



THE INFLUENCE OF LIVE STREAMING AND CUSTOMER REVIEWS ON PURCHASING DECISIONS FOR KEMAIU SHAMPOO PRODUCTS

Ruth Agita Purba^{1*} Virginia Mandasari²

^{1,2}Universitas Pembangunan University "Veteran" Jawa Timur

Email: ruthagita388@gmail.com¹, virginia_mandasari.mnj@upnjatim.ac.id²

Abstract

This study aims to find how much influence live streaming and customer reviews have on purchasing decisions for "Kemaiu" brand shampoo products. Where in this study Live streaming is considered an innovative and interactive marketing tool, while customer reviews provide views from direct experience with the product. The results of data analysis show that live streaming and customer reviews significantly influence purchasing decisions for Kemaiu shampoo products. Viewers of live streaming tend to have a positive perception of the product after seeing a live demonstration and interacting with the live streaming organizer. Customer reviews, particularly those reflecting satisfaction and product performance, provide strong confirmation of the quality and benefits of Kemaiu shampoo.

Keywords: Live Streaming, Customer Review and Purchase Decision

INTRODUCTION

In the growing digital era, the transformation of consumer behavior is becoming more dynamic and closely connected to technology, for example in Indonesia. The development of technology in Indonesia greatly facilitates community activities, one of which is in business activities, namely buying and selling online. Consumers who develop online shopping habits have indirectly increased repurchase interest through consumer satisfaction (Lin & Lekhawipat, 2014). There are many benefits that can be obtained if we use social media compared to other media, one of which is that by using social media, sellers will find it easier to reach consumers and incur much lower costs, especially for sellers who just want to start their business (Redjeki & Affandi, 2021). Based on Statista Market Insights data in 2022, 178.94 million people used online marketplaces or e-commerce. Compared to the previous year, the number of e-commerce users increased by 12.79% where in the previous year there were only 158.65 million users (dataindonesia.id).

One of the E-commerce applications that is already familiar in Indonesia is Shopee. The Shopee application has many features that make it easy for people to do buying and selling activities, so it steals a lot of attention from the community. Based on the above data according to databoks.katadata.co.id (2023). In September 2023 Shopee site visitors shot up about 38%, namely 237 million. Many promotional features carried out by Shopee, namely the free shipping feature, payment by COD method, to the livestreaming feature that makes it easier for consumers to see goods in real-time. Based on a survey conducted in early 2023, Shopee became the e-commerce that provided the best free shipping promo compared to other e-commerce (cnnindonesia.com).

If a consumer buys goods online, the consumer only needs a smartphone to transact without leaving the house, but consumers cannot see the products offered directly, not a few people are deceived because the goods offered through photos are different from the goods that have been received, therefore we still have to be careful in choosing products.

In the era of increasingly sophisticated technological advances, shopee has a feature that makes it very easy to market products, namely Shopee live, with this feature buyers can interact directly with sellers in real time to ask about the condition of the goods so as to make consumers trust and make decisions to buy according to consumer needs. Apart from the live streaming feature, shopee also has a feature that is useful for increasing consumer confidence in buying products, namely the Online customer review feature or reviews from customers. Product reviews that have been posted by previous consumers on online or e-commerce websites are an important feature of online stores (Punj, 2013).

The main thing that consumers do before making an online purchase transaction is to pay attention to the reputation of the store. Usually, consumers take steps by looking at reviews of consumers who have shopped at the store so that the products purchased can be as expected because according to Ling et al. (2010), if consumers show satisfactory online purchase results, it is possible that these consumers will shop online for a long time. Positive reviews from customers play an important role in increasing sales, this is because positive reviews can attract potential buyers to buy the product or service.

Quoted from compas.co.id (2022) One of the best-selling product categories in shopee is hair care products because these products in August 2022 managed to sell up to 684.5 thousand more products and the sales revenue reached Rp. 43 billion. More and more people are competing to create products that have the best formula for treating hair, one of which is Kemaiu products.

