

Interactivity in The Palm of Your Hand: The Influence of Shopee Live on Purchase Decisions in The Bekasi Jaya Indah Residential Neighborhood

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Abstract. Interactive marketing communication plays a crucial role in the modern digital era, helping businesses enhance their sales performance. As Purnama et al's research has shown, interactive marketing is found in the use of the internet which has interactivity, where the interactivity uses direct responses or interactions, whether individually, organizationally or in groups, but this study looks at the influence of sales interactions through the Shopee application in live interaction on purchase decisions. The limitation of this research is to dissect the interaction by audio visual in the context of live sales. Consumer engagement in sales is the extent to which consumers are cognitively, emotionally, and behaviorally involved in the process of purchasing a product or service. This theory emphasizes that the higher consumer engagement, the greater the influence on purchasing decisions. This study aims to examine the influence of interactive marketing communication through live streaming on consumers' buying interest in products on Shopee e-commerce, specifically within the Bekasi Jaya Indah residential area. A quantitative method was employed. The population of this study includes residents of RT11 RW10 in Bekasi Jaya Indah who have watched or purchased products through Shopee Live in 2023. The sampling technique used was non-probability sampling with a purposive sampling approach, involving 71 respondents. Data were analyzed using validity, reliability, normality, and linearity tests, along with simple linear regression, t-test (partial test), correlation coefficient (R), and coefficient of determination (R^2), conducted with SPSS version 26. The findings show that the t-count value (8.876) exceeds the t-table value (1.667), and the significance value is below 0.05 ($0.000 < 0.05$). These results indicate that interactive marketing communication has a positive and significant effect on buying interest.

Keywords: Marketing Communication, Interactive Marketing Communication, Live Streaming, E-Commerce, Buying Interest

Introduction

In the modern era, internet technology is developing rapidly, particularly in Indonesia. As social beings, people use the internet in many aspects of daily life, including simplifying communication. With smartphones connected to the internet, individuals can easily access the information they need, as the internet helps facilitate and streamline various human activities. According to the Indonesian Internet Service Providers Association (APJII, 2023), internet users in Indonesia reached 215,626,156 in 2023, representing 78.19 percent of the total population. This technological advancement has driven companies to compete in developing platforms that improve public convenience—especially in business sectors such as e-commerce. The Organization for Economic Co-Operation and Development (OECD), as cited by the Statistics Indonesia (2022), defines e-commerce as the buying or selling of goods and services conducted over the internet using specially designed methods or processes aimed at placing or receiving orders. Transactions and deliveries can be completed online without requiring offline interaction.

In Indonesia, this opportunity has led to the rapid growth of e-commerce companies such as Shopee, Lazada, Blibli, Tokopedia, Bukalapak, and others. This growth is driven by increasing consumer needs, making online platforms a common part of everyday life rather than something unfamiliar. The convenience and time-saving aspects of online shopping have positioned digital platforms as effective solutions to consumer demands. Several factors contribute to the rise of online shopping, including perceived usefulness, consumer trust, and satisfaction during transactions (Bhatti & Rehman, 2021).

According to Statista Market Insights, as cited by DataIndonesia.id, the number of e-commerce users in Indonesia reached 178.94 million in 2022—an increase of 12.79% from 158.65 million in the previous year. This number is projected to grow to 244.67 million by 2027 (Mustajab, 2023).

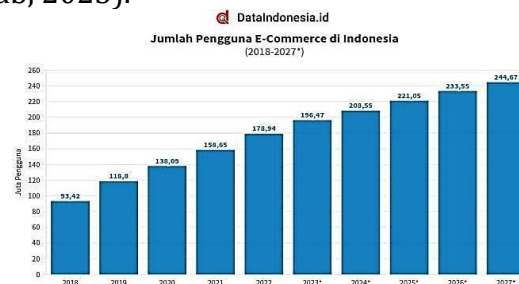


Figure1. Number of E-commerce Users in Indonesia

Source: <https://dataindonesia.id/>, accessed November 20, 2023

Based on SimilarWeb data cited by Databoks, five leading e-commerce platforms in Indonesia during the third quarter of 2023 were Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Among these, Shopee recorded the highest traffic, with an average of 216 million monthly visitors during the third quarter of 2023 (Ahdiat, 2023).

