
THE INFLUENCE OF LIVE STREAMING, PRICE DISCOUNT, AND ONLINE CUSTOMER REVIEW ON PURCHASE INTENTION OF SOMETHINC PRODUCTS (A STUDY ON STUDENTS OF UPN "VETERAN" EAST JAVA AS CONSUMERS OF SOMETHINC PRODUCTS SHOPPING ON SHOPEE)

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Abstract

This study aims to determine the significant influence of Live Streaming, Price Discount, and Online Customer Review both simultaneously and partially on consumer Purchase Intention for Somethinc products on the Shopee platform. This research is associative in nature with a quantitative approach. Variable measurement was conducted using a Likert scale with criteria ranging from strongly disagree to strongly agree. The sampling technique employed was probability sampling with a simple random sampling approach. The population in this study consists of active students at UPN "Veteran" East Java, with a sample of 100 respondents who have Shopee accounts and have purchased Somethinc products at least twice. Data collection was conducted using a questionnaire distributed via Google Form. The data analysis technique used SPSS version 27. The results of the study show that the variables Live Streaming, Price Discount, and Online Customer Review simultaneously have a significant effect on Purchase Intention. Partially, the variables Live Streaming and Price Discount have a significant effect on Purchase Intention, while the Online Customer Review variable does not have a significant effect on consumer Purchase Intention for Somethinc products on Shopee.

Keywords: Live Streaming, Price Discount, Online Customer Review, Purchase Intention

INTRODUCTION

The development of technology in Indonesia has entered the era of the Industrial Revolution 4.0, marked by the integration of the internet and mechanization in various aspects of life. The latest data from APJII in 2024 shows that there are 221.6 million internet users in Indonesia, with a penetration rate of 79.5%. This increase has contributed to changes in public behavior in various activities, including economic activities that have shifted from conventional systems to digital systems. This transformation is known as the digital economy or new economy, where buying and selling transactions are conducted online through e-commerce platforms. This system allows consumers to carry out transactions more flexibly, efficiently, and without time and location limitations.

The use of e-commerce is growing stronger in Indonesia, with various platforms such as Shopee, Tokopedia, Lazada, and others competing to provide the best shopping experience. According to data from Populix (2024), most people choose to shop online due to the ease of comparing prices, time efficiency, and the availability of attractive promotions such as cashback and discounts. In addition, free shipping features and convenient payment methods are also strong reasons for consumers to switch to online shopping. The presence of customer review features also increases consumer confidence before making a purchase, as they can understand product quality through the experiences of previous users. This phenomenon illustrates a shift in consumer behavior due to advances in digital technology.

Beauty products have become one of the fastest-growing categories in e-commerce, ranking third among the most purchased products. Skincare, cosmetics, and body care products have now become primary needs for society, especially women. Awareness of the importance of self-care and appearance encourages people to be more selective in choosing beauty products. One standout local brand in this industry is Somethinc, which became the best-selling facial care brand in the second quarter of 2024 with total sales reaching IDR 53.2 billion. Somethinc is known as a local brand that offers halal and high-quality products and has successfully reached the millennial generation through innovative digital marketing strategies.

Somethinc actively utilizes various digital platforms to expand its marketing reach, one of which is Shopee. Shopee is the leading e-commerce platform in Indonesia in terms of visitor numbers, thanks to features such as Shopee Live. This live streaming feature allows sellers to promote products directly to potential buyers, creating a more personal and real-time two-way interaction. A survey by Jakpat in 2024 showed that Shopee Live is the most popular live shopping platform in Indonesia, used by 57% of respondents. The use of this feature has proven to be effective in forming consumer purchase intention, as customers can see product demonstrations, ask questions directly, and obtain more in-depth information.

In addition to live streaming, price discount strategies also play a crucial role in attracting buying interest. Various discount programs such as vouchers, flash sales, and cashback offer incentives for consumers to make purchases. According to Subagio and Hastari (2021), price discounts create a perception of savings that triggers purchase decisions. In the highly competitive world of e-commerce, this strategy is considered highly effective. A study by Pitaloka & Jaya (2024) also shows that price discounts have a positive and significant influence on consumer purchase intention.

