
**THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRICE DISCOUNT, AND
ONLINE CUSTOMER REVIEW ON PURCHASE INTENTION OF SKINTIFIC
PRODUCTS ON SHOPEE LIVE**



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Abstract

This study aims to determine the influence of social media marketing, price discounts, and online customer reviews on the purchase intention of Skintific products on Shopee Live. This study uses a quantitative approach with sample selection using purposive and non-probability sampling techniques. Data were collected using an online questionnaire, namely Google Forms. Based on 250 data points successfully collected, the data was then processed using SmartPLS 4th. By using SmartPLS analysis, the results of the outer loading analysis show that all variables used in this study, such as social media marketing, price discounts, online customer reviews, and purchase intentions, are declared to meet the validity and reliability test criteria (Cronbach's Alpha > 0.05). When a study is declared to have passed the outer loading test, it can be continued to the inner model test stage to determine the influence given by exogenous variables on endogenous variables. Through the inner model test, it can be seen that all variables have a positive and significant effect on purchase intention.

Keywords: Social Media Marketing, Price Discount, Online Customer Review, Purchase Intention, Shopee Live

INTRODUCTION

Currently, Indonesian people are known with and often use online shopping platforms or what is called e-commerce, which first appeared in Indonesia in the early 20th century (Syarif, et al., 2023). The existence of e-commerce is certainly utilized massively as a platform for conducting transactions both financially and non-financially (Turban, et al., 2017). The existence of e-commerce itself was welcomed in Indonesia, this is evidenced by a report from Tech in Asia, which states that in the second half of 2017, many Indonesians used e-commerce to expand their businesses (Nurchahyo & Putra, 2021).

The increasing and developing technology has caused the amount of e-commerce in Indonesia to also increase (Michella et al, 2025). Based on research by Canover & Kartikasari (2021), there are at least six largest e-commerce sites in Indonesia that are often used, namely Shopee, Tokopedia, BukaLapak, Lazada, Blibli.com, and JD.id. Although there are many e-commerce sites in Indonesia, based on research data that mostly gen-z and millennials, it is known that Shopee is the most popular e-commerce site today (Santika, 2024). This data is supported by the graph in Figure 1 below.

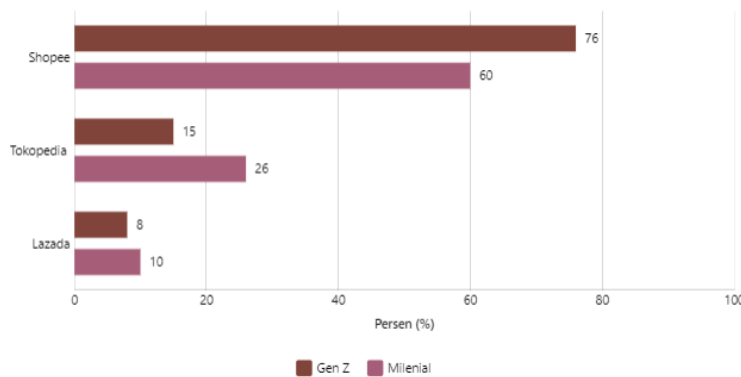


Figure 1.
Statistics Data on E-Commerce Usage in Indonesia

Source: Santika (2024)

Through the graph above, it can be seen that Shopee leads the market compared to other e-commerce. This is due to the continuous innovation that has been carried out so that it attracts many consumers to use the Shopee application. One form of innovation created by Shopee is Shopee Live, which is a feature created so that sellers can make sales and interact directly with buyers or potential buyers. The Shopee Live feature was first aired on June 16th, 2019. The existence of Shopee Live was certainly enthusiastically welcomed by sellers so

that they can increase store exposure and improve the branding of their online stores (Sarah, 2022).

Not only sellers, buyers also feel the benefits of Shopee Live. Based on research conducted by Prajana (2021), it was stated that by using the Shopee Live feature, consumers can see more detailed information about a product to be purchased, such as materials, textures, sizes, shapes, benefits, and how to use it. With complete information obtained, it is believed that it will increase the purchase intention of consumers.

