



The impact of Online Customer Review, Content Marketing, and Live Streaming on Purchase Decisions on Shopee with Trust as Mediation

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ABSTRACT

The study aims to analyze the impact of Online Customer Review, Content Marketing, and Live Streaming on Purchase Decisions on Shopee with Trust as Mediation. The population in this study is Generation Z (born 1997-2012) who are based in Jakarta and have been shopping at Shopee at least 1 time or more, with the sample number obtained as many as 176 respondents. The results of this study show that Online Customer Review and Content Marketing have a positive and significant influence on Purchase Decisions, but Live Streaming has a negative and significant impact on Purchasing Decision. Trust is unable to mediate the influence between Online Customer Review and Live Streaming with Purchase Decisions, but Trust is capable of mediating influences between Content Marketing as a partial mediation with Purchasing Decision.

INTRODUCTION

The trend of online shopping in Indonesia in 2023 continues to experience rapid growth. Indonesian e-commerce market continues to grow with high internet and smartphone users across the country (Voi, 2023). Populix survey results show that 54% of the population is now switching to e-business platforms with the majority of users coming from the Z generation (Safitri, 2023).

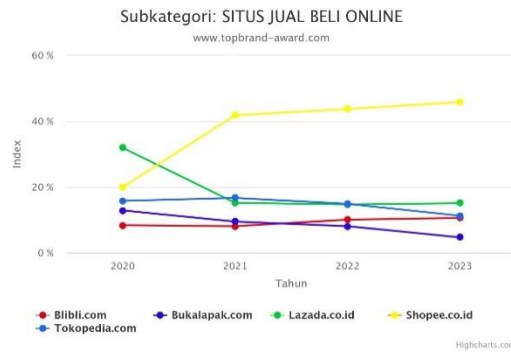


Figure 1. Topbrand-award index 2020-2023

According to Topbrand (2023) data, Shopee shows rapid year-on-year growth compared to its competitors. Top brand index Shopee 2023 ranks first with 45.80% while Lazada ranks second with 15.10%, Tokopedia ranks third with 11.30%, Blibli ranks fourth with 10.60% and Bukalapak ranks fifth with 4.70%.

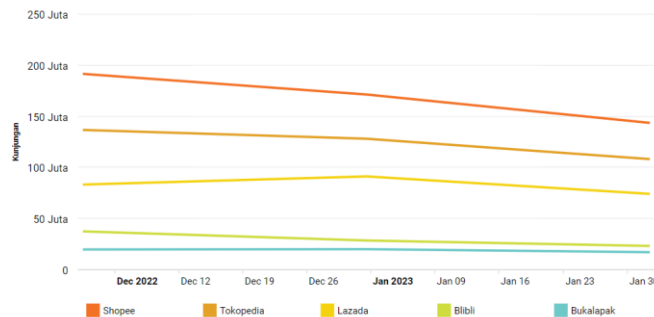


Figure 2. Number of Monthly Visitors to the Top 5 E-Commerce Sites in Indonesia

According to SimilarWeb (2023), as of February 2023, Shopee's site received only 143.6 million visits. This figure shows a decline of about 16% compared to January 2023, and a 25% decline compared with the achievement at the end of last year. The declining trend of Shopee's visits while its top brand index rises indicates an inconsistency between the popularity of the brand and the frequency of user visits, which can affect purchasing decisions. Although Shopee is becoming widely known and considered a powerful brand, the decline in the number of visits suggests that consumers may no longer see the platform as their primary choice for shopping. So, Shopee needs to carefully understand

the factors that influence purchasing decisions and adapt marketing strategies and user experiences to attract and retain active customers.

Based on previous research, there are several factors that influence purchasing decisions. Live streaming allows for direct interaction between buyers and sellers. This interaction provides more complete information and increases the probability of purchase (Fathurohman, 2023). Influencer marketing also has a positive impact because consumers are more confident in the recommendations of the influencers they follow (Wahyudi and Mulyati, 2023). OCR helps consumers judge the quality of products based on other user reviews, which also significantly influences purchasing decisions. (Wahyudi dan Mulyati, 2023). Event marketing creates exciting experiences that encourage consumers to buy products (Izzulhaq, 2022). Content marketing builds consumer awareness and interest in products through valuable and relevant content. (Shadrina dan Sulistyanto, 2022). Affiliate marketing, where individuals earn commissions from sales through affiliate links, also has a significant influence on purchasing decisions (Ningrum and Mardhiyah, 2023).