Another factor influencing purchase intention is online customer reviews (OCR). OCR is a form of electronic Word of Mouth (e-WOM) where consumers provide reviews based on their personal experiences. These reviews may include both positive and negative comments, which strongly influence potential customers in their purchasing decisions. Research by Hafizhoh et al. (2023) shows that OCR has a significant impact on consumers' purchase intention. The more positive reviews a product has, the higher the likelihood that it will be purchased by other potential consumers.

Based on these phenomena, it can be concluded that in the context of beauty product marketing through e-commerce, there are three main factors that play a role in increasing purchase intention: live streaming, price discount, and online customer review. Therefore, this study aims to analyze the influence of these three factors on the purchase intention of Somethinc products, specifically among students at UPN "Veteran" East Java who are active Shopee users and belong to the millennial consumer segment that dominates the e-commerce market.

The research questions formulated in this study are: (1) Do live streaming, price discount, and online customer review simultaneously have a significant effect on the purchase intention of Somethinc products among UPN "Veteran" East Java students? (2) Does live streaming have a significant partial effect on the purchase intention of Somethinc products? (3) Does price discount have a significant partial effect on the purchase intention of Somethinc products? (4) Does online customer review have a significant partial effect on the purchase intention of Somethinc products? Based on these research questions, the objective of this study is to identify and analyze the influence of each variable, both simultaneously and partially, on the purchase intention of consumers toward Somethinc products on the Shopee platform.

REVIEW OF LITERATURE

Marketing

Marketing is one of the crucial aspects of the business world as it functions to build reputation and achieve company goals. According to Tjiptono and Diana (2020) as cited in Walangitan et al. (2022), marketing is a series of processes that include the creation, pricing, promotion, and distribution of goods and services aimed at facilitating mutually beneficial exchange relationships with customers. Sudarsono (2020) adds that marketing is a managerial process to obtain what is desired through the creation and exchange of valuable products for consumers. Therefore, marketing can be interpreted as a strategic activity that bridges producers and consumers in an effort to meet market needs effectively and efficiently.

Marketing Strategy

Marketing strategy is the company's plan to market goods or services in order to reach specific target markets. Kotler (2017) in the journal by Saribu & Maranatha (2020) defines marketing strategy as a mindset used to achieve marketing objectives through the determination of target markets, positioning, marketing mix, and budget allocation. Tjiptono (as cited in Fawzi et al., 2022) emphasizes that marketing strategy is a fundamental tool to develop sustainable competitive advantage. The main functions of a marketing strategy according to Fawzi et al. (2022) are to enhance the company's motivation in identifying future

opportunities, formulate objectives, monitor marketing performance, and create more effective coordination in marketing activities.

E-Commerce

E-commerce is the process of buying and selling products or services electronically via the internet. Ani et al. (2022) state that e-commerce is a business process that utilizes technology to connect sellers and buyers. Harmayani et al. in Puspitarini (2023) add that e-commerce involves the use of various electronic technologies such as websites and computer networks to market products. By eliminating geographical boundaries and the need for physical meetings, e-commerce promotes time and cost efficiency and provides a more practical shopping experience for consumers.

Consumer Behavior

Consumer behavior reflects all activities undertaken by consumers in searching for, selecting, purchasing, using, and evaluating products and services to meet their needs. Suciyanti et al. (as cited in Novianti & Saputra, 2023) state that consumer behavior aims to gain benefits from available product alternatives. Rahmawaty and Suharyati (2024) classify the factors influencing consumer behavior into cultural, social, personal, and psychological. These factors play a role in shaping consumer preferences, perceptions, and attitudes toward the products they choose.

Live Streaming

Live streaming is a method of broadcasting audio and video content in real-time over the internet, allowing viewers to experience events as if they were physically present. According to Chen and Lin in Riandi and Sarah (2024), live streaming not only serves as a medium for information delivery but also plays a key role in influencing consumer decisions through interactive engagement during the broadcast. In the context of digital marketing, live streaming is considered a strategy that enhances audience engagement, builds trust, and offers transparency regarding the product being offered.

According to Fitryani et al. (2021), there are three main indicators for measuring the effectiveness of live streaming:

1. **Interaction:** Live streaming provides opportunities for sellers and potential buyers to interact directly, enabling more detailed product information to be communicated.
2. **Real-Time:** Prospective buyers can ask questions via live chat and receive instant responses from sellers, creating a real-time interaction experience.
3. **Promotional Tool:** During live streaming sessions, discounts or exclusive time-limited promotions are often offered to encourage quick purchase decisions.

