THE INFLUENCE OF LIVE STREAMING, CONTENT MARKETING, AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS
(A Study on TikTok Shop Ceilo Official)

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Abstract

This study aims to analyze the influence of Live Streaming, Content Marketing, and Online Customer Review on Purchasing Decisions in purchases via E-commerce on the TikTok Shop application. With a focus on ceilo official followers the method used in this study is associative with a quantitative approach. Data was collected through a questionnaire distributed to 98 respondents with a purposive sampling technique. The results of the study indicate that Live Streaming has a positive and significant effect on Purchasing Decisions. Content Marketing has a positive and significant effect on Purchasing Decisions. However, Online Customer Review does not have a significant effect partially on Purchasing Decisions. However, simultaneously, the three variables have a significant effect on Purchasing Decisions on Ceilo official TikTok Shop.

Keywords: Live Streaming, Content Marketing, Online Customer Review, Purchasing Decisions, TikTok Shop, Ceilo Official

INTRODUCTION

Technological advancements today are developing at a very rapid pace, especially in the field of information and communication technology. The increasing accessibility of the internet has had a significant impact on many aspects of society. For example, people's lifestyles have become much more practical. With the internet, individuals can carry out various daily activities more efficiently, such as online shopping. The internet has also played a major role in changing consumer behavior. In this digital era, consumers have quick and easy access to various product and service information. One platform currently used by the public is TikTok.

As of July 2024, the number of TikTok users in Indonesia reached 157.6 million, according to the "Countries with the largest TikTok audiences as of July 2024" report published by the research firm Statista in August 2024. With this figure, Indonesia has become the country with the largest number of TikTok users in the world. TikTok launched the TikTok Shop feature on April 17, 2021, with the main goal of providing sellers and creators with greater opportunities to reach potential buyers. By introducing TikTok Shop, the platform aims to integrate e-commerce elements into its social environment, enabling users to discover and purchase products more easily while continuing to enjoy the content they like (Ernawati & Sri, 2024).

Along with the development of TikTok Shop, the platform also introduced a live streaming feature. Data shows that sellers' sales increased by up to 76% worldwide thanks to the use of live streaming, while 67% of TikTok users tend to shop during live sessions. This indicates that this interactive format is able to attract users' attention and interest, making the shopping experience more dynamic and engaging. This is supported by data from socialmediamarketer.id in the study by Rahmayanti & Dermawan (2023).

Ceilo Official is one of the trusted suppliers of artificial flowers in Surabaya, established in 2020. It offers a wide variety of decorative flowers of the highest quality. According to Endah Porwanti, the owner of Ceilo Official, live sessions at Ceilo Official are regularly scheduled at specific times, with themes and events that vary according to the needs and interests of the audience. Each live session is usually held at a predetermined time, attracting an average of 50–70 viewers per session.

In addition to live streaming, content marketing also plays an important role in supporting product promotion, as it can help build brand awareness and consumer trust on an ongoing basis. Ceilo Official also regularly produces content marketing aimed at attracting visitors to its TikTok Shop, with content that is always updated to align with current trends. In addition to content, customer reviews are also an important consideration when making a purchase. According to Almana and Mirza (2020), online customer reviews are a form of electronic word of mouth consisting of comments, evaluations, and recommendations published on the internet regarding products that have been purchased and used. Live streaming, content marketing, and online customer reviews all ultimately lead to purchase decisions. A purchase decision is the final outcome of various considerations made by the consumer.

The researcher chose to conduct a study entitled *"The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchase Decisions on TikTok Shop Ceilo Official"* in response to the differences found in previous studies related to the effect

of content marketing on purchase decisions. The study by Alfarol (2023), *The Influence of Content Marketing and Lifestyle on Purchase Decisions in Small and Medium Enterprises on Social Media*, found that content marketing had no significant effect on purchase decisions. In contrast, the study by Syaparudin et al. (2023), *Analysis of the Influence of Content Marketing, Influencers, and Social Media on Consumer Purchase Decisions*, showed that content marketing had a positive and significant effect on purchase decisions.

This indicates that the impact of content marketing may be more complex and requires further in-depth study. In addition, the phenomenon of e-commerce on the TikTok platform is growing rapidly, especially with the presence of TikTok Shop, which enables brands to connect directly with consumers. Ceilo Official, as one of the active stores on TikTok, utilizes live streaming, content marketing, and customer reviews as its main marketing strategies. However, although these three factors have great potential to influence purchase decisions, there is still limited research that specifically examines how they interact within the context of TikTok Shop.