The researchers conducted a preliminary survey of 30 people who had purchased on Shopee to identify factors that influenced online purchasing decisions. The pre-survey results showed that online customer reviews, marketing content, and live streaming were the most chosen factors as primary considerations. Based on these findings, the researchers decided to use these three variables as free variables in the research.

In increasing the use of live streaming, online customer reviews, and content marketing are crucial in building consumer confidence, which is a key factor in purchasing decisions. Consumer trust, or trust, is a belief in a product that drives a person to shop, especially in the context of online shopping different from conventional shopping (Baskara in Mulyati, 2020). Purwanto Research (2021) shows that trust has a significant contribution in influencing purchasing decisions, so the higher the consumer confidence, the more likely they are to buy the product.

Based on the above background, it can be concluded that the aim of this study is to analyze the impact of Online Customer Review, Content Marketing, and Live Streaming on Online Shopee Buying Decisions with Trust as Mediation Variable on Generation Z Consumers.

THEORETICAL REVIEW

Theory of Planned Behavior (TPB)

This theory explains how individual beliefs and perceptions influence the desire to perform an action, including the decision to buy a product. (Bangun, 2023). The Theory of Planned Behavior (TPB) focuses on three main factors: attitude, subjective norms and control of perceived behavior.

Consumer Behavior

According to Kotler and Keller (2016), consumer behavior aims to understand why and how people choose a particular product to satisfy their desires and needs. Meanwhile, Nugraha (2021) states that consumer conduct covers the entire activity a person performs ranging from searching for information, comparing products, decision-making processes to ensuring that they get the goods and services they want.

E-Commerce

According to Alfiah (2020), E-Commerce is an online shopping system that allows consumers to buy the goods they want directly through the Internet. It provides a platform for sellers to promote and sell their products to consumers (B2C) or other. (B2B).

Purchase Decision

According to Desty (2022), a purchase decision is the process of consumers identifying and purchasing a product or service to suit their needs. This process begins with consumers realizing that they have a need, then collecting information about the various alternatives of goods or services available, until making a decision to buy one of those alternatives.

Online Customer Review

Online Customer Review is a review submitted by a customer regarding various aspects of a product evaluation. Through this review, a customer can assess the quality of the product based on the experience and judgment of previous customers who have purchased the product. (Putra, 2021).

Content Marketing

According to Kotler (2019), content marketing is a type of marketing that aims to build relationships with the target audience through content that is interesting, relevant, and useful.

Live Streaming

According to Nurivananda & Fitriyah (2023) Live Streaming is defined as a technology that broadcasts video data in real time through the Internet network after it is compressed or reduced to smaller video file sizes. Zhang (2020), on the other hand, defines live Streaming as online broadcasting that allows customers to interact directly with sellers and help market sellers' products.

Trust

According to Khotimah and Febriansyah (2018), trust is a fundamental belief that the seller has high integrity, is reliable, and can always fulfil his obligations in every transaction. Confidence is an important factor in a buyer's decision. Chances of receiving buyers from a trusted seller are greater. However, untrusted buyers tend to avoid the seller.

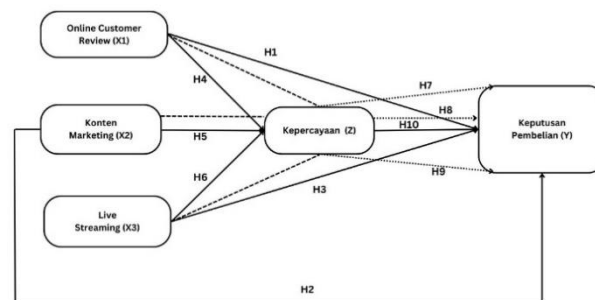


Figure 3. Conceptual Framework

H₁: Online Customer Reviews influence purchasing decisions.

H₂: Content marketing influences purchasing decisions.

H₃: Live Streaming influences purchasing decisions.