This is also felt by consumers of beauty products. Based on research conducted by Avaryl & Kusumawati (2023), it can be seen that there is a feeling of security and comfort felt by consumers of beauty products when seeing directly when the product is tried during live streaming. It was also added that with interaction, the impression when using the product at the same time continuously will result in high purchase intentions from consumers.

Although Shopee Live is considered to have many benefits for both sellers and buyers, it is known that live shopping is not yet the main method used when purchasing beauty products. Based on research conducted by Ipsos (2022), only around 56% of all Shopee users make purchases of beauty products through live shopping (Shopee Live). With this research, it can be seen that although the Shopee Live feature has high popularity, the feature needs to be reviewed further for development and increasing purchase intention.

In this study, researchers will review purchase intention through social media marketing variables. Although social media is currently commonplace in society, social media still has the ability as a means of communication between sellers and buyers (Bawack, et al., 2023). Other studies also reveal that the existence of social media marketing is used to increase competitive advantage in the market. It is further explained that social media marketing can be done through applications such as YouTube, Instagram, and Facebook (Appel et al., 2020).

Researchers will also review purchase intention through price discounts. Noor (2020) explains that price discounts are price reductions that are often carried out by business owners within a certain period of time. The existence of price discounts given by sellers is also considered to be able to influence buyers so that they can increase purchasing behavior on a product. Suwarno (2020) in his previous study of 267 visitors to the Home Smart website,

explained that providing price discounts can be the biggest factor that can increase purchasing intention in consumers.

The last factor that will be examined in this study is online customer reviews, or what is often referred to as reviews in the form of comments given by buyers after purchasing a product. In a previous study, it was found that online customer reviews have a positive and significant influence on increasing purchase intention. However, it is not explained in detail in what product sectors the highest online customer reviews are needed (Syah & Indriani, 2020). With this explanation, this study is considered necessary to be conducted because there is still a gap in research that focuses on Shopee Live users, and to fill the gap in research that reviews online reviews of beauty products.

REVIEW OF LITERATURE

Theoretical basis

The main theory used in this study is the Theory of Planned Behavior initiated by Ajzen (1991). This theory reviews human behavior and the underlying reasons for doing such behavior. Researchers see that the theory can also be used to explain consumer purchasing intentions. This statement is also supported by Kotler (1997) who states that the existence of purchasing intentions is a real form of consumer loyalty and satisfaction with existing products or services.

Social Media Marketing

Moslehpour, et al. (2020) stated that social media marketing is a form of marketing carried out online, which is applied through social media platforms as a medium to meet the needs of communication goals.

Price Discount

In previous research, it was found that price discounts are a form of direct price reduction carried out by business owners within a certain period of time (Yusnita et al., 2021). A price discount is a reduction from the initial price that has been set by a business entity in a certain period or time frame (Noor, 2020).

Online Customer Reviews

Online customer reviews are feedback or opinion polls from consumers on products or services used, where the poll is displayed on online shopping platforms or other review platforms (Tran, 2020; Anggraeni & A'yuni, (2023). This is in line with research conducted by different researchers who stated that online customer reviews are a prepared and frequently used platform to reveal information based on the quality of a product or service used based on the perspective or experience of consumers (Park et al., 2021).

Purchase Intention

Purchase intention is how much consumers want to purchase a product (Peña-García et al., 2020). Based on research conducted by Tran (2020), purchase intention can be explained as the desire or intention of consumers to purchase a product.

RESEARCH METHOD

The research method used in this study is a quantitative approach aimed at conducting tests to prove the hypothesis that has been formulated in the previous discussion. Through a quantitative approach, the type of data in this study is in the form of numerical data obtained through the distribution of online questionnaires (Sekaran & Yon, 2006). This study will be conducted on consumers of Skintific products who have made purchases through Shopee Live in the last six months. Based on the time of data collection, this study uses a cross-sectional design, which is a study with a certain period of time; in this study, it was June to August 2024 (Otok & Ratnaningsih, 2019).