Price Discount

Price discount is a promotional strategy commonly used in marketing activities to attract consumer attention and increase sales volume. According to Kotler and Keller in Samma (2021), a price discount is a form of price saving offered to consumers from the normal price of a product. Price discounts are usually provided for a limited time and aim to increase purchase urgency, attract new consumers, and retain loyal customers.

According to Sutista in Arafah et al. (2022), price discounts can be measured using three indicators:

1. **Discount Amount:** Refers to the reduction value from the regular price; the greater the discount, the more attractive it is to consumers.

2. **Discount Period:** The duration for which the discount is offered; the shorter the period, the greater the likelihood of immediate purchases.
3. **Product Types with Discount:** The variety of products offered at discounted prices; the more diverse the discounted products, the higher the consumer appeal to purchase in greater quantities.

Online Customer Review

Online Customer Review (OCR) is a review given by consumers after they have purchased and used a product. According to Hafizhoh et al. (2023), OCR contains evaluation information on various aspects of the product based on previous customer experiences. These reviews are considered a vital source of information for prospective buyers to assess product quality before making a purchase. OCR is also a development of electronic word of mouth (e-WOM) that includes information such as usage experience, delivery speed, and seller responsiveness, whether in the form of positive or negative comments (Subagio & Hastari, 2021; Syah & Indriani, 2020).

According to Dzulkarnain in Anggraini and Simanjorang (2023), there are five main indicators to measure online customer reviews:

1. **Perceived Usefulness:** The extent to which consumers feel that online reviews provide useful information to increase their purchase intention.
2. **Source Credibility:** The extent to which the reviewer is perceived as competent or has real experience, making their reviews trustworthy.
3. **Argument Quality:** The strength and persuasiveness of the review content in delivering opinions or evaluations of the product.
4. **Valence:** The tone or nature of the review—whether positive or negative—which influences consumer perceptions of the product.
5. **Volume of Review:** The total number of reviews available for a product, reflecting its popularity and consumer trust.

Purchase Intention

Purchase intention is the consumer's tendency or desire to purchase a product or service in the future. Hawa in Amalia (2024) states that purchase intention results from the process of evaluating alternatives based on information acquired by the consumer. The better the formed perception, the greater the drive to purchase the product. Irvanto and Sujana in Robot et al. (2024) add that purchase intention arises after consumers receive stimuli from a product that triggers the desire to own it. Farid et al. (as cited in Salmaningrum et al., 2024) also emphasize that purchase intention reflects the actual intention regarding the likelihood of purchasing a product or service.

According to Ferdinand in Siaputra and Isaac (2020), there are four main indicators to measure purchase intention:

1. **Transactional Intention:** The consumer's desire to make a purchase immediately for a specific product or service.
2. **Referential Intention:** The tendency of consumers to recommend the product to others after having a positive experience.
3. **Preferential Intention:** A strong preference for a particular product over others, which will only change if a major shift occurs.
4. **Explorative Intention:** The consumer's desire to seek or explore more information about the product or service.

RESEARCH METHOD

This study is associative research with a quantitative approach that aims to determine the causal relationship between the independent variables Live Streaming, Price Discount, and Online Customer Review and the dependent variable, namely Purchase Intention. The data used consists of both primary and secondary data. Primary data was obtained through the distribution of questionnaires using Google Forms to 100 respondents who are active students at UPN "Veteran" East Java and met specific criteria, such as owning a Shopee account and having purchased Somethinc products at least twice. The sampling technique employed was probability sampling with a simple random sampling approach, while secondary data was collected from literature such as journals, books, and previous research findings. Data collection was conducted using a Likert-scale questionnaire. Data analysis was carried out quantitatively with the aid of SPSS version 27 software to test the validity, reliability, and statistical relationships between variables.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

Variable	Statement	r-count	r-table	Description
Live Streaming (X1)	X1.1	0.695	0.196	Valid
	X1.2	0.677	0.196	Valid
	X1.3	0.405	0.196	Valid
	X1.4	0.617	0.196	Valid
	X1.5	0.542	0.196	Valid
	X1.6	0.601	0.196	Valid
Price Discount (X2)	X2.1	0.589	0.196	Valid
	X2.2	0.505	0.196	Valid
	X2.3	0.656	0.196	Valid
	X2.4	0.755	0.196	Valid
	X2.5	0.511	0.196	Valid
	X2.6	0.707	0.196	Valid
Online Customer Review (X3)	X3.1	0.562	0.196	Valid
	X3.2	0.550	0.196	Valid
	X3.3	0.632	0.196	Valid
	X3.4	0.476	0.196	Valid
	X3.5	0.542	0.196	Valid
	X3.6	0.423	0.196	Valid
	X3.7	0.330	0.196	Valid
	X3.8	0.579	0.196	Valid
	X3.9	0.646	0.196	Valid
	X3.10	0.666	0.196	Valid
Purchase Intention (Y)	Y.1	0.724	0.196	Valid
	Y.2	0.727	0.196	Valid