H₄: Online Customer Reviews influence consumer trust.

H₅: Content marketing influences consumer trust.

H₆: Live Streaming influences consumer trust.

H₇: Trust mediates the relationship between Online Customer Reviews and purchasing decisions.

H₈: Trust mediates the relationship between Content Marketing and purchasing decisions.

H₉: Trust mediates the relationship between Live Streaming and purchasing decisions.

H₁₀: Trust influences purchasing decisions.

METHODOLOGY

The study uses quantitative methods with causal design to test how much influence factors such as Online Customer Review (X1), Content Marketing (X2), and Live Streaming (X3) through Trust (Z) have on Purchase Decisions (Y).

Population is a whole of objects or subjects that have specific characteristics that have been set as the focus of the study and will be the basis for generalization (Sugiyono, 2018). Individuals in the population must have experience making purchases using Shopee and be domiciled in Jakarta.

The sampling techniques used are purposive non-probability samplings. The author chose this technique because of an unknown number of populations in detail.

The sample size was determined using the Hair formula, this is because the size of the population is unknown precisely. According to Hair et al (in Rahayu, 2020) stated that the sample number is at least 5 times the number of indicators. In this study there were 33 indicators, so the minimum sample number was $5 \times 33 = 165$ respondents.

RESULTS

Outer Model Measurement

1. Factor Loading

The ideal loading factor value is > 0.7 . This means that the indicator has a strong relationship with the measured concept. A value between 0.50 and 0.60 is still acceptable, but shows a weaker relationship.

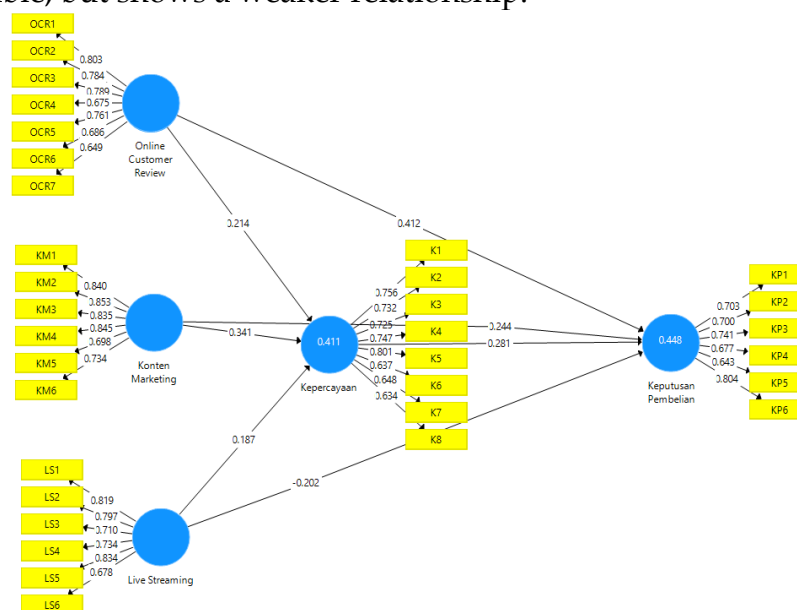


Figure 4. PLS algorithm results

Figure 4 shows that all indicators have passed the factor loading test because they have a load factor value greater than 0.6.

2. Reability

The test is done by calculating the composite reliability (CR) and Cronbach's alpha (α) for each structure. The ideal CR and α values above 0.7 indicate that the structure has good reliability.

Table 1. Reability Test Results

Variable	CA	CR	Remarks
Online Customer Review	0,859	0,893	<i>Reliable</i>
Content Marketing	0,888	0,916	<i>Reliable</i>
Live Streaming	0,859	0,893	<i>Reliable</i>
Trust	0,860	0,891	<i>Reliable</i>
Purchase Decision	0,806	0,861	<i>Reliable</i>

Based on Table 1. indicates that CR and α values are already eligible because CR values and $\alpha > 0.7$, which means that the entire variable is reliable or considered to be trustworthy or consistent.

3. Convergent Validity

Convergent Validity is tested with AVE (Average Variance Extracted). AVE measures how many variants of the indicator are described by the design. An AVE value > 0.5 indicates that the structure has a convergent validity, meaning that the indicators consistently measure the same concept.

