

# ANALYSIS OF THE EFFECTIVENESS OF ONLINE CUSTOMER REVIEWS AND LIVE STREAMING ON CONSUMER PURCHASE INTEREST ON E-COMMERCE SHOPEE IN KABUPATEN PASAMAN BARAT

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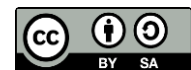
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## Abstract

This study aims to measure how much the effectiveness of the online customer review and live streaming features in influencing the buying interest of Shopee consumers, especially in Kabupaten Pasaman Barat. The research will be conducted using quantitative methods through a questionnaire survey. The data collected was analyzed using multiple linear regression and processed through the SPSS application. The research findings show that each variable, both online customer reviews and live streaming partially affects the buying interest of Shopee consumers in Kabupaten Pasaman Barat, with a t-count > t-table value, namely  $4,302 > 1,68$  for online customer reviews, and  $4,271 > 1,68$  for live streaming. Simultaneously, the two variables are also proven to influence the buying interest of Shopee consumers in Kabupaten Pasaman Barat with an F-count > F-table value, namely  $35,596 > 2,80$ . It is recommended that further research be able to expand the research area and increase the number of research variables. For sellers in Shopee e-commerce, it is advisable to maximize the use of online customer review and live streaming features. For Shopee e-commerce, it is hoped that it will further improve these two features.

**Keywords:** Buying Interest, Live Streaming, Online Customer



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## INTRODUCTION

The rapid development of technology in the digital era has changed consumer shopping behavior. Technological advances have made consumers who initially made purchases directly, now only online. By shopping online, consumers become more practical in making purchases. They can shop anytime and anywhere even from home. The emergence of Electronic Commerce or what we often know as E-Commerce has become real evidence of the increasingly rapid development of technology. In general, Electronic Commerce (E Commerce) is all types of transactions for buying and selling goods and services carried out through electronic media (Nurliyani, Safarina, & Nurizal, 2024).

Ernestivita, Budiyanto, & Suhermin (2023) explain that "E-Commerce is online shopping that is done via the internet and payment is made by transferring digital money". In addition to offering this convenience, e-commerce also provides many benefits. Santoso (2021) said that "E-Commerce has several benefits, such as being available anytime, fast in accessing, there are more choices of products and services, easy to access, and can be reached internationally". Irawan, et al (2023) said that "E-Commerce is part of E-Business which involves all business activities using electronic data, such as marketing via the internet". The rapid development of e-commerce in Indonesia has resulted in many applications being created to manage online sales (Kusumaningsing, Sutopo, & Nurlaeli, 2021).

In this case, Shopee, as a very popular e-commerce platform in Indonesia, continues to innovate by presenting various interesting features to make it easier for consumers to shop online, including online customer reviews and live streaming. Online Customer Review (OCR) is communication through words that occurs in online transactions and helps prospective buyers obtain information about products through surveys from customers who have used the product (Hartaty, Astuti, & Mahaputra, 2024). In addition, Fatmala & Pamikatsih (2024) explained that Customer Reviews can be interpreted as part of electronic Word Of Mouth (e- WOM) communication used in online sales, where information from customer reviews can help identify and assess products or services that consumers are interested in, if a product or service has many positive reviews, consumers tend to be more interested in buying it (p. 293).

Meanwhile, Siswanto & Aryanto (2024) explained that "live streaming or direct sales is a way of shopping online where the seller shows the product directly through live video so that buyers can directly buy the product online". Both features are considered important to increase consumer purchasing interest because they provide trust and clarity about the product to those who are going to buy. Hermawan (2021) said that "consumer purchasing interest is a component that is part of forming a consumer's attitude when consuming a product". In the context of sales, consumer purchasing interest is closely related to the reasons they choose to buy a product, where purchasing decisions are usually made after considering the value of the product or service (Rahmawaty, Sa'adah, & Musyafaah, 2023). Consumers who are only interested in a product or service will not necessarily make a purchase, but if they have a positive view of the product, then the interest in buying it will arise (Soleha, Rizal, & Wahyuningtyas, 2024).

