

## THE EFFECT OF LIVE STREAMING, PROMOTIONS, AND VIRAL MARKETING ON SHOPEE PURCHASING DECISIONS AMONG COLLEGE STUDENTS



Marsita Julia Bakti<sup>1</sup>

Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia

[Marsitajulia01@gmail.com](mailto:Marsitajulia01@gmail.com)

Dhani Efita Sari<sup>2</sup>

Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia

[Des576@ums.ac.id](mailto:Des576@ums.ac.id)

### Abstract

Currently, there are many e-commerce platforms used to sell online, one of which is Shopee. Shopee offers a live-streaming feature with various promotions. The promotion is spread through a form of social media marketing known as viral marketing. This study aims to determine the effect of live streaming, promotions, and viral marketing on purchasing decisions at Shopee for students. This study uses quantitative research methods with a causal-comparative design. The sample in this study consisted of 187 accounting education students, at Universitas Muhammadiyah Surakarta. Sampling was done using simple random sampling, and data collection was carried out by distributing questionnaires. The results of this study indicate that the F-test (simultaneous) and t-test (partial) show that live streaming has a significant effect on purchasing decisions, promotion has a significant effect on purchasing decision variables, viral marketing has a significant effect on purchasing decision variables, and live streaming, promotion, and viral marketing have a significant effect on purchasing decisions.

**Keywords:** Live Streaming, Promotions, Purchasing Decision, Viral Marketing

## INTRODUCTION

Rapid technological advancements have led to substantial growth, with businesspeople leveraging the Internet as a marketing medium and providing consumers with online opportunities. According to a study on a common e-commerce platform, 64.9 percent utilize social networking, 22.9 percent use messenger services, 14.4 percent engage in online communities, 5.7 percent utilize online shop blogs, 2.3 percent use online shop sites, and 1.5 percent prefer email marketing (Kano et al., 2022). This data underscores the effectiveness of digital marketing strategies in boosting product sales, highlighting the evolution of technology that allows consumers to access everything through their gadgets.

Nowadays, the heavily used digital marketing is the Shopee. The Shopee is one of the most widely used sellers to sell her wares online, so it contributes to the largest omzet in Indonesia.



Source: Katadata Insight Center (KIC)

**Figure 1**

### **Market Place Contributor Omzet**

Figure 1 illustrates Shopee's dominance, capturing the largest share of active visitors at 57%. Shopee's appeal lies in its promotional offers, including free money, cashback, and discounts. The platform provides various features to facilitate sales and promotions, such as free cashback, discount deals, Shopee Shoots, and live Shopee (Suranto et al., 2022). The platform's multifaceted features attract the public not only for shopping but also for engaging in games that can earn coins. According to Gatot Suhendra (2020), Shopee is the preferred option, particularly among the age groups of 19-24 and 25-30, with 49% and 10% preference rates, respectively. The Shopee platform's interactive features contribute to its popularity,

supported by 10,000 (6 percent) Shopee coins. Among those aged 18 to 19, there is a 36% preference, while at the age of 20, it rises to 64%. This suggests that individuals aged 20 and above were born between 1990 and 2000, as indicated by (Kurjono & Yolanda, 2022).

Students utilize Shopee platforms for their shopping due to the influence of the consensual way of life that compels students to adapt to their environment (Rosyid et al, 2023). Students assert that lifestyle changes can influence not only the way they dress but also their brand choices, reflecting consensual behavior that influences everyone to follow suit (Nurhasanah, 2023). Consequently, online purchases are influenced by three major factors: convenience, lifestyle, and price (Sari & Elsandra, 2022). Modern lifestyles encourage people to embrace technology, and online shopping has become a trend to avoid falling behind. Competitive prices on online shopping sites are often more economical than traditional markets, making pricing a significant consideration for online purchasing decisions (Nasution & Putri, 2019).

The decision to make a purchase is influenced by personal choice and a mindset Sawlani (2021:19) when choosing a product after a decision-making process. In the purchase decision, several factors are considered, including trust, as online transactions provide assurance and symmetrical information (Rohmah, 2021). Shopee has implemented features that enhance consumer trust, with one notable feature being Shopee Live. The live Shopee feature facilitates information retrieval for consumers.