Kemaiu is a hair care product consisting of hair tonic and shampoo which contains Aloevera, candlenut, Caffeine, Diaminopyrimidine Oxide (aminexil/copexil) and ginger oil as much as 20%. Aloevera extract or aloe vera contains vitamin B12 and folic acid, which is great for reducing hair loss. This plant contains Vitamins A, C, and E which are essential nutrients for hair cells and can help accelerate regeneration and nourish hair cells.

METHOD

This research uses quantitative methods. "Quantitative descriptive research analysis is used to analyze data by describing or describing the collected data as it is without intending to make general conclusions or generalizations" Sugiyono (2018: 20). To complete the data, researchers collected primary and secondary data. Researchers obtained primary data through distributing online questionnaires using a Likert scale to 100 respondents while secondary data was collected from various sources such as journals, books, online sites. The data that has been collected is analyzed using SPSS software with several regression analysis methods, this is done to determine how the influence of the x variable on the y variable.

RESULTS AND DISCUSSION

Validity Test

Validity is taken from the word validity which refers to how precisely and accurately a measuring instrument carries out its measurement function (Azwar 1986), while according to Priyatno (2014:51) the validity test is carried out to measure how much the accuracy of the questionnaire statement given to the respondent. In concluding that the questionnaire items are valid, the results of $r_{Observed} > r_{Table}$, and if $r_{Observed} < r_{Table}$ it can be concluded that the questionnaire questions are not valid.

Based on the calculation, the results obtained from r_{Table} 98 show the number 0.165. Therefore it can be concluded that the statement is valid. The following is a comparison table between $r_{Observed}$ and r_{Table} .

Table 1. Validity Test

| Variable | $r_{Observed}$ | r_{Table} | Explanation |
|---------------------------|----------------|-------------|-------------|
| Live Streaming (X_1) | 0,919 | 0,165 | Valid |
| Review Customer (X_2) | 0,915 | 0,165 | Valid |
| Purchasing Decision (Y) | 0,828 | 0,165 | Valid |

It can be seen that each indicator has a value of $r_{Observed} > r_{Table}$ so that the statements regarding Live Streaming, Customer Reviews, and Purchasing Decisions used do not require statement changes because this research is declared valid.

Reliability Test

According to Sugiyono (2019: 121) to show the level of accuracy, reliability, accuracy and consistency of the indicators in the questionnaire, a reliability test must be carried out. Good research results are not only valid but must also be accompanied by reliability. Therefore, to determine whether a questionnaire is reliable or not, the questionnaire must have a Cronbach's Alpha value of more than 0.6, then the statement can be concluded to be reliable and if Cronbach's Alpha is less than 0.6 then the data tested is less reliable.

Table 2. Reliability Statistics

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .859 | 3 |

The reliability test results of the distributed questionnaires are reliable because the data produces Cronbach's Alpha > 0.6 .

Linearity Test

This test is usually carried out to determine whether the variables that have been tested have a linear relationship or not. This linearity test is carried out as a requirement when analyzing correlation or linear regression.

In finding whether the variable (X) has a linear relationship with (Y), the sig. Linearity must be

greater than 0.05, and if the sig. Linearity is smaller than 0.05 then the relationship is notlinear.

Table 3. Linearity Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 9.351 | 2 | 4.675 | 33.845 | .000 ^b |
| | Residual | 13.399 | 97 | .138 | | |
| | Total | 22.750 | 99 | | | |

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

From the table above there is a sig.linearity value of 0.000 where the sig.linearity valueis smaller than 0.05, then variable X is linear to variable Y.