This study focuses on three problem formulations which include: (1) How effective is online customer reviews in influencing consumer purchasing interest on Shopee in Kabupaten Pasaman Barat?; (2) How effective is live streaming in influencing consumer purchasing interest on Shopee in Kabupaten Pasaman Barat?; (3) How is the comparison of the

effectiveness of the two variables (online customer review and live streaming) in influencing consumer purchasing interest in Shopee in Kabupaten Pasaman Barat? So that the research is expected to provide benefits for: (1) Assessing how effective the online customer review feature is on consumer purchasing interest in Shopee in Kabupaten The population in this study includes all Shopee e-commerce users in Kabupaten Pasaman Barat, especially those who have used the online customer review and live streaming features when buying products on Shopee. Rahim, et al. (2021) explain that "a population is a collection of objects or subjects with a specific number and characteristics determined by researchers to be studied so that conclusions can be drawn". Meanwhile, a sample is defined as a small part of the population that has the same nature and characteristics, so that it can represent the entire population that is the subject of the study (Rahim, et al., 2021).

## **RESEARCH METHOD**

This study aims to examine consumer purchasing behavior in the context of e-commerce, particularly focusing on the influence of online customer reviews and live streaming on purchase intention among Shopee users. Online customer reviews and live streaming features have emerged as critical tools that shape consumer perceptions and trust. Understanding how these elements affect buying interest is essential for both academics and practitioners in the field of digital marketing. This research is conducted within a specific regional context, namely Kabupaten Pasaman Barat, to capture localized consumer behavior patterns.

### ***Research Design***

This study adopts a quantitative research design using a survey method to analyze the relationship between online customer reviews, live streaming, and consumer purchasing interest. The quantitative approach is chosen to enable the measurement and statistical analysis of variables in a structured and objective manner. The survey method is considered appropriate as it allows researchers to collect standardized data from multiple respondents efficiently. By using a structured format, the research ensures that all respondents are exposed to the same set of questions. The approach also supports the generalization of findings within the defined sample group. In addition, the design allows for the quantification of consumer perceptions and behaviors. Statistical analysis can then be applied to interpret the collected data. Overall, the research design ensures methodological rigor and reliability in examining consumer behavior in the digital marketplace.

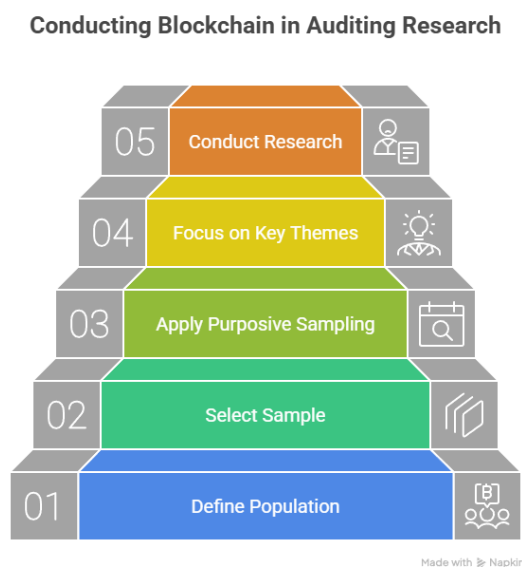
### ***Research Target/Subject***

The target population of this study consists of Shopee users residing in Kabupaten Pasaman Barat who actively engage in online shopping activities. The sample is selected using a purposive sampling technique, which involves choosing respondents based on specific criteria relevant to the research objectives. The criteria include individuals who are at least 18 years old, actively use Shopee, and have prior experience reading online customer reviews and watching live streaming before making a purchase. This targeted selection ensures that respondents possess sufficient knowledge and experience related to the variables being studied. According to Fauzy (2019), purposive sampling is a method of selecting samples based on predetermined requirements that align with the research needs. A total of 50 respondents are included in the study, providing a manageable yet meaningful dataset for analysis. The selected participants represent consumers who are actively involved in digital

purchasing processes.

### *Instruments and Data Collection Techniques*

The primary research instrument used in this study is a structured questionnaire designed to measure key variables, including online customer reviews, live streaming, and consumer purchasing interest. Data collection is conducted through an online survey distributed using a Google Form link to respondents who meet the established criteria. The questionnaire consists of closed-ended questions, allowing respondents to select from predefined answer choices, which facilitates easier data analysis. In total, the questionnaire includes 15 questions, with each variable represented by five items to ensure balanced measurement.