Population is the entirety of research subjects (Arikunto, 2006). Meanwhile, the subjects in this study were consumers of Skintific products who had made purchases through Shopee Live in the last six months. The sampling technique in this study uses a non-probability sampling technique, namely purposive sampling. By establishing a purposive sampling technique, in this study, several criteria will be determined that must be met by the population to be able to become respondents in this study. The criteria that must be met are having purchased Skintific products through Shopee Live. Based on the data, it can be seen that there are at least more than 1000 Shopee users spread throughout Indonesia. However,

in this study, researchers will only use 250 respondents who are Skintific users or consumers and are Shopee Live users.

RESULTS AND DISCUSSION

Description of Research Subject

Respondent Characteristics Based on Gender

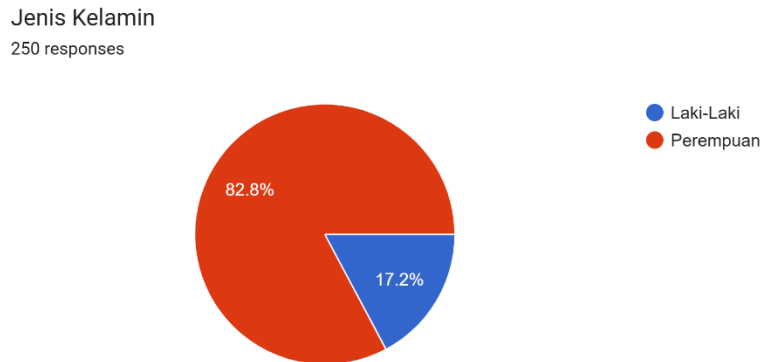


Figure 1.

Respondent Data Based on Gender

Based on the image, it can be seen that the majority of consumers who make purchases through Shopee Live are women with a percentage of 82.8% or equivalent to 207 respondents. Consumers with male gender are only 17.2% or equivalent to 43 respondents.

Respondent Characteristics Based on Occupation

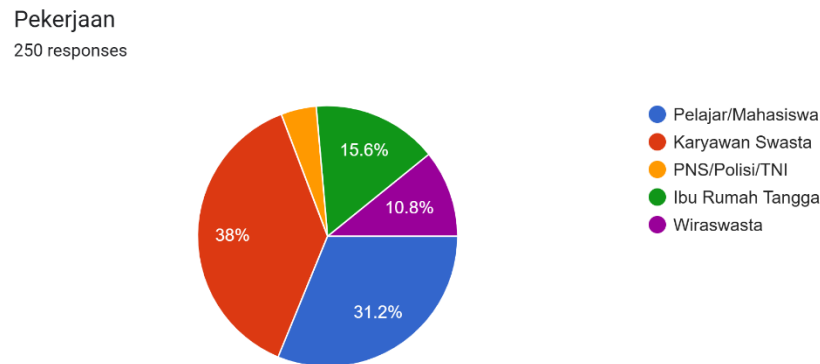


Figure 2.

Respondent Data Based on Occupation

Through the data that has been obtained, it can be seen that the respondents in this study are dominated by consumers with a private employee work background (38%). The second largest group in this study is respondents with a student/college background (31.2%), while the least data obtained is on the type of civil servant/police/military work (4.4%).

Respondent Characteristics Based on Domicile

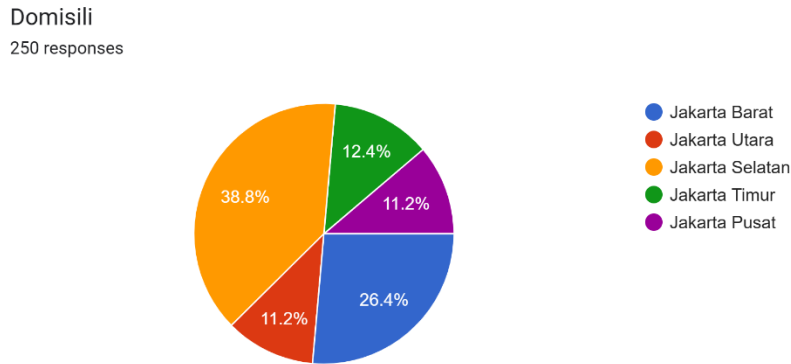


Figure 3.