REVIEW OF LITERATURE
Marketing Management

According to Kotler and Keller in Mokoagouw et al. (2023), marketing management is an approach aimed at attracting, retaining, and expanding the customer base by creating and providing high-quality products. Marketing management focuses on understanding the target market to meet consumer needs and expectations. By offering quality products, companies can not only attract the attention of new customers but also maintain the loyalty of existing ones. The ultimate goal of this activity is to increase sales and create sustainable value for the company.

Customer Behavior

According to Kotler and Keller in Syafrianita (2022), consumer behavior is the study of how individuals, organizations, and groups act in purchasing, selecting, and using ideas, products, or services to fulfill their needs and desires. The approach in consumer behavior studies emphasizes the importance of a customer-focused orientation, rather than merely selling the products produced by the company.

Purchase Decision

According to Kotler and Armstrong in Ragatirta and Tiningrum (2020), a purchase decision is the process by which consumers ultimately choose to buy one product from various available options. This process begins when consumers recognize a problem, then seek information about a particular product or brand, and evaluate the extent to which each alternative can meet their needs.

Live Streaming

According to Fathurrohman et al. (2023), live streaming is a combination of several elements, such as text, images, sound, and other expressions. These elements are integrated into a live broadcast to create a more intuitive and clear atmosphere. The purpose of

combining these elements is to make the broadcast feel more realistic and interactive. In this context, the intended audience refers to consumers who are interested in purchasing products.

Content Marketing

Content marketing is the process of promoting a business or brand through various types of content, such as text, video, or audio. This process can be carried out either directly or indirectly. The main goal of content marketing is to provide added value to consumers, both online and offline. By delivering this added value, it is expected to attract consumer interest and reach the target market (Novrizal et al., 2024).

Online Customer Review

According to Khammash in Ardianti (2020), an online customer review is part of Electronic Word of Mouth (eWOM), which refers to opinions or views expressed directly by individuals, rather than through commercial advertisements. These reviews are one of the important factors that can influence a person's purchase decision, as consumers tend to trust the experiences and recommendations of others who have tried the product or service, compared to more structured and formal promotions.

RESEARCH METHOD

The method used in this study is associative research with a quantitative approach. The quantitative research method is an approach used to study an object in its natural conditions, where the researcher acts as the main instrument. The data collection technique in this study was carried out using a combined method, namely utilizing various sources or methods to obtain information.

RESULTS AND DISCUSSION

Validity Test

Validity testing is conducted to evaluate whether the instrument can accurately measure the variables being studied. In this research, the validity test was calculated using SPSS software. The testing was carried out for each item in both the independent and dependent variables. Statistically, validity was tested by comparing the calculated Thitung with Ttabel at a 10% significance level and degrees of freedom (n-2). If the Rhitung ≥ Rtabel, then the item is considered valid.

Table 1.
Validity Test Result

Variabel	Rhitung	Rtabel	Keterangan
Live Streaming (X1)	0.671	0.1671	Valid
	0.777	0.1671	Valid
	0.588	0.1671	Valid
	0.785	0.1671	Valid
	0.610	0.1671	Valid
	0.751	0.1671	Valid
Content Marketing (X2)	0.621	0.1671	Valid
	0.838	0.1671	Valid
	0.767	0.1671	Valid
	0.742	0.1671	Valid
	0.771	0.1671	Valid
	0.547	0.1671	Valid
Online Customer Review(X3)	0.790	0.1671	Valid
	0.731	0.1671	Valid
	0.525	0.1671	Valid
	0.624	0.1671	Valid
	0.817	0.1671	Valid
	0.774	0.1671	Valid
Keputusan Pembelian(Y)	0.783	0.1671	Valid
	0.720	0.1671	Valid
	0.793	0.1671	Valid
	0.713	0.1671	Valid
	0.730	0.1671	Valid
	0.742	0.1671	Valid

Source: Result of SPSS Output, (2025)

The validity test table shows that each item in all variables has a valid status. This is because the Rhitung value is greater than or equal to the Rtabel value. Therefore, all indicators in this study are considered valid, and the instrument used can be relied upon to measure the variables being studied.