**Figure 1.** Conduction Blockchain in Auditing Research

This structure helps capture different dimensions of each variable while maintaining clarity and simplicity for respondents. The use of online distribution ensures broader reach and convenience for participants. It also allows for efficient data collection within a relatively short period. The survey method, as explained by Rahim et al. (2021), is an effective approach for collecting data through questionnaires as the main instrument.

### *Data Collection Procedure*

The data collection process begins with identifying respondents who meet the predefined sampling criteria, followed by distributing the questionnaire link through online platforms. Participants are given clear instructions on how to complete the questionnaire to ensure accurate and consistent responses. Each respondent is required to answer all questions, which are designed to capture their experiences and perceptions related to online customer reviews and live streaming features on Shopee. The use of closed-ended questions allows for efficient coding and analysis of responses. Data collected from the questionnaire are then compiled and organized systematically for further analysis. The process ensures that all responses are recorded accurately without duplication. Additionally, the online format minimizes data entry errors and enhances efficiency. The collected data are then prepared for statistical analysis to examine relationships between variables.

**RESULTS AND DISCUSSION**

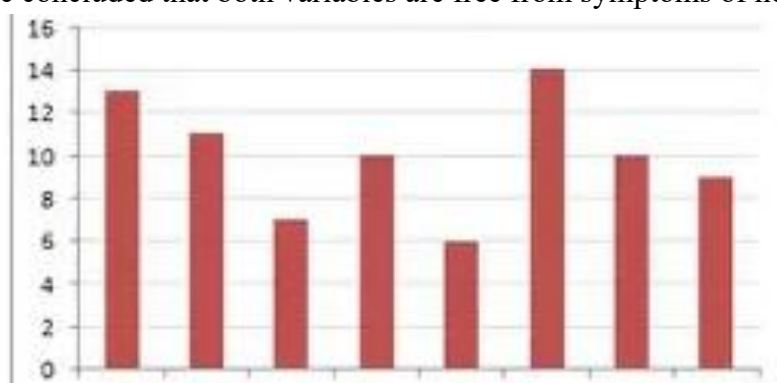
Data in a study is considered normal if the valueThe significance is  $> 0.05$ , but the data will be considered abnormal if the significance value is  $< 0.05$ . From the presentation of table 3, it can be seen that the normality test using Sample Kolmogorov-Smirnov shows a significance value that exceeds 0.05, namely  $0.200 > 0.05$ . This indicates that the data is normal. Thus, one of the requirements for conducting a regression test has been met.

**Tabel 1.** Multicollinearity Test

Test Method	Significance Value	Threshold ( $\alpha$ )	Decision Criteria	Result	Interpretation
Kolmogorov-Smirnov Test	0.200	0.05	Sig. $> 0.05$ = Normal Sig. $< 0.05$ = Abnormal	200 $>$ 0.05	Data is normally distributed; assumption is met

Multicollinearity testing in a study is used to determine whether or not there is multicollinearity in the data. This is done by considering the tolerance value and the VIF (Variance Inflation Factor) value. Data will be declared free from multicollinearity if the tolerance value exceeds 0.10 ( $> 0.10$ ) and the VIF value is below 10.0 ( $< 10.0$ ). From the presentation of table 4, the data is proven not to experience multicollinearity. This is evident from the tolerance value of the online customer review (X1) and live streaming (X2) variables which exceed 0.10, namely  $0.766 > 0.10$ ; and the VIF value which is below 10.0, namely  $1.306 < 10.0$ .

In a study, the glejser test in the heteroscedasticity test has certain criteria that must be met. Data will be declared free from symptoms of heteroscedasticity if the significance value (Sig) is above 0.05 ( $> 0.05$ ), and if the data is indicated to have symptoms of heteroscedasticity, the significance value (Sig) is not more than 0.05 ( $< 0.05$ ). Based on the table that has been presented, it can be seen that the significance value (Sig) on the online customer review variable (X1) exceeds 0.05, namely  $0.517 > 0.05$ . Likewise with the live streaming variable (X2) whose significance value (Sig) also exceeds 0.05, namely  $0.064 > 0.05$ . so it can be concluded that both variables are free from symptoms of heteroscedasticity.