	Y.3	0.750	0.196	Valid
	Y.4	0.738	0.196	Valid
	Y.5	0.774	0.196	Valid
	Y.6	0.796	0.196	Valid
	Y.7	0.495	0.196	Valid
	Y.8	0.373	0.196	Valid

Source: Processed data by the researcher, 2025, SPSS 27

Based on Table 1 above, it indicates that all indicators of Live Streaming (X1), Price Discount (X2), Online Customer Review (X3), and Purchase Intention (Y) have r-count values greater than the r-table value, which is 0.196. Therefore, all indicators are declared valid and suitable for further analysis as they meet the validity requirements of the research instrument.

Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Description
Live Streaming (X1)	0.629	0.60	Reliable
Price Discount (X2)	0.688	0.60	Reliable
Online Customer Review (X3)	0.738	0.60	Reliable
Purchase Intention (Y)	0.828	0.60	Reliable

Source: Processed data by the researcher, 2025, SPSS 27

Based on the results of the reliability test in Table 2 above, it can be concluded that the respondents' answers show a Cronbach's Alpha value that exceeds the minimum feasibility threshold of 0.60. This value indicates that the instrument used to measure the variable has good internal consistency. Therefore, it can be stated that the data obtained from this variable is reliable, thus it can be trusted and used for further analysis in the study.

Classical Assumption Test

Normality Test

Table 3

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.17469979	
Most Extreme Differences	Absolute	.059	
	Positive	.049	
	Negative	-.059	
Test Statistic		.059	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.520	
	99% Confidence Interval	Lower Bound	.507
		Upper Bound	.533

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed data by the researcher, 2025, SPSS 27

Based on Table 3, the results of the normality test conducted using the Kolmogorov–Smirnov method indicate that the residual values follow a normal distribution, as the Asymp. Sig. (2-tailed) value is 0.200 > 0.05. Therefore, the data can be considered normally distributed and has met one of the assumptions in linear regression analysis. This indicates that the regression model used in this study is appropriate for further analysis.

Multicollinearity Test

Table 4
Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Live Streaming	.455	2.199
	Price Discount	.467	2.143
	Online Customer Review	.942	1.061

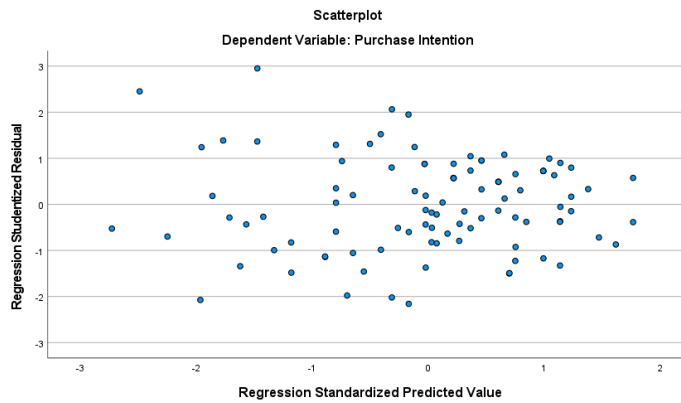
a. Dependent Variable: Purchase Intention

Source: Processed data by the researcher, 2025, SPSS 27

Based on Table 4 above, it can be seen that all independent variables have tolerance values, namely the Live Streaming variable (X1) of 0.455 > 0.10, the Price Discount variable (X2) of 0.467 > 0.10, and the Online Customer Review variable (X3) of 0.942 > 0.10. In addition, the Variance Inflation Factor (VIF) values for each variable are 2.199 < 10.00 for Live Streaming (X1), 2.143 < 10.00 for Price Discount (X2), and 1.061 < 10.00 for Online Customer Review (X3). Based on these results, it can be concluded that there is no multicollinearity in this study because each variable has a tolerance value > 0.10 and a VIF value < 10.00, thus meeting one of the basic assumptions of multiple linear regression.