Multiple Linear Regression Analysis

To find out how much influence an independent variable has on the dependent variable,multiple linear regression is carried out. The following are the results of data processing:

Table 4. Linear Multiple Regression

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.028 | .321 | | 6.308 | .000 |
| | X1 | .290 | .107 | .348 | 2.707 | .008 |
| | X2 | .284 | .111 | .329 | 2.564 | .012 |

a. Dependent Variable: Y

From the table above, the multiple regression equation is obtained, namely: $Y = 2.028 + 0.290X_1 + 0.284X_2$

Based on this equation, each variable has a positive effect on purchasing decisions and itcan be explained that :

- If the X_1 and X_2 variables are equal to zero, the Y value is 2,028. This means that the decision value that does not include live streaming (X_1) and customer reviews (X_2) is 2,028.
- X_1 : Regression coefficient of 0.290 on the live streaming variable (X_1) means that an increase of 1 in the live streaming variable (X_1) means that the purchase decision will increase by 0.290.
- X_2 : The Regression Coefficient of the customer review variable (X_2) of 0.284 means thatwhen the customer review variable (X_2) increases by 1, the purchase decision (Y) will increase by 0.284.

Hypothesis Test

Simultaneous Effect Test (F_{Test})

F test is conducted to determine the joint effect of the independent variables on the dependent variable (Situmorang 2014). Based on the test results, the calculated F value is 33.845 while the F table is 3.09, with a significance level (sig.) obtained a value of 0.000 < 0.05. So H0 is rejected and accepts Ha, which means that the live streaming variable (X1) and the customer review variable (X2) have a big effect on the purchasing decision variable.

Partial Effect Test (T_{Test})

According to Sugiyono (2021: 573) the t test is a test to determine whether each independent variable has a significant effect on the dependent variable by testing the regression coefficient of each independent variable. The results of the T test conducted on the Live Streaming variable (X1) have a positive and significant effect on purchasing decisions. The Live Streaming variable (X1) has a t_{Observed} value of 2.707 with a significance value of 0.000 > 0.005. Because the value of t_{Observed} > t_{Table}, it can be concluded that it rejects H0 and accepts Ha, which means that Live Streaming (X1) has a significant effect on Purchasing Decisions (Y) and the Customer review variable (X2) has a positive and significant effect on purchasing decisions. The Customer Review variable (X2) has a t_{Observed} value of 2.564 with a significance value of 0.000 > 0.005. Because the value of t_{Observed} > t_{Table}, it can be concluded that it rejects H0 and accepts Ha, which means that Customer Review (X2) has a significant effect on Purchasing Decisions (Y).

Coefficient of Determination (R²)

Table 5. Determination coefficient results

| Model Summary | | | | |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .641 ^a | .411 | .399 | .37167 |
| a. Predictors: (Constant), X2, X1 | | | | |

Based on the table above, the results of the coefficient of determination (R Square) test have been obtained, namely 0.411 (41.1%). This shows that 41% of the contribution of Live Streaming (X1) and Customer Reviews (X2) has an effect on the decision to purchase Kemaiu shampoo products (Y).

Correlation Test

Table 5. Correlation table

| | | Live Streaming | Review Produk | Keputusan Pembelian |
|---------------------|---------------------|----------------|---------------|---------------------|
| Live Streaming | Pearson Correlation | 1 | .795** | .609** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 100 | 100 | 100 |
| Review Produk | Pearson Correlation | .795** | 1 | .605** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 100 | 100 | 100 |
| Keputusan Pembelian | Pearson Correlation | .609** | .605** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

$$\begin{aligned}
 \text{Total SE} &= \text{SE}(X_1)\% + \text{SE}(X_2)\% \\
 &= (0.348 \times 0.609)\% + (0.329 \times 0.605) \\
 &= 21,1\% + 19,9\%
 \end{aligned}$$

DISCUSSION

1. The influence of live streaming on purchasing decisions

Based on the tests that have been carried out, live streaming can increase purchasing decisions by 21.1% and there is a significance value of $0.008 < 0.005$, it can be concluded that there is strong enough evidence to support the claim that live streaming has a positive effect on purchasing decisions. This can happen because during live streaming a seller can explain in detail and clearly from the description of the product, besides that friendliness in answering various questions from consumers and speed in serving buyers accompanied by giving awards at the end of each session which can increase motivation in purchasing decisions (Haryanto & Nugroho, 2015). According to Chen et al (2019) when consumers lack the necessary information and feel hesitant in making decisions, they will also be affected by information asymmetry which will reduce motivation in purchasing decisions.