Table 2. Convergent Validity Results

Variable	Average Variance Extracted	Remarks
Online Customer Review	0,544	Valid
Content Marketing	0,645	Valid
Live Streaming	0,584	Valid
Trust	0,507	Valid
Purchase Decision	0,508	Valid

Based on Table 2. the entire construct shows an AVE value > 0.50 This value has met the minimum AVE limit requirement of 0.50.

4. Discriminant Validity

This test is conducted to ensure that each measured concept is truly distinct from one another. Discriminant validity testing can be performed using the Heterotrait-Monotrait Ratio (HTMT). An HTMT value of < 0.90 indicates good discriminant validity.

Table 3. Discriminant Validity Results

	Trust	Purchase Decision	Content Marketing	Live Streaming	Online Customer Review
Trust					
Purchase Decision	0.618				
Content Marketing	0.665	0.607			
Live Streaming	0.586	0.402	0.733		
Online Customer Review	0.599	0.698	0.672	0.666	

Based on Table 3, it can be seen that the test results for each research variable produce values > 0.90, thereby meeting the HTMT requirements.

Inner Model

The inner model consists of structural model evaluation and path coefficient significance level. Structural model evaluation is conducted to ensure the model is robust and accurate through R², f², and Q². The testing of path coefficient significance ensures that the relationships between latent variables are statistically valid.

1. R Square (R²)

The R-squared value ranges from 0 to 1. A value closer to 1 indicates that the model is better at explaining the variation in the dependent variable. Conversely, an R-squared value close to 0 suggests that the independent variables have a limited ability to explain changes in the dependent variable.

Table 4. R²

	R Square
Kepercayaan	0,411
Keputusan Pembelian	0,448

Based on Table 4, it explains that Online Customer Reviews, Content Marketing, and Live Streaming simultaneously influence variable Z moderately by 0.411 (41.1%), while the remaining 58.9% is influenced by other factors. Meanwhile, Online Customer Reviews, Content Marketing, Live Streaming, and Trust simultaneously influence the Purchase Decision variable moderately by 0.448 (44.8%), while the remaining 55.2% is influenced by other factors.

2. Effect Size (f²)

Effect size measures the magnitude of the influence of exogenous latent variables on endogenous latent variables. f² is classified into three categories: if f² > 0.02 (small effect), f² > 0.15 (medium effect), and f² > 0.35 (large effect).

Table 5. Effect Size

The Influence Among Variables	f square	Effect size
Online Customer Review → Trust	0,045	Small
Online Customer Review → Purchase Decision	0,172	Medium
Content Marketing → Trust	0,102	Small
Content Marketing → Purchase Decision	0,051	Small
Live Streaming → Trust	0,031	Small
Live Streaming → Purchase Decision	0,038	Small
Trust → Purchase Decision	0,084	Small

Based on Table 5, it shows that Online Customer Reviews have an f^2 effect size of 0.045 on Trust, which is greater than 0.02 (small effect). Online Customer Reviews have an f^2 effect size of 0.172 on Purchase Decisions, which is greater than 0.15 (medium effect). Content Marketing has an f^2 effect size of 0.102 on Trust, which is greater than 0.02 (small effect). Content Marketing has an f^2 effect size of 0.051 on Purchase Decisions, which is greater than 0.02 (small effect). Live Streaming has an f^2 effect size of 0.031 on Trust, which is greater than 0.02 (small effect). Live Streaming has an f^2 effect size of 0.038 on Purchase Decisions, which is greater than 0.02 (small effect). The Trust variable has an f^2 effect size of 0.084 on Purchase Decisions, which is greater than 0.02 (small effect).

3. Predictive Relevance (Q^2)

Q^2 measures the predictive ability of the model towards the dependent variable. $Q^2 > 0$ indicates that the model has predictive relevance, while $Q^2 < 0$ (zero) indicates that the model lacks predictive relevance.

Table 6. Predictive Relevance (Q^2)

Endogenous Variable	Q-Square Predictive Relevance (Q^2)
Trust	0,203
Purchase Decision	0,219

The results of the testing show that the predicted relevance values (Q^2) for both endogenous variables are greater than 0, indicating that the variables Online Customer Review, Content Marketing, and Live Streaming are accurate and relevant as predictors for the endogenous construct variables.