Shopee Live is a live streaming feature on the Shopee platform. Live streaming is a significant factor in purchase decisions as it facilitates communication (Zahra, 2023). Live streaming refers to a live broadcast over a network that allows many viewers to follow events as if they were present at the original site (Kurniawati, 2019). In live streaming, features are incorporated to ease communication between sellers and buyers, as noted by Prajana et al. (2021) consumers can obtain detailed information about products, including materials, texture, forms, strengths, and weaknesses. Anisa et al. (2022) stress that sellers should prioritize reliability, responsiveness, wait-time, information security, and user perception of the ease of features. Moreover, marketing through live streaming on the Shopee platform allows businesses to directly present products to customers Zahra (2023), instilling

confidence in consumers to make informed purchasing decisions. In live streams, consumers express interest in buying due to business promotions

The opinion Kotler (2017:198) that with the promotion can spread faster and clearly more effective in influencing consumer purchases. Promotion is part of a marketing strategy aimed at disseminating messages, shaping, and reminding market targets of its companies and products and to encourage markets to accept, buy and maintain their allegiance to the products offered by the companies (Angraini & Harwani, 2020). The function of promotions is to inform consumers, increase sales, maintain sales stability, establish product positions in the market, and create a product image (Mulyana, 2019). In the Shopee app, vendors often promote sales through flash sale sessions to market their products. However, the problem with the use of these time-limited promotions is that consumers often encounter transaction issues or have difficulty accessing the application (Husnah et al, 2023). This is due to a surge in the number of consumers wanting to purchase the products offered, which could result in instability in the system during the flash sale session (Furianto, 2023). Riska et al. (2022) mention that promotions affect purchasing decisions due to discounts, cashback, and detailed digital displays on Shopee. A flash sale can usually be identified by informing consumers that Shopee has a flash sale, and the information tends to spread rapidly, a phenomenon known as viral marketing.

Viral marketing can also influence purchasing decisions by allowing prospective consumers to believe in what others are saying and consistently talking about (Septhi & Hidayat, 2021). Viral marketing is an innovative strategy that uses existing social media networks to advertise products or services. Hamade (2021) emphasizes that one of the most important innovative techniques used today is viral marketing through social media, with 63% of consumers highly engaged. Three main aspects of using social media are to establish social relationships, provide comfort, relaxation, and create content (Aini & Kusmiyanti, 2021). Building social connections is one of the viral marketing strategies described as a marketing tool in which communities are inspired to share information rapidly, similar to the spread of a virus (Purwanto et al., 2023). This typically involves linking potential consumer messages for recommendations to other consumers through social media (Agesti et al., 2021).

More social media users, particularly college students, can influence interest in purchasing offered products. This is due customer recommendations, newsletters, linking strategies, communities, free offers, sweepstakes, lists of prospective buyers, chatrooms, reference lists, product texts, affiliate programs, dan search engines (Hamade, 2021).

Based on these explanations and the opinions of experts, it could be interpreted that the purpose of this study is to test the effects of live broadcast, promotion, and marketing of the virus on shopee purchase decisions at the university of Surakarta. Although previous research Furianto (2023) had an influence on the decision of the purchase and the research focused on the general shopee user, the new research was focused on shopee users among Surakarta university students. The study is expected to provide the college and community students with information shopee decisions, as the platform now offers various features for ease and marketing strategies, making it attractive for consumers in their purchase decisions.