Respondent Data Based on Domicile

Through the image, it can be seen that the respondents in this study are dominated by South Jakarta domiciles (38.8%). Respondents domiciled in West Jakarta occupy the second largest position with a percentage of 26.4%. Respondents domiciled in East Jakarta get a percentage of 12.4%, followed by North Jakarta and Central Jakarta with the same percentage of 11.2%.

Respondent Characteristics Based on Monthly Expenditure

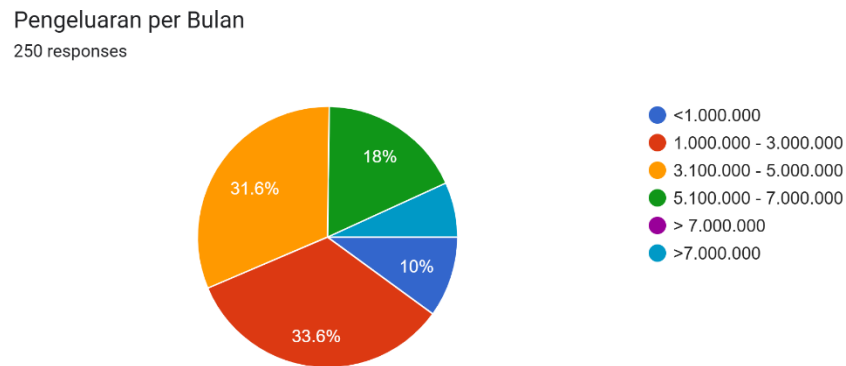


Figure 4.

Respondent Data Based on Expenditures per Month

On average, the respondents in this study had monthly expenses of Rp1,000,000 to Rp3,000,000, with a total of 84 respondents. The second largest expenditure was in the nominal Rp3,100,000 to Rp5,000,000, with a total of 79 respondents. Meanwhile, the smallest amount was in respondents with monthly expenses of more than Rp7,000,000, which was only 17 respondents.

Data Analysis Results

Results of the Determination Coefficient Test (R²)

The R-squared test is conducted to determine the extent to which exogenous variables are able to explain variations in endogenous variables.

Table 1.
Results of Determination Coefficient Test

Variables	R-Square	Information
Purchase Intention	0.357	Low

Source: SmartPLS Data Processing

Through the results of the determination coefficient analysis above, the researcher found that the value obtained for the purchase intention variable was 0.357. The results obtained from the R-Square test explain that 35.7% of the purchase intention variation can be explained by exogenous variables in this study, namely social media marketing, price discounts, and online customer reviews. In other words, the remaining 64.3% can be explained by other variables that are not in this study.

Predictive Relevance Test Results (Q²)

Predictive relevance testing is useful for measuring the degree of observation, and estimated parameter values can be produced by variables. The decision-making guidelines used in reviewing the results of the predictive relevance test (Q²) are greater than 0 (> 0).

Table 2.
Predictive Relevance Test Results

Variables	Q-Square	Information
Purchase Intention	0.556	Has predictive relevance value

Source: SmartPLS Data Processing

Through Table 2, which has been described above, it can be seen that the values produced in the study meet the criteria and are relevant because they have a predictive relevance value of more than 0, namely 0.556.

Effect Size (F²) Test Results

F² (effect size) analysis is used to see the degree of influence given by exogenous constructs to endogenous ones. The following is a description of the effect size analysis:

Table 3.
Effect Size Test Results

Exogenous Variables	F2	Information
Social Media Marketing	0.226	Currently
Price Discount	0.186	Currently
Online Customer Reviews	0.135	Currently

Source: SmartPLS Data Processing

In Table 3 above, the F2 value on the social media marketing variable is 0.226, which means it has a moderate influence. The F2 value on the price discount variable is classified as moderate because it only gets a value of 0.186. Then, the online customer review variable also gets a moderate value with a value of 0.135.

Path Coefficient Test Results

The path coefficient test is used to review the relationship between variables contained in a study. The resulting value has a range of values between -1 and +1. A value of +1 indicates that the variable has a positive influence, while -1 indicates a negative influence.