Reliability Test

To assess how reliable a measurement tool is, a statistical approach is used by measuring the reliability coefficient. If the test results show a Cronbach's alpha value greater than 0.6, then all questions are considered reliable. The following are the results of the reliability test conducted on the variables in this study:

Table 2.
Reliability Test Result

Variabel	Cronbach's Alpha Hitung	Cronbach's Alpha Minumum	Keterangan
Live Streaming (X1)	0.951	0.6	Reliabel
Content Marketing (X2)	0.949	0.6	Reliabel
Online Customer Review(X3)	0.940	0.6	Reliabel
Keputusan Pembelian(Y)	0.934	0.6	Reliabel

Source: Result of SPSS (2025)

Based on the table above, it can be concluded that the calculated Cronbach's alpha value for all variables is greater than the minimum threshold of 0.6. Therefore, it can be stated that the questionnaire used in this study is reliable.

Classical Assumption Test

Normality Test

The normality test is used to determine whether the data follow a normal distribution, which can be done by analyzing the distribution of the dependent variable for each independent variable. This normality test was conducted using SPSS, one of which is the Kolmogorov-Smirnov test. To determine whether the data approximate a normal distribution, it can be observed from the formal distribution that is almost parallel to the diagonal line on the normal probability plot graph. The following are the results of the normality test.
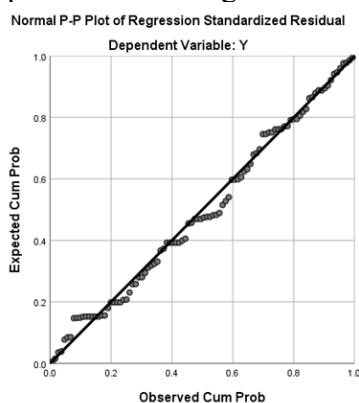

Figure 1.
Normality Test Result
Source: Result of SPSS, (2025)

Based on the normality test in Figure 1 (P-P Plot), it can be seen that the points are distributed around the diagonal line and follow its pattern. Thus, it can be concluded that the data obtained in this study follow a normal distribution in the regression model.

Multikolinieritas Test

Table 3.
Multicollinearity Test Result

No	Variabel Bebas	Colinearity Statistic		Keterangan
		Tolerance	VIF	
1	Live Streaming (X1)	0.693	1.444	Non Multikolinier
2	Content Marketing (X2)	0.697	1.435	Non Multikolinier
3	Online Customer Review (X3)	0.992	1.008	Non Multikolinier

Source: Result of SPSS, (2025)

Based on the coefficient table presented, the multicollinearity test results using Tolerance and VIF show that the tolerance values for the variables of price, location, and service quality are greater than 0.1, and the VIF values are less than 10.00, which is in accordance with Sugiyono's theory. Based on these results, it can be concluded that there is no indication of multicollinearity in the applied regression model.
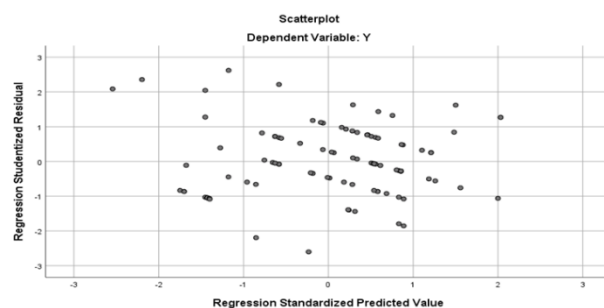
Heteroscedasticity Test

Figure 2.
Heteroscedasticity Test Result
Source: Result of SPSS, (2025)

Based on Figure 2, the points appear to be randomly scattered, both above and below the value 0 on the Y-axis. This indicates that there is no specific pattern in the data distribution. Therefore, it can be concluded that the regression model used does not exhibit heteroscedasticity. As such, this regression model can be applied in hypothesis testing.