## **REVIEW OF LITERATURE**

### **Live Streaming on Purchasing Decisions**

Previous research states that live streaming significantly influences purchasing decisions (Kurniastuti et al., 2022; Zahra, 2023). Live streaming is one of the features that makes it easier for buyers to get information about products (Eka & Fikriyah, 2023; Rahmayanti & Dermawan, 2023). In addition, live streaming can influence purchasing decisions if it is routinely promoted continuously rather than seeing testimonials or in the form of writing in the feed and live streaming can display visual and aural digital content instantly and in real time when viewing marketing campaigns (Sofiana & Dewanti, 2023). Thus, live streaming has a role in making it easier for consumers to get information directly by showing products in real time. Therefore, many consumers are satisfied because they get the product, they want because of the live streaming feature. Based on previous research, researchers can conclude that live streaming can influence purchasing decisions. With this, the following hypothesis can be used:

H1: Live streaming can provide convenience that can influence consumer purchasing decisions.

### **Promotion on Purchasing Decisions**

Promotion has a relationship with purchasing decisions, it has been found in previous research that has a significant relationship between promotions and purchasing decisions to consumers. Attractive promotions can influence purchasing decisions (Afrizal; Nugroho, 2022; Angraini & Harwani, 2020; Riska et al., 2022). The strategy in shopee which is one of the main factors in making purchasing decisions with discounts (Muhlasin, 2021; Prasetyono et al., 2021). Promotions carried out at shopee usually on free shipping which is in great demand by consumers, this is one of the reasons why consumers make purchasing decisions (Siahaan & Christiani, 2021). Based on previous research, it can be concluded that promotions can have a significant effect on purchasing decisions. With this, the hypothesis used is:

H2: Attractive promotions can influence purchasing decisions.

### **Viral Marketing on Purchasing Decisions**

Viral marketing that has a good marketing strategy can influence purchasing decisions, this is stated by previous research (Diawati et al. 2021; Irwansyah et al. 2019). In viral marketing, the spread of messages can be measured through the number of likes, with a lot of likes, positive comments, the faster marketers will achieve the main goal of consumers in making purchasing (Hamade, 2021). Viral marketing must be active on social media by marketing contagiously to others to spread information so that consumers are interested in the product if it makes potential customers aroused to make purchasing decisions through shopee e-commers (Agesti et al. 2021; Hidayati, 2018; Septhi & Hidayat, 2021). Based on previous research, it can be concluded that viral marketing must be active on social media in order to get information so that consumers will be interested in the product and can make purchasing decisions. With this, the hypotheses that can be used are

H3: Viral Marketing that is active on social media can influence purchasing decisions.

## **Live Streaming, Promotion, and Viral Marketing on Purchasing Decisions**

Live streaming, promotion, and viral marketing are related to the influence on purchasing decisions (Furianto, 2023). In live streaming there are usually promotions from sellers directly so that this increases purchasing decisions because promotions often appear on the front page (Febriyantoro & Febriah, 2023). A consumer knows about promotions usually from viral marketing, this is supported by research from before (Subagyo et al., 2021) if the impact of promotions on social media has a significant value on viral marketing so that viral marketing can influence purchasing decisions. Based on previous research, it can be concluded that live streaming, promotion, and viral marketing have an influence on purchasing decisions. With this, the hypothesis used is:

H4: Live streaming, promotion, and viral marketing can influence purchasing decisions.

## **RESEARCH METHOD**

### **Object, Population, and Sample**

This study uses a quantitative method with a casual comparative design. in this study using the object of products of interest to students at Shopee. The population in this study were active Shopee users from students of Universitas Muhammadiyah Surakarta, Faculty of Teacher Training and Education, Accounting Education Study Program, class of 2017-2023. The sampling technique used in this study is probability sampling because this technique provides equal opportunities for each member of the population to be selected as a sample member. The sample used was simple random sampling with a total of 187 students using the Slovin formula. Using simple random sampling because population members use randomly without regard to strata or levels in these members. Sampling using a formula in excel that will appear randomly.