4. Hypothesis Test

Hypothesis testing is conducted with the conditions T-Statistics > 1.96 and P-Values ≤ 0.05 .

Table 7. Hypotheses Testing Result Based on Path Coefficient

Hypothesis	Path	Path coefficient	T Statistics	P Value	Remarks
H ₁	Online Customer Review → Purchase Decision	0,412	5,336	0,000	Accepted
H ₂	Content Marketing → Purchase Decision	0,244	2,921	0,004	Accepted
H ₃	Live Streaming → Purchase Decision	-0,202	2,675	0,008	Rejected
H ₄	Online Customer Review → Trust	0,214	2,589	0,010	Accepted
H ₅	Content Marketing → Trust	0,341	3,565	0,000	Accepted
H ₆	Live Streaming → Trust	0,187	2,061	0,040	Accepted
H ₁₀	Trust → Purchase Decision	0,281	3,373	0,001	Accepted

Based on Table 7, the path coefficient value of 0.412, t-statistic of 5.336 > 1.96, and P-Value of 0.000 < 0.05 indicate that the Online Customer Review (X₁) variable has a positive and significant effect on the Purchase Decision (Y) variable. Therefore, H₁ is accepted.

Based on Table 7, the path coefficient value of 0.244, t-statistic of 2.921 > 1.96, and P-Value of 0.004 < 0.05 indicate that the Marketing Content variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₂ is accepted.

Based on Table 7, the path coefficient value of -0.202, t-statistic of 2.675 > 1.96, and P-Value of 0.008 < 0.05 indicate that the Live Streaming variable has a negative and significant effect on the Purchase Decision variable. Therefore, H₃ is rejected.

Based on Table 7, the path coefficient value of 0.214, t-statistic of 2.589 > 1.96, and P-Value of 0.010 < 0.05 indicate that the Online Customer Review variable has a positive and significant effect on the Trust variable. Therefore, H₄ is accepted.

Based on Table 7, the path coefficient value of 0.341, t-statistic of 3.565 > 1.96, and P-Value of 0.000 < 0.05 indicate that the Marketing Content variable has a positive and significant effect on the Trust variable. Therefore, H₅ is accepted.

Based on Table 7, the path coefficient value of 0.187, t-statistic of 2.061 > 1.96, and P-Value of 0.040 < 0.05 indicate that the Live Streaming variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₆ is accepted.

Based on Table 7, the path coefficient value of 0.287, t-statistic of 3.373 > 1.96, and P-Value of 0.001 < 0.05 indicate that the Trust variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₁₀ is accepted.

Table 8. Hypotheses Testing Result

Hypotheses		Original Sample	T Statistic	P Value	Remarks	Types of Mediation
H ₇	Online Customer Review → Trust → Purchase Decision	0.060	1.945	0.052	Rejected	No Mediation
H ₈	Content Marketing → Trust → Purchase Decision	0.096	2.685	0.007	Accepted	Partial Mediation
H ₉	Live Streaming → Trust → Purchase Decision	0.053	1.681	0.093	Rejected	No Mediation

Based on Table 8, the original sample value is 0.060, the t-statistic is 1.945 which is < 1.96 , and the P-Value is $0.052 > 0.05$. This means that the hypothesis in this study, which states that Trust mediates the relationship between Online Customer Review and Purchase Decision, is rejected.

Based on Table 8, the original sample value is 0.0096, the t-statistic is 2.685 > 1.96 , and the P-Value is $0.007 < 0.05$. This means that the hypothesis in this study, which states that Trust mediates the relationship between Content Marketing and Purchase Decision, is accepted.

Based on Table 8, the original sample value is 0.053, the t-statistic is 1.681 < 1.96 , and the P-Value is $0.093 > 0.05$. This means that the hypothesis in this study, which states that Trust mediates the relationship between Live Streaming and Purchase Decision, is rejected.

DISCUSSION

The Influence of Online Customer Reviews on Purchase Decisions

Based on research using PLS analysis, it was concluded that Online Customer Reviews have a positive and significant effect on purchase decisions. This means that the more numerous and positive the Online Customer Reviews a product receives, the higher the likelihood that consumers will purchase it.