Heteroscedasticity Test

Figure 1
Heteroscedasticity Test Results



Source: Processed
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heteroscedasticity test indicate that the distribution of data points occurs randomly and does not form a specific pattern. The points are evenly spread above and below the 0 line on the Y axis. Such a distribution pattern suggests that there is no indication of heteroscedasticity in the regression model used. In other words, the residual variance is constant, indicating that the regression model is suitable for testing the hypotheses in this study.

Multiple Linear Regression Test

Table 5
Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.497	4.437		.112	.911
	Live Streaming	.781	.178	.464	4.385	<.001
	Price Discount	.475	.164	.302	2.896	.005
	Online Customer Review	.001	.088	.001	.009	.993

a. Dependent Variable: Purchase Intention

Source:

Processed data by the researcher, 2025, SPSS 27

Based on Table 5, the multiple linear regression equation is obtained as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + e$$

$$\text{Purchase Intention} = 0,497 + 0,781 X_1 + 0,475 X_2 + 0,001 X_3 + e$$

The explanation of the multiple linear regression equation above is as follows:

- a. The regression constant (β_0) value of 0.497 indicates that when all independent variables remain unchanged or constant, the dependent variable, namely Purchase Intention, will be at a level of 0.497 units.
- b. The regression coefficient for the Live Streaming variable (X_1) is 0.781, which indicates that every one-unit increase in the Live Streaming variable will contribute to an increase in Purchase Intention by 0.781 units, assuming the other independent variables remain constant.

- c. The regression coefficient for the Price Discount variable (X_2) is recorded at 0.475. This means that if there is a one-unit increase in the Price Discount variable, Purchase Intention will increase by 0.475 units, provided that the other variables remain unchanged.
- d. The regression coefficient for the Online Customer Review variable (X_3) is 0.001. This means that a one-unit increase in this variable will result in an increase in Purchase Intention by 0.001 units, assuming the other independent variables are held constant.

Hypothesis Test

A. F-Test

Table 6
F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1045.047	3	348.349	33.515	<.001 ^b
	Residual	997.793	96	10.394		
	Total	2042.840	99			

Source:
 Processed
 the

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Online Customer Review, Price Discount, Live Streaming

data by

researcher, 2025, SPSS 27

Based on Table 6, the results of the F-test show a significance value (Sig. F) of 0.001 with an F calculated value of 33.515. Since $\text{Sig. F} < \alpha = 0.05$ and $F \text{ calculated} \geq F \text{ table}$ ($33.515 \geq 2.70$), the model is considered appropriate, indicating that the variables Live Streaming (X_1), Price Discount (X_2), and Online Customer Review (X_3) can explain the dependent variable, namely Purchase Intention. These results indicate that Live Streaming (X_1), Price Discount (X_2), and Online Customer Review (X_3) have a simultaneous and significant effect on Purchase Intention.

B. T-Test

Table 7
T-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.497	4.437		.112	.911
	Live Streaming	.781	.178	.464	4.385	<.001
	Price Discount	.475	.164	.302	2.896	.005
	Online Customer Review	.001	.088	.001	.009	.993

a. Dependent Variable: Purchase Intention

Source: Processed data by the researcher, 2025, SPSS 27

Based on the results of data processing in Table 7, it can be said that there is a partial influence on each research variable. The test results obtained in this study are:

1. The Live Streaming variable (X1) has a t-count value greater than the t-table ($4.385 > 1.985$) with a significance value of $0.001 < 0.05$, thus H0 is rejected and H2 is accepted. Therefore, it can be concluded that partially, the Live Streaming variable (X1) has a significant effect on Purchase Intention (Y).
2. The Price Discount variable (X2) has a t-count value greater than the t-table ($2.896 > 1.985$) with a significance value of $0.005 < 0.05$, thus H0 is rejected and H3 is accepted. Therefore, it can be concluded that partially, the Price Discount variable (X2) has a significant effect on Purchase Intention (Y).
3. The Online Customer Review variable (X3) has a t-count value less than or equal to the t-table ($0.009 \leq 1.985$) with a significance value of $0.993 > 0.05$, thus H0 is accepted and H4 is rejected. Therefore, it can be concluded that partially, the Online Customer Review variable (X3) does not have a significant effect on Purchase Intention (Y).