### **Variable Operationalization**

The variables tested in this study are unobservable which are measured indirectly with adequate indicators. The indicators for each variable are listed in table 1

**Table 1**  
**The Instrument**

<b>Variable</b>	<b>Indicator</b>	<b>References</b>
Live Streaming	<ol style="list-style-type: none"> <li>1. Reliability</li> <li>2. Response</li> <li>3. Waiting time</li> <li>4. Information circumstances</li> <li>5. Perception of use with ease of features</li> </ol>	Anisa et al, (2022)
Promotions	<ol style="list-style-type: none"> <li>1. Discount</li> <li>2. Cashback</li> <li>3. Digital display</li> </ol>	Astuti & Anggresta (2022)
Viral Marketing	<ol style="list-style-type: none"> <li>1. Customer recommendation</li> <li>2. Reference list</li> <li>3. Free order</li> </ol>	Hamade (2021)
Purchase Decisions	<ol style="list-style-type: none"> <li>1. Introduction of problem</li> <li>2. Information retrieval</li> <li>3. Alternative evaluations</li> <li>4. Making a purchase of products</li> <li>5. Post purchase</li> </ol>	Anisa et al, (2022)

Source: data that has been processed by the authors (2023)

### **Data Collection and Measurement**

This study uses a questionnaire given to respondents with the condition that students are Shopee users to obtain data on the problem under study. In this study, the questionnaire was distributed via Whatsapp. In this study, each answer to the variable uses a value system with a number 4 (Strongly Agree, Agree, Disagree, Strongly Disagree).

### **Instrument Validity and Reliability Test**

Before conducting validity and reliability tests, researchers conducted validity trials and reliability trials which were distributed to several samples similar to the research sample. The validity test serves to measure whether a questionnaire is valid or not. This validity test calculates the correlation between the values obtained from the existing question items. A question is said to be valid if the significant level is  $< 0.05$ . Meanwhile, a questionnaire is

said to be reliable if the respondent's answer to the question is consistent or stable over time. The questionnaire is said to be reliable if Cronbach Alpha > 0.07. from the results of the instrument, it can be seen that the indicators of the four variables are declared valid below 0.05, the four variables are also declared reliable because the Cronbach Alpha value is > 0.07. the results of the instrument test can be seen in table 2.

**Table 2**  
**Validity and Reality Result**

<b>Variable</b>	<b>Indicator</b>	<b>R (count)</b>	<b>r (table)</b>	<b>Result</b>	<b>Alpha</b>	<b>Result</b>		
Live Streaming (X1)	Reliability	0.662	0,1435	Valid	0.899	Reliable		
		0.64	0,1435	Valid				
	Response	0.786	0,1435	Valid				
		0.75	0,1435	Valid				
	Waiting time	0.761	0,1435	Valid				
		0.725	0,1435	Valid				
	Information circumstances	0.691	0,1435	Valid				
		0.732	0,1435	Valid				
Promotion (X2)	Perception of use with ease of features	0.748	0,1435	Valid				
		0.750	0,1435	Valid				
	Discount	0.692	0,1435	Valid	0.811	Reliable		
		0.689	0,1435	Valid				
	Cashback	0.735	0,1435	Valid				
		0.737	0,1435	Valid				
	Digital display	0.726	0,1435	Valid				
		0.725	0,1435	Valid				
Viral Marketing (X3)	Customer Recommendation	0.726	0,1435	Valid			0.812	Reliable
		0.715	0,1435	Valid				
	Reference List	0.725	0,1435	Valid				
		0.711	0,1435	Valid				
Free Offer	0.724	0,1435	Valid					

		0.716	0,1435	Valid		
Purchase Decisions (Y)	Introduction of problem	0.672	0,1435	Valid	0.872	Reliable
		0.676	0,1435	Valid		
	Information Retrieval	0.684	0,1435	Valid		
		0.700	0,1435	Valid		
	Alternative Evaluations	0.674	0,1435	Valid		
		0.718	0,1435	Valid		
	Making a purchase of products	0.643	0,1435	Valid		
		0.700	0,1435	Valid		
Post Purchase	0.688	0,1435	Valid			
	0.682	0,1435	Valid			

Source: data that has been processed by the authors (2023)

In table 2, the results of the validity and reliability tests have a very strong relationship as evidenced by the table value of 0.1435, with a significant 5% and  $n = 197$ , which means that the indicators in this study are valid. The Cronbach Alpha value is above 0.70 so that each variable is declared reliable. The instrument test results show that the questions in the questionnaire can measure the variables tested so that they can be trusted.