Online customer reviews are very useful because they can enhance consumer trust by providing additional information not always available in product descriptions, aid in decision-making by comparing products and services, and build brand reputation through positive reviews that indicate product quality.

This finding is consistent with Ardianti's (2019) research, which found a positive and significant influence between Online Customer Reviews and purchase decisions.

Influence of Content Marketing on Purchase Decisions

Based on research findings using PLS analysis, it is concluded that content marketing has a positive and significant effect on purchase decisions. This means that good content marketing can increase the likelihood of customers making a purchase. In other words, the quality of content marketing displayed by a company can directly affect customer decisions. Content marketing includes various forms of communication such as articles, videos, infographics, and social media posts that aim to attract attention and build relationships with the target audience. This result aligns with Dermawan (2023), who found a positive and significant effect of content marketing on purchase decisions.

Influence of Live Streaming on Purchase Decisions

Based on the research findings, it is concluded that Live Streaming has a negative and significant effect on purchase decisions. This means that Live Streaming does not have a significant impact on purchase decisions. This finding might be due to poor quality of live streaming, lack of interactivity between the presenter and viewers, and the use of recordings that reduce the sense of urgency and authenticity of the live sessions. This result is inconsistent with Amin (2023) and Fathurrohman (2023), who showed a positive and significant effect of Live Streaming on purchase decisions. The discrepancy might indicate the need to improve the technical and interactive aspects of live streaming to positively influence purchase decisions.

Influence of Online Customer Reviews on Trust

Based on research findings using PLS analysis, it is concluded that Online Customer Reviews have a positive and significant effect on trust. This means that the more positive reviews from customers, the more a product is trusted. Thus, online testimonials are very influential in building consumer trust. This finding is consistent with Pasi (2021), which found a positive and significant effect of Online Customer Reviews on trust.

Influence of Content Marketing on Trust

Based on research findings, it is concluded that content marketing has a positive and significant effect on trust. This means that good content marketing can enhance consumer trust. When the content meets the needs and expectations of consumers, it will drive loyalty and purchases. This result is in line with Cahya

(2023), which found a positive and significant effect of content marketing on trust.

Influence of Live Streaming on Trust

Based on data processing using PLS analysis, it is concluded that Live Streaming has a positive and significant effect on trust. This means that Live Streaming contributes positively to the formation or strengthening of trust in the information, products, services, or brands presented through Live Streaming. By increasing transparency and direct interaction, Live Streaming allows the audience to receive information in real-time, reducing doubts and building a stronger relationship with the brand, thereby enhancing overall consumer trust. This result is consistent with Saputra (2022), which found a positive and significant effect of Live Streaming on trust. The study emphasizes that the Live Streaming feature that enables direct interaction and transparency helps the audience feel more connected and trusting of the information presented.

Trust Mediates Online Customer Reviews on Purchase Decisions

Based on the research findings, it is concluded that trust does not mediate the effect of Online Customer Reviews on purchase decisions, thus H7 is rejected. This finding is consistent with Umma (2023) and Putra (2021) which show that trust does not mediate Online Customer Reviews on purchase decisions. This means that although online customer reviews can directly influence purchase decisions, trust does not play a significant role in reinforcing or weakening this effect. This indicates that consumers may directly consider the information provided in reviews without needing to account for how much they trust the source of the review, highlighting the importance of the quality and content of the reviews themselves in influencing purchase decisions.

Trust Mediates Content Marketing on Purchase Decisions

Based on PLS analysis, it is concluded that trust mediates the effect of content marketing on purchase decisions, thus H8 is accepted. This result is consistent with Cahya (2023), which found that trust mediates the effect of content marketing on purchase decisions. In other words, content marketing not only directly influences purchase decisions but also indirectly through its effect on consumer trust. This indicates that the success of content marketing lies not only in the quality of the content but also in its ability to build trust and credibility in the eyes of the audience.

