions and plays more of a supporting role in the marketing process than as the main determining factor for purchases.

The Influence of Affiliate Marketing on Purchasing Decisions

Based on the research results, the Affiliate Marketing variable obtained an average score of 4.25, which is in the strongly agree category, indicating that respondents have a positive perception of the role of affiliate marketing in shopping activities on the Shopee and TikTok Shop platforms. Furthermore, the results show a significance value of 0.000 < 0.05, so it can be statistically concluded that Affiliate Marketing has a positive and significant effect on Purchasing Decisions. This finding indicates that affiliate marketing is very effective in helping consumers who need detailed product information before making a purchase, because the content delivered by affiliates generally includes not only promotions, but also usage experiences, explanations of product advantages and disadvantages, and comparisons with other products.

This more personalized and contextual information delivery helps consumers build a more comprehensive understanding, reduces uncertainty, and lowers perceived risk in purchasing decisions. Furthermore, affiliate recommendations that are perceived as honest and relevant can increase consumer trust, allowing for a more confident and rational evaluation of alternatives. The results of this study align with most previous research (Alifatuzzuhroh et al., 2025) and (Kurniawati et al., 2024), which found that affiliate marketing has a positive and significant influence on purchasing decisions on various e-commerce platforms.

Thus, it can be concluded that Affiliate Marketing is an effective marketing strategy in encouraging purchasing decisions, especially for consumers who need clear information and confidence before making a transaction**.**

The Influence of Free Shipping on Purchasing Decisions

Based on the results of the research that has been conducted, the Free Shipping variable obtained an average score of 4.40, which is in the strongly agree category, indicating that respondents have a very positive perception of the benefits of Free Shipping in Shopee and TikTok Shop shopping activities. Furthermore, the results show a significance value of 0.000 <0.05, so it can be concluded that the Free Shipping variable is proven to have a positive and significant effect on Purchasing Decisions. This finding indicates that the existence of Free Shipping is able to reduce the cost burden felt by consumers, thereby increasing the tendency of consumers to complete the purchase transaction. Empirically,

cost-saving incentives such as Free Shipping are a factor that is highly considered by consumers, especially in the context of online shopping, which is sensitive to additional shipping costs. The results of this study are in line with previous research (Marpaung, 2022) and (Razali et al., 2022), which stated that Free Shipping is one of the main factors influencing consumer purchasing decisions. Thus, it can be concluded that Free Shipping has an important and significant role in driving Purchasing Decisions.

The Influence of Paylater on Purchasing Decisions

Based on the results of the research that has been conducted, the Paylater variable obtained an average score of 4.24 which is in the strongly agree category, indicating that respondents have a positive perception of the existence of the Paylater facility on the Shopee and TikTok Shop platforms. However, the results show a significance value of 0.445 > 0.05, so statistically the Paylater variable is not proven to have a significant effect on Purchasing Decisions. This finding indicates a difference between consumers' positive perceptions of the Paylater facility and its role in driving purchasing decisions, where Paylater is seen more as a transaction support facility that provides payment flexibility, but has not been a major determining factor in purchasing decisions. Consumer purchasing decisions tend to be more influenced by rational and economic considerations, such as the ability to pay directly, control spending, and perceptions of additional costs that may arise from using Paylater.

The results of this study differ from (Husna, 2023), (Tiara Ratnaningrum et al., 2024) most previous studies that stated that Paylater has a significant influence on purchasing decisions. This difference shows that in the context of this study, consumers have not yet made Paylater a primary factor in determining purchasing decisions. The researcher also conducted brief interviews with several active Shopee and TikTok Shop users, where several respondents stated that " I use Shopee and TikTok Shop, but I don't understand how to use the Paylater feature." And some respondents said "I also use Shopee and TikTok Shop, but using Paylater feels quite complicated, so I prefer the transfer payment method."

However, interview results also indicate that some consumers prefer Paylater because it's easy to use and offers a variety of attractive promotions, especially when used wisely and in a controlled manner. These consumers believe Paylater facilitates smooth transactions without having to wait for cash, especially when additional incentives like discounts or cashback are offered. However, this preference is conditional and limited to certain consumer segments, so it's not yet strong enough to make Paylater a primary factor influencing purchasing decisions overall.

Thus, it can be concluded that Paylater does not have a significant influence on Purchasing Decisions and plays a role more as a transaction support feature, not as the main factor determining consumer purchasing decisions.

CONCLUSION

Based on the results of research and hypothesis testing regarding the influence of Live Streaming, Affiliate Marketing, Free Shipping, and Paylater on Purchasing Decisions on the Shopee and TikTok Shop e-commerce platforms, the following conclusions were obtained:

1. Live streaming has not been shown to significantly influence purchasing decisions. This suggests that while live streaming can attract attention and increase consumer interest, it is not yet a primary factor in driving purchasing decisions. Consumers tend to use live

streaming as a means of seeking information and entertainment, rather than as a primary basis for purchasing decisions.

2. Affiliate marketing has been proven to significantly influence purchasing decisions. This demonstrates that recommendations from credible and informative affiliates can increase trust and assist consumers in evaluating products. The more effective the information delivered through affiliate marketing, the greater the likelihood of consumers making a purchase.
3. Free shipping has been shown to significantly influence purchasing decisions. This indicates that incentives in the form of shipping cost savings are a key factor consumers consider when shopping online. Free shipping can increase perceived value and encourage consumers to make a purchase immediately.
4. Paylater was not proven to significantly influence purchasing decisions. This indicates that while the Paylater feature offers convenience and payment flexibility, consumers haven't considered it a primary factor in their decision-making. Consumers tend to prioritize price, promotions, and financial capabilities over credit payment options.

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