Multiple Linear Regression Analysis

Table 4.
Multiple Linear Regression Analysis Result

					Coefficientsa				
	Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	Collinearity Statistics	
								Tolerance	VIF
1	(Constant)		13.278	2.317		5.731	0.000		
	Live Streaming		0.283	0.092	0.317	3.079	0.003	0.693	1.444
	Content Marketing		0.239	0.079	0.309	3.012	0.003	0.697	1.435
	Online Customer Review		-0,021	0.030	0.060	-0.697	0.487	0.992	1.008
a. Dependent Variable: Keputusan Pembelian									

Source: Result of SPSS, (2025)

Based on the results in the table above, the multiple linear regression equation obtained is as follows:

$$Y = \square 1X1 + \square 2X2 + \square 3X3 + e_\$$$
$$\text{Purchase Decision} = 13.278 + (0.283) + (0.239) + (-0,21) + e_\$$$

The interpretation of the above multiple linear regression is as follows:

a. $\alpha = 13.278$

The constant (α) of 13.278 indicates that if variable X1 (live streaming), X2 (content marketing), and X3 (online customer review) have a value of 0, the level of customer satisfaction will remain at 13.278.

b. b1 = 0.283

The coefficient for Live Streaming (X1) is positive at 0.283, which means that each 1-unit increase in the Live Streaming variable (X1) will increase customer satisfaction by 0.283 units, assuming that the other independent variables remain constant.

c. b2 = 0.239

The coefficient for Content Marketing (X2) is positive at 0.239, which means that each 1-unit increase in the Content Marketing variable (X2) will increase the Purchase Decision by 0.239 units, assuming that the other independent variables remain constant.

d. b3 = -0.021

The regression coefficient for the Online Customer Review variable (X3) is -0.021, indicating no effect of online customer reviews on purchase decisions. This suggests that changes in the independent variable, namely online customer reviews, do not necessarily contribute to an increase in the dependent variable, purchase decisions, and may even contribute to a decrease.

Hipotesis Test

Simultan (F) Test

Table 5.
F Test Result

ANOVA a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	74.540	3	24.847	14.179	0.000b
Residual	164.725	94	1.752		
Total	239.265	97			
a. Dependent Variable: Keputusan Pembelian					
b. Predictors: (Constant), Live Streaming, Content Marketing, Online Customer Review					

Source: Result of SPSS, (2025)

Based on the results above, it is found that Fhitung (14.179) > Ftabel (3,093). Therefore, H₀ is rejected at a 5% (0.05) significance level. This indicates that the independent variables live streaming (X1), content marketing (X2), and online customer reviews (X3), simultaneously have a significant effect on the dependent variable, purchase decisions at Ceilo Official.

Parsial (T) Test

Table 6.
Test T Result

Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	
	B	Std. Error	Beta			
1 (Constant)	13.278	2.317		5.731	0.000	
Live Streaming	0.283	0.092	0.317	3.079	0.003	
Content Marketing	0.239	0.079	0.309	3.012	0.003	
Online Customer	-0,021	0.030	0.060	-0.697	0.487	
a. Dependent Variable: Keputusan Pembellian						

Source: Result of SPSS, (2025)

It can thus be concluded that:

1. Effect of Live Streaming on Purchase Decisions
   The Live Streaming variable (X1) has a significance value of 0.003, which is smaller than the threshold of 0.05, and a Thitung value of 3.079, which is greater than the Ttabel 1.986 (3.079 > 1.986). Therefore, the live streaming variable has a significant effect on purchase decisions. This means that H_0 is rejected and H_a is accepted.

2. Effect of Content Marketing on Purchase Decisions
   The Content Marketing variable (X2) has a significance value of 0.003, which is smaller than the threshold of 0.05, and a Thitung value of 3.012, which is greater than the Ttabel 1.986 (3.012 > 1.986). Therefore, the content marketing variable has a significant effect on purchase decisions. This means that H_0 is rejected and H_a is accepted.

3. Effect of Online Customer Review on Purchase Decisions
   The Online Customer Review variable (X3) has a significance value of 0.487, which is greater than the threshold of 0.05, and a Thitung value of -0.697, which is smaller than the TTabel 1.986 (-0.697 < 1.986). Therefore, the online customer review variable does not have a significant effect on purchase decisions. This means that H_0 is accepted and H_a is rejected.

Coefficient of Determination Analysis

Table 7.
Coefficient of Determination Result

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.31,2[a]	.558	.290	1.324	1.914

a. Predictors: (Constant), X3, X2, X1
b. Dependent Variable: Y

Source: Result of SPSS, (2025)

According to Table 4.13, the R-square (coefficient of determination) value is 0.558. This means that the variables live streaming (X1), content marketing (X2), and online customer review (X3) contribute 55.8% to the customer satisfaction variable (Y), while the remaining 44.2% is influenced by other variables not examined in this study.