Table 4.
Path Coefficient Test Results

Exogenous Variables	Purchase Intention
Social Media Marketing	0.381
Price Discount	0.346
Online Customer Reviews	0.296

Source: SmartPLS Data Processing

Through the table above, it can be seen that the values generated by the variable's social media marketing, price discount, and online customer review show a positive influence. With the values generated by each variable amounting to 0.381, 0.346, and 0.296 according to the table.

Hypothesis Test Results

In this sub-discussion, the researcher will explain the results of the hypothesis analysis. A hypothesis is declared valid if the results obtained by the p-value are less than 0.05 and the results obtained by the t-statistic are greater than 1.96. With these decision-making guidelines, researchers can provide conclusions on each hypothesis that has been formulated previously.

Table 5.
Hypothesis Test Results

Variables	T-Statistic	P-Value	Hypothesis
Social Media Marketing → Purchase Intention	8,867	0,000	Accepted
Price Discount → Purchase Intention	7,495	0,000	Accepted
Online Customer Review → Purchase Intention	5,769	0,000	Accepted

Source: SmartPLS Data Processing

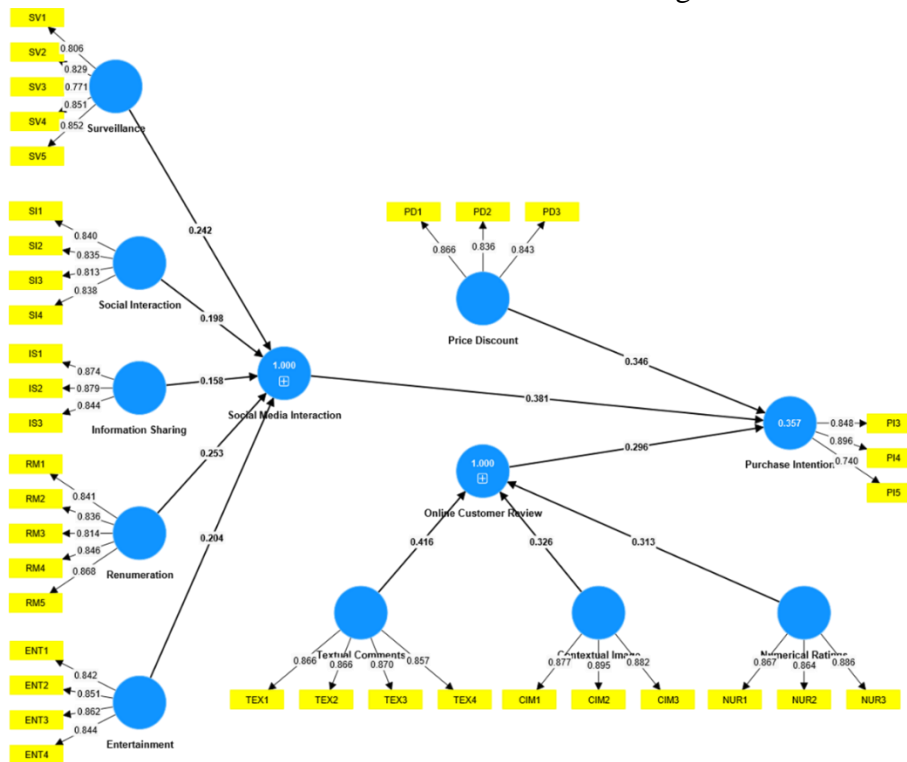


Figure 5.
Bootstrapping Test Results
 Source: SmartPLS Data Processing

a. First Hypothesis Test

H1: Social media marketing has a positive and significant influence on purchase intention.

Based on the results of the first hypothesis test, it can be seen that social media marketing has a positive and significant influence on purchase intention. This can be seen based on table 5, the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 8.867 (greater than 1.96).

b. Second Hypothesis Test

H2: Price discount has a positive and significant effect on purchase intention.

Based on the results of the second hypothesis test, it can be seen that price discounts have a positive and significant effect on purchase intention. This is based on table 5, it is known that the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 7.495 (greater than 1.96).

c. Third Hypothesis Test

H3: Online customer reviews have a positive and significant effect on purchase intention.