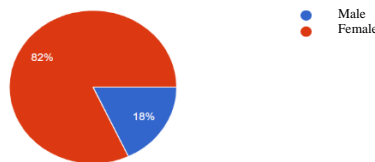
### Data Analysis

This research uses the analysis of the Statistical Package for the Social Sciences where at that time SPSS was made for the purposes of statistical data processing for the sciences, the data in the SPSS Data Editor must be formed in the form of rows (cases) and columns (variables). Cases contain information for one unit of analysis, while variables are information collected from each case. Features offered include IBM SPSS Data Collection for collecting data, IBM SPSS Statistics for analyzing data. The SPSS used to analyze this data was SPSS version 23.

## RESULTS AND DISCUSSION

### Respondent Demographic Characteristics

Respondents in this study can be explained by several characteristics, including gender, generation, and having shopped at shopee. In figure 2 shows that the majority of respondents are women with shopee users. This happens randomly and shows that women are the biggest consumers of shopee users.



**Figure 2**  
**Respondent Demographic Characteristics**

### Descriptive Test

In table 3 shows that the live streaming variable has an average value of 32.59, a median value of 33, a highest frequency of 30, and a standard deviation of 4.499. The promotion variable has an average value of 20.04, a median value of 20, a highest frequency of 41, and a standard deviation of 2.666. The viral marketing variable has an average value of 20.40, a median value of 21, a highest frequency of 21, and a standard deviation of 2.614. The purchasing decision variable has an average value of 34.06, a median value of 34, a highest frequency of 30, and a standard deviation of 4.170.

**Table 3.**  
**Results in a Descriptive Test**

Variable	N	Mean	Median	Modus	Std. Deviation
Live streaming	187	32.59	33	30	4.499
Promotions	187	20.04	20	18	2.666
Viral marketing	187	20.40	21	18	2.614

Purchase Decisions	187	34.06	34	30	4.170
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Source: data that has been processed by the authors (2023)

**Basic Assumptions Test**

The normality test aims to determine whether the data to be analyzed has a normal distribution or not. The results of the normality test in table 4 using the Monte Carlo method using systematic development by utilizing random numbers. The purpose of doing Monte Carlo is to see whether the data is normally distributed or not from the data that has been tested from samples that are random or too extreme in value. So, in table 4 shows that the significant value is 0.140 which indicates normal distribution because the basis for decision making is determined if the significance ( $\alpha$ ) < 0.05 then the data is said to be not normally distributed and vice versa.

The homogeneity test is used to determine whether the data used for the same variant. Based on the table 4 that the homogeneity test of the three variables has a significant value > 0.05, the data is declared homogeneous and can be used for different test analysis.

**Table 4**  
**Normality and Homogeneity Test Results**

Model	Sign
Live streaming	0.610
Promotion	0.543
Viral Marketing	0.100
Monte Carlo	0.140

Source: data that has been processed by the authors (2023)

The linearity test is used to determine the results of variables that have a significant linear relationship or not. Based on table 5 shows that the deviation from linearity value has a value of 0.110 > 0.05, it can be concluded that it has a linear relationship and a model that is suitable for conducting regression tests.

**Table 5**  
**Linearity Test Results**

Model	Sign
Live streaming	0.110
Promotion	0.176
Viral Marketing	0.075

Source: data that has been processed by the authors (2023)

### Classical Assumption Test

In the multicollinearity test on the three variables shows that the tolerance value  $>$  from 0.10 therefore it shows that there is no significant correlation between variable X. Besides that, it can be seen from the VIF value that of the three variables shows that the VIF value  $<$  from 10, so from the three analyzes above there is no multicollinearity in the regression model or there is no significant correlation between variable X which can be seen from table 6.

**Table 6**  
**Results Classical Assumption Test**

Model	Tolerance	VIF	Significant
Live streaming	0.449	2.228	0.075
Promotion	0.486	2.058	0.170
Viral Marketing	0.560	1.785	0.187

Source: data that has been processed by the authors (2023)

In table 6 it can be concluded that the Heteroscedasticity test has a sig value  $>$  0.05, it shows that the regression model tested does not occur heteroscedasticity and is suitable for regression testing.