2. The influence of customer reviews on purchasing decisions.

Based on the tests that have been carried out, reviews conducted by customers have a 19.9% effect on purchasing decisions and there is a significance value of $0.012 < 0.005$, it can be concluded that there is strong enough evidence to support the claim that customer reviews have a good effect on purchasing decisions. According to Cheung and Lee (2012) reviews provided by customers can provide additional information and can also influence their views on products or services.

3. The influence of live streaming and customer reviews on purchasing decisions

It is known that the R-square model is 41% based on the results of the model summary output table. Which means that live streaming and reviews from customers have a simultaneous effect of 41%

with a sig value of $0.00 < 0.05$ and the anova table is $33.845 > f$ table 3.09, this accepts the hypothesis that live streaming and customer reviews can simultaneously influence purchasing decisions. With the Live streaming feature, the seller can explain the product or service directly, while the reviews provided by customers play an important role for consumers who want to buy the product, where the reviews from customers can build trust and provide information or warnings to potential buyers, the combination of these two variables really helps consumers in understanding the product first before making a purchase decision.

CONCLUSION

From the research that has been carried out, the researcher concludes that live streaming and reviews from customers have a big influence on the decision to purchase a product, because in addition to making it easier for consumers, it also does not cost much to buy a product or service. When compared, live streaming has a higher influence than customer reviews, this is because livestreaming can display audio visuals that consumers can see directly, therefore to increase sales it is necessary to improve the quality of videos and live streaming services.

REFERENCES

- Amalia, P., & Didiek Wiet Aryanto, V. (2023). The Effect of Celebrity Endorsement, Online Customer Reviews and Free Promo Ongkir on Product Purchase Interest in Tiktokshop Yellow Cart (Case Study on UDINUS Semarang Students). *Journal of Social Science Research*, 3, 11190-11200.
- Arbaini, P. (2020). *Journal of Business and Management THE INFLUENCE OF ONLINE CONSUMER RATINGS AND REVIEWS ON PURCHASE DECISIONS ON TOKOPEDIA MARKETPLACE USERS* (Vol. 7, Issue 1). <http://jurnal.unmer.ac.id/index.php/jbm>
- Faradiba, B., & Syarifuddin, M. (2021). *COVID-19: THE EFFECT OF LIVE STREAMING VIDEO PROMOTION AND ELECTRONIC WORD OF MOUTH ON PURCHASING* (Vol. 4, Issue 1).
- Febriani, E. P., & Sudarwanto, T. (2023). The Effect of Brand Image and Live Streaming Marketing on Tiktok on the Decision to Purchase Somethinc Products. *Wahana Pendidikan Scientific Journal*, 9 (21), 290-303. <https://doi.org/10.5281/zenodo.10076889>
- Febrianti, R., Nuraini, P., & Firmansyah, R. (2022b). Promotion Strategy on TikTok Shop Application to Increase MSME Sales. *Journal of Economic Struggle (JUMPER)*, 4(2), 76-80.
- Pratiwi, V. J., Efendi, F., Fariz, M., Zikrinawati, K., & Fahmy, Z. (2023). The Effect of Shopping Discount Vouchers on Live Streaming Tiktok Application on Impulsive Buying Behavior Among Students of UIN Walisongo Semarang. *Student Scientific Creativity Journal (SSCJ)*, 1(2), 391-400. <https://doi.org/10.55606/sscj-amik.v1i2.1839>
- Priyono, M. B., & Sari, D. P. (2023). The Impact of Tiktok and Tiktok Shop Applications on MSMEs in Indonesia. *Scientific Journal of Wahana Pendidikan*, 9(17), 497-506. <https://doi.org/10.5281/zenodo.8315865>
- Suarna, I. F. (2022). Purchase Decision on Live Streaming Shopping Tiktok Social Media Users in Bandung. *Ekono Incentive*, 16(2), 138-152. <https://doi.org/10.36787/jei.v16i2.942>