Coefficient of Determination Test

Table 8
Coefficient of Determination Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.496	3.224

a. Predictors: (Constant), Online Customer Review, Price Discount, Live Streaming

b. Dependent Variable: Purchase Intention

Source: Processed data by the researcher, 2025, SPSS 27

Based on Table 8, the R Square value is recorded at 0.512, indicating that 51.2% of the variation in Purchase Intention can be explained by the variables Live Streaming (X1), Price Discount (X2), and Online Customer Review (X3). Meanwhile, the remaining 48.8% is influenced by other factors outside the variables used in this research model.

The Influence of Live Streaming (X1), Price Discount (X2), and Online Customer Review (X3) Simultaneously on Purchase Intention (Y)

Based on the research results using the F-test, the significance value (Sig. F) is 0.001 with an F-count of 33.515. Since $\text{Sig. F} < \alpha = 0.05$ and $\text{F-count} \geq \text{F-table}$ ($33.515 \geq 2.70$), it can be concluded that H0 is rejected and H1 is accepted. This means that Live Streaming, Price Discount, and Online Customer Review simultaneously have a significant effect on the Purchase Intention of Somethinc products on Shopee. This finding supports digital marketing theory, which emphasizes the importance of interactivity, price incentives, and social proof in shaping consumer buying behavior. Practically, these results provide insights for business actors to optimize marketing strategies by leveraging live streaming, offering discounts, and managing customer reviews to increase consumers' intention to purchase a product.

Partial Influence of Live Streaming (X1) on Purchase Intention (Y)

Based on the partial hypothesis testing (t-test) in this study, it is proven that the Live Streaming variable (X1) has a significant influence on Purchase Intention (Y). In the t-test, the Live Streaming variable obtained a t-value greater than the t-table value ($4.385 > 1.985$) with a significance value of $0.001 < 0.05$, thus H_0 is rejected and H_2 is accepted. Therefore, it can be concluded that partially, Live Streaming has a positive and significant influence on the Purchase Intention of Somethinc products on Shopee. This is in line with the research conducted by Padilah et al. (2024), which showed that Live Streaming has a positive and significant influence on the Purchase Intention of Erigo products in Bandung City through the TikTok application.

Partial Influence of Price Discount (X2) on Purchase Intention (Y)

Based on the partial hypothesis testing (t-test) in this study, it is proven that the Price Discount variable (X2) has a significant influence on Purchase Intention (Y). In the t-test, the Price Discount variable obtained a t-value greater than the t-table ($2.896 > 1.985$) with a significance value of $0.005 < 0.05$, so H_0 is rejected and H_3 is accepted. Thus, it can be concluded that partially, Price Discount has a positive and significant influence on the Purchase Intention of Somethinc products on Shopee. This is in line with the research conducted by Pitaloka & Jaya (2024), which shows that Price Discount has a positive and significant influence on Purchase Intention on the TikTok application for The Originote skincare brand.

Partial Influence of Online Customer Review (X3) on Purchase Intention (Y)

Based on partial hypothesis testing (t-test) in this study, it was proven that the Online Customer Review variable (X3) does not have a significant influence on Purchase Intention (Y). In the t-test, the Online Customer Review variable obtained a t-count smaller than the t-table ($0.009 < 1.985$) with a significance value of $0.993 > 0.05$, thus H_4 is rejected and H_0 is accepted. Therefore, it can be concluded that partially, Online Customer Review does not have a significant influence on the Purchase Intention of Somethinc products on Shopee. This is in line with the research conducted by Ulfaida et al. (2023), which showed that the Online Customer Review variable has a positive but not significant effect on the Purchase Intention of Whitelab Products on the Tokopedia Marketplace Among Generation Y. However, these findings differ from the study conducted by Hafizhoh et al. (2023), which found that Online Customer Review has a positive and significant effect on consumer Purchase Intention on the TikTok Shop application.

CONCLUSION

The results of the simultaneous (F-Test) analysis indicate that the variables Live Streaming, Price Discount, and Online Customer Review together have a significant influence on consumers' purchase intention for Somethinc products. Meanwhile, the partial (T-Test) analysis shows that both Live Streaming and Price Discount have a significant positive effect on consumers' purchase intention, whereas the Online Customer Review variable does not show a significant effect on purchase intention for Somethinc products.

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