## Multiple Linear Regression

Multiple linear regression is used to determine the relationship pattern between the dependent variable and more than one independent variable. in table 7 are the results of multiple linear regression analysis

**Table 7**  
**Regression Test Results**

Variable	B	t	Sig	Result
(constant)	4.456	2.876	0.005	Sign
Live streaming	0.261	4.458	0.000	Sign
Promotion	0.328	3.451	0.001	Sign
Viral Marketing	0.711	7.876	0.000	Sign
F	124.679		0.000	
R <sup>2</sup>			0.671 or 67.1%	

Source: data that has been processed by the authors (2023)

Based on the presented table results, the hypotheses can be summarized as follows:

**H1: There is a positive and significant influence of viral marketing on Shopee user purchase decisions.**

The t-test results for the viral marketing variable indicate a t-value of 4.458, with significance at the 0.05 level and a critical t-value of 1.973. Therefore, H<sub>1</sub> is accepted, indicating that viral marketing has a positive and significant impact on Shopee user purchase decisions.

**H2: There is a positive and significant influence of promotion on Shopee user purchase decisions.**

The t-test results for promotion variables show a t-count value of 3.451, with a significant value at the 0.05 level and a t-table value of 1.973. Therefore, H<sub>2</sub> is accepted,

indicating that promotion has a positive and significant impact on Shopee user purchase decisions.

**H3: There is a positive and significant influence of live streaming on Shopee user purchase decisions.**

The t-test results for the live streaming variable show a t-value of 7.876, with significance at the 0.05 level and a critical t-value of 1.973. Thus, H<sub>3</sub> is accepted, indicating that live streaming has a positive and significant impact on Shopee user purchase decisions.

**H4: There is a positive and significant simultaneous influence of live streaming, promotion, and viral marketing on Shopee user purchase decisions.**

The F-test for the independent variables reveals an F-count value of 124.679, with a significant value at the 0.05 level and an F-table value of 2.665. Therefore, H<sub>4</sub> is accepted, suggesting that live streaming, promotion, and viral marketing simultaneously have a positive and significant impact on Shopee user purchase decisions. The collective impact of live streaming, promotion, and viral marketing on Shopee user purchase decisions is 67.1%. In conclusion, the statistical tests support the four hypotheses raised in the study.

## CONCLUSION

In this series of research, analysis, and hypothesis testing, some important findings emerged from the multiple linear regression test, which showed that the t-test and f-test showed a positive and significant impact of live streaming on purchasing decisions. This is because there is effective communication between sellers and buyers during transactions, providing the information buyers need and ultimately making purchases easier. on the second variable, namely promotion, shows a positive and significant impact on purchasing decisions at Shopee, which is associated with flash sales that offer many discounts, such as cashback, free shipping, in-game coins and descriptions on high product quality can also affect promotion because it can attract consumers. Viral marketing has a positive and significant impact on purchasing needs, utilizing the active social media presence of college students, especially women, who influence other consumers in their purchasing decisions.

The combined effect of live streaming, promotion, and viral marketing has a positive and significant influence on purchasing decisions, because these three variables influence each other in making purchasing decisions through live streaming, which has easy communication and information dissemination features and can be supported by promotions and the effectiveness of viral marketing lies in its ability to spread it. So that this research is made use of by students 1) can see the product or service directly, allowing direct interaction between sellers and consumers, 2) Effective promotion through social media or streaming platforms can also influence students' perceptions of certain products or services, and 3) viral marketing strategies can make content or information about a product spread quickly among students. And for shopee, namely maintaining or developing features in ease of shopping. However, this study has limitations, namely that the sample in this study is only limited to students of the Surakarta Muhammadiyah University accounting education study program due to limited time, cost, and energy. So, for further research to explore other variables, and look for more population locations so that the data will be more accurate and prove that there is an influence on live streaming, promotion, and viral marketing on purchasing decisions.

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