Trust Mediates Live Streaming on Purchase Decisions

Based on research findings using PLS analysis, it is concluded that trust does not mediate the effect of Live Streaming on purchase decisions, thus H9 is

rejected. This means that trust does not play a role in enhancing or diminishing the impact of Live Streaming on consumer purchase decisions. This finding is inconsistent with Azizah (2024), which found that trust does mediate Live Streaming on purchase decisions.

Influence of Trust on Purchase Decisions

Based on the research findings, it is concluded that trust has a positive and significant effect on purchase decisions. This means that the higher the level of consumer trust in a product or brand, the more likely they are to make a purchase decision. This result is consistent with Aulia (2023) and Rahayu (2021), which found a positive and significant effect of trust on purchase decisions. This finding indicates that building and maintaining consumer trust is an important strategy for increasing the likelihood of purchase decisions, and companies should focus on efforts to enhance consumer trust to positively influence their decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Online Customer Review has a positive and significant effect on Purchase Decisions. This means that the more and the more positive Online Customer Reviews a product receives, the higher the likelihood that customers will choose to purchase it.
2. Content Marketing has a positive and significant effect on Purchase Decisions. This means that information and content from Shopee can effectively influence users to buy products on the Shopee platform.
3. Live Streaming has a negative and significant effect on Purchase Decisions. This means Live Streaming does not have a significant impact on Purchase Decisions.
4. Online Customer Review has a positive and significant effect on Trust. This means that the more reviews from customers, the higher the level of trust perceived in the offered product or service.
5. Content Marketing has a positive and significant effect on Trust. This means that the more relevant the content marketing presented, the higher the level of Trust customers have towards the promoted product.
6. Live Streaming has a positive and significant effect on Trust. This means Live Streaming contributes positively to the formation or strengthening of an individual's Trust in the information, products, services, or brands presented through Live Streaming.
7. Trust does not mediate the relationship between Online Customer Review and Purchase Decisions. This means that although online customer reviews have a direct impact on purchase decisions, the factor of trust does not strengthen or weaken this impact.
8. Trust mediates the relationship between Content Marketing and Purchase Decisions. In other words, Content Marketing not only directly affects

Purchase Decisions but also indirectly through its impact on consumer trust. This means that when consumers trust the information and messages conveyed in Content Marketing, they are more motivated to choose the promoted products or services.

9. Trust does not mediate the relationship between Live Streaming and Purchase Decisions. This means that although customers may trust the content or information conveyed in live streaming, it does not automatically influence their purchase decisions.
10. Trust has a positive and significant effect on Purchase Decisions. This means that the greater the consumer's trust in a product or brand, the more likely they are to make a purchase.

Recommendations

For Companies (Shopee)

1. Increase Trust in Online Customer Reviews. Shopee can enhance user trust in online reviews by introducing a review verification system, encouraging detailed reviews with clear guidelines, and developing algorithms to highlight high-quality reviews. Additionally, Shopee could offer incentives for helpful reviews, educate users on distinguishing between genuine and fake reviews, periodically filter out fake reviews, and utilize testimonials from trustworthy influencers.
2. Enhance the Effectiveness of Content Marketing. Shopee should ensure that the content created is relevant, high-quality, and aligned with the needs and preferences of the target audience. Integrating various content formats such as articles, videos, and infographics can help attract a wider audience. Moreover, the company should consistently update content and leverage data analytics to understand what resonates most with their audience.
3. Strengthen the Reputation of Brands on the Platform. Shopee might consider featuring reputable and popular brands prominently, such as with "Trusted Brand" or "Shopee's Choice" badges on products from these brands. Additionally, Shopee could increase transparency by providing more information about brand reputation and reviews on product pages. Marketing campaigns highlighting collaborations with well-known brands and testimonials from satisfied customers could also help build trust.
4. Enhance the Shopping Experience. Shopee should focus on simplifying and improving the customer shopping experience. This includes an easy checkout process, responsive customer support, and a satisfying post-purchase experience. Improving the overall experience can positively influence purchase decisions and encourage repeat purchases.

FURTHER STUDY

- Future researchers should consider using other variables that might have a greater impact on Purchase Decisions.
- Future researchers should broaden the scope of research by including psychological and social variables that affect consumer behavior more comprehensively. Additionally, researchers could conduct cross-platform e-commerce studies or comparative research between platforms.

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