The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchase Decision

Based on the analysis conducted, the F-test or simultaneous test shows that the calculated Fhitung is greater than the Ftabel, Fhitung (14.179) > Ftabel (3,093). Thus, H1 is accepted and H0 is rejected, indicating that the independent variables Live Streaming (X1), Content Marketing (X2), and Online Customer Review (X3) simultaneously have a significant influence on Purchase Decisions (Y) of 55.8%. Meanwhile, the remaining 44.2% is influenced by other factors outside the three variables studied. The influence of these three

independent variables indicates that Live Streaming, Content Marketing, and Online Customer Reviews are the main factors affecting purchase decisions.

The Influence of Live Streaming on Purchase Decision

In this study, it was found that, partially, the Live Streaming variable has an influence on customer satisfaction, with a value of 3.079. This means that each increase of 1 unit in the variable can enhance customer satisfaction. Based on the hypothesis test using the T-test, it was found that the Live Streaming variable (X1) has a significant influence on Purchase Decisions (Y). This is evidenced by the t-calculated value being greater than the t-table value, namely 3.079 > 1.986, thus it can be concluded that Live Streaming (X1) significantly influences Purchase Decisions.

The Influence of Content Marketing on Purchase Decision

In this study, it was found that, partially, the Content Marketing variable has an influence on customer satisfaction, with a value of 3.012. This means that each increase of 1 unit in the variable can enhance customer satisfaction. Based on the hypothesis test using the T-test, it was found that the Content Marketing variable (X2) has a significant influence on Purchase Decisions (Y). This is evidenced by the t-calculated value being greater than the t-table value, namely 3.012 > 1.986, thus it can be concluded that Content Marketing (X2) significantly influences Purchase Decisions.

The Influence of Online Customer Reviews on Purchase Decision

In this study, it was found that, partially, the Online Customer Review variable does not influence customer satisfaction, with a value of -0.697 indicating that the independent variable Online Customer Review has no significant effect on Purchase Decisions. This is evident from the t-calculated value being smaller than the t-table value, namely -0.697 < 1.986, as well as a significance value of 0.487, which is greater than 0.05 (0.487 > 0.05). Therefore, H_0 is accepted, and H_a is rejected.

CONCLUSION

Based on the research condicted, it can be concluded that:

1. Based on the results above, it is found that the calculated Fhitung (14.179) > Ftabeşl (3,093). Therefore, H_0 is rejected at the 5% (0.05) significance level. This indicates that the independent variables—live streaming (X1), content marketing (X2), and online customer review (X3)—simultaneously have a significant effect on the dependent variable, purchase decision, at Ceilo Official.
2. The Live Streaming variable (X1) has a significance value of 0.003, which is less than the 0.05 threshold, and a calculated Thitung value of 3.079, which is greater than the Ttabeşl value of 1.986 (3.079 > 1.986). Therefore, the live streaming variable has a significant effect on purchase decisions. This means that H_0 is rejected and H_a is accepted.
3. The Content Marketing variable (X2) has a significance value of 0.003, which is less than the 0.05 threshold, and a calculated Thitung value of 3.012, which is greater than the Ttabeşl value of 1.986 (3.012 > 1.986). Therefore, the content marketing variable has

a significant effect on purchase decisions. This means that H_0 is rejected and H_a is accepted.

4. The Online Customer Review variable (X3) has a significance value of 0.487, which is greater than the 0.05 threshold, and a calculated Thitung value of -0.697, which is smaller than the Ttabe$l value of 1.986 (-0.697 < 1.986). Therefore, the online customer review variable does not have a significant effect on purchase decisions. This means that H_0 is accepted and H_a is rejected.

Suggestions

Based on the results of the research and the conclusions obtained, several suggestions can be given to the relevant parties. The following are the author's recommendations:

1. The findings of this research are expected to contribute to the advancement of knowledge in the field of business administration and serve as a reference for future studies.
2. For researchers, this study should be used as a learning tool that can broaden knowledge and assist in gaining a deeper understanding of the applications and theories studied.
3. Ceilo Official should continue to improve the quality of live streaming, content marketing, and online customer reviews to enhance consumers' purchase decisions.

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