Based on the results of the third hypothesis test, it can be seen that online customer reviews have a positive and significant influence on purchase intention. This is based on table 5, it is known that the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 5.769 (greater than 1.96).

Discussion

This study was conducted on consumers of beauty products with the Skintific brand, who made purchases through Shopee Live in the last six months. The number of respondents who were willing to fill out the questionnaire was 250 respondents. To get more structured results, researchers only distributed questionnaires with domiciles in DKI Jakarta.

In terms of demographic data, this study is dominated by female respondents with a percentage of 82.8% or equivalent to 207 respondents. Male consumers are only 17.2% or equivalent to 43 respondents. In general, respondents in this study are dominated by private employees (38%). The second largest data in this study are respondents with a student/college background (31.2%), while the least data obtained is on the type of civil servant/police/military work (4.4%). Respondents in this study are dominated by those domiciled in South Jakarta (38.8%). Respondents domiciled in West Jakarta are in second place with a percentage of 26.4%. Respondents domiciled in East Jakarta get a percentage of 12.4%, followed by North Jakarta and Central Jakarta with the same percentage of 11.2%. On average, respondents in this study have monthly expenses of Rp1,000,000 to Rp3,000,000 with a total of 84 respondents. The second largest expenditure is in the nominal of Rp3,100,000 to Rp5,000,000 with a total of 79 respondents. While the least amount is in respondents with monthly expenditure of more than Rp7,000,000, which is only 17 respondents.

Through the results of the determination coefficient analysis above, the researcher found that the value obtained for the purchase intention variable was 0.357. The results obtained from the R-Square test explain that 35.7% of the purchase intention variation can be explained by exogenous variables in this study, namely social media marketing, price discounts, and online customer reviews. In other words, the remaining 64.3% can be explained by other variables that are not in this study.

Through the results of the predictive relevance analysis described above, it can be seen that the values produced in this study meet the criteria and are relevant because they have a predictive relevance value of more than 0, namely 0.556.

The degree given to the independent variable to the dependent variable is reviewed through the F2 value. In the social media marketing variable, it is 0.226, which means it has a moderate influence. The F2 value on the price discount variable is classified as moderate because it only gets a value of 0.186, while the online customer review variable also gets a moderate value with a value of 0.135.

The researcher also reviewed the path coefficient, it can be seen that the values generated by the variable's social media marketing, price discount, and online customer review show a positive influence. With the values generated by each variable of 0.381, 0.346, and 0.296.

Based on the results of the first hypothesis test, it can be seen that social media marketing has a positive and significant influence on purchase intention. This can be seen from table 4.9, the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 8.867 (greater than 1.96). The results of this study are in line with research conducted on 301 respondents who stated that social media marketing can have a positive and significant influence on purchase intention (Moslehpour et al., 2021). This study is also in line with research conducted on 207 respondents with results showing that social media marketing has a positive and significant relationship with purchase intention.

Based on the results of the second hypothesis test, it can be seen that price discounts have a positive and significant effect on purchase intention. This is based on table 4.9, the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 7.495 (greater than 1.96). The results of this study are in line with research conducted on 299 sports shoe users in

Turkey. The study showed that increasing price discounts will be directly proportional to increasing purchase intention. The next researcher, namely Agmeka, et al. (2019) also conducted research on Lazada users in Jakarta. The results of the study stated that price discounts have a positive and significant effect on purchase intention.

Based on the results of the third hypothesis test, it can be seen that online customer reviews have a positive and significant influence on purchase intention. This is based on table 4.9, the p-value is 0.000 (less than 0.05) and the t-statistic value obtained is 5.769 (greater than 1.96). These results are in line with previous studies which also state that online customer reviews can increase purchase intention in customers (Tran, 2020; Park, et al., 2021).

CONCLUSION

Based on the results of testing, analysis, and discussion that have been described in the previous chapter, in this discussion, the researcher can provide several conclusions that can be described as below:

1. Social media marketing has a positive and significant effect on purchase intention for Skintific products on Shopee Live.
2. Price discount has a positive and significant effect on purchase intention for Skintific products on Shopee Live.
3. Online customer reviews have a positive and significant effect on purchase intention for Skintific products on Shopee Live.

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