**Figure 2.** The Value of Adjusted R Square

From the presentation of Figure 2, the value of Adjusted R Square is 0.585, which can be concluded that the contribution that influences the independent variable to the dependent variable simultaneously (together) is 58.5%. This means that the variables that influence online customer reviews and live streaming are only 58.5%, where the remaining 41.5% is

influenced by other variables that are not studied.

Referring to table 10, the significance value (Sig.) on the online customer review variable (X1) is  $0.001 < 0.05$ , indicating that the variable significantly affects the Y variable. Meanwhile, on the live streaming variable (X2) whose significance value is  $0.001 < 0.05$ , indicating that the variable also has a significant effect on the Y variable. In a study, there is another way that can be used to analyze the t-test, namely by comparing the t-count with the t-table ( $t\text{-count} > t\text{-table}$ ). In table 10, the t-count value on the online customer review variable (X1) is proven to exceed the t-table value, which is  $4.302 > 1.68$ . Likewise with the live streaming variable (X2), the t-count value on this variable also exceeds the t-table value, which is  $4.271 > 1.68$ . So that in each variable, a conclusion is obtained, be it online customer review (X1) or live streaming (X2), each has a partial effect on the consumer purchase interest variable (Y). This means that H1 and H2 are accepted.

#### ***Effectiveness of Online Customer Reviews on Consumer Purchase Interest***

From this study, it was found by researchers that online customer reviews have a significant or partial influence on consumer purchasing interest in e-commerce Shopee in Kabupaten Pasaman Barat.. This means that the more consumers give positive reviews on a product, the more consumers' purchasing interest in buying products on Shopee increases.

This finding is in line with the research of Arifin, & Rahman (2024), which revealed that online customer reviews significantly influence consumer purchasing interest. In this context, prospective consumers tend to prefer to see the product review section before making a purchase on the desired product. Prospective consumers will compare similar products with different sellers. If prospective consumers read more positive reviews from other consumers, they will be more interested in buying the product they want.

#### ***Effectiveness of Live Streaming on Consumer Purchase Interest***

The research findings show that live streaming has a significant or partial influence on consumer buying interest in Shopee e-commerce in Kabupaten Pasaman Barat.. In other words, sellers who often do live streaming will increase their consumers' buying interest.

This result is in line with the findings of Siswanto and Aryanto (2024). They stated that live streaming has a significant effect on consumer purchasing interest. In this context, prospective consumers prefer direct interaction with sellers, and their trust in a product they want to buy can increase after they participate in a live streaming session on Shopee. So that it can increase consumer purchasing interest.

#### ***Comparison of the Effectiveness of the Two Variables (Online Customer Reviews and Live Streaming) on Consumer Purchase Interest***

From the study, the results were found regarding the comparison of the effectiveness of the two independent variables that affect the dependent variable. This means that each independent variable, be it online customer reviews or live streaming simultaneously affects consumer buying interest which acts as a dependent variable. This indicates that the existence of a sales strategy with online customer review and live streaming features can increase consumer buying interest in Shopee in Kabupaten Pasaman Barat. This finding is similar to the research of Maulana and Asytuti (2024). They stated that live shopping and online reviews have a simultaneous effect on consumer purchasing interest.

## CONCLUSION

After conducting the research above, the researcher obtained several conclusions which can be summarized as follows: Both independent variables, both online customer reviews and live streaming simultaneously influence the dependent variable (consumer purchasing interest) on Shopee e-commerce in West Pasaman Regency. The online customer review variable has a partial influence on Shopee consumer purchasing interest, where prospective consumers tend to read positive reviews from other consumers more often before making a purchase. The live streaming variable also has a partial influence on Shopee consumer purchasing interest, in which case consumers tend to prefer to interact directly with sellers and they trust a product that will be purchased more when they can see the product directly in real-time.

## DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used Chat GPT to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) Carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

## AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

## DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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