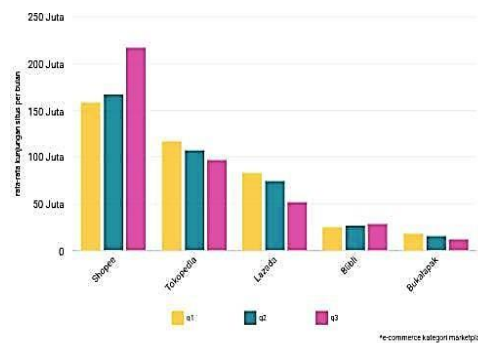


Figure 2. Average Monthly Visits to E-commerce Platforms in Q1-Q3 in Indonesia

Source: <https://databoks.katadata.co.id>, accessed November 20, 2023

According to Datanesia.id (2022), from 2019 to 2021, ten regions in Indonesia showed high-intensity use of e-commerce platforms for transactions. Yogyakarta City ranked first with 36.9%, followed by Bekasi City in second place with 27%, and Salatiga City in tenth place with 9.9%. Based on a pre-survey conducted by the researchers, one of the residential areas in Bekasi City—Bekasi Jaya Indah Housing—demonstrates strong consumer behavior in online shopping. Given the rapid growth of e-commerce transactions, businesses are expected to engage in online marketing activities, commonly referred to as interactive marketing.

According to Kotler and Keller, as cited in (Aziz, 2020), online marketing programs involve customers in various aspects of the marketing process—either directly or indirectly—to raise brand awareness, enhance company image, and support the buying and selling of products and services. One strategy to increase sales is for online sellers to promote their products through live streaming, a practice that reflects the principles of interactive marketing communication. Chrystal B. Zhang and Yi Hsin Lin, as cited in Evanita et al. (2023), explain that live streaming facilitates interactive communication, which plays a key role in relationship-building. Live streaming serves as an innovative method for engaging directly with potential consumers. It allows sellers to explain each product or service in real time and respond to viewer comments. At the same time, audiences or potential buyers are free to ask questions and engage actively during the session.

Livestreaming in e-commerce is not only a trend for direct interaction but also serves as a form of entertainment that enhances consumer buying interest. According to research by (Zheng et al., 2022), as cited in (Oktavia et al., 2022), 80% of people prefer products that are offered through live streaming. As a result, live-stream-based sales have been growing each year and are expected to continue expanding. It is even predicted that live streaming will become a new standard in marketing practices. Zhang, as cited in (Gumilang et al., 2024), states that live streaming significantly influences buying interest. The strategy allows for increased consumer engagement without requiring offline interaction and can help reduce customer hesitation. This influence is shaped by external stimuli, such as the surrounding environment, competitive pricing, and the comfort conveyed by the live streamers—all of which contribute to greater buying interest. Although it is conducted online, the live streaming sales approach shares similarities with conventional sales methods in that it requires effective and engaging communication strategies to attract consumer interest. Therefore, sellers must possess the ability and skills necessary to captivate potential buyers (Uwaoma et al., 2025). Shopee is one of the e-commerce platforms that has integrated a live streaming feature into its system (Wiradinata et al., 2025).

Shopee e-commerce, established in 2015, is a Singapore-based platform that primarily focuses on consumer-to-consumer (C2C) transactions. Many sellers choose Shopee as their marketing platform because it offers user-friendly features and provides support that accommodates the needs of business owners. Additionally, Shopee consistently enhances its services to maintain customer loyalty. Shopee offers various online shopping features that give it a competitive edge, including free shipping, flash sales, chat functions, and Shopee Live. Shopee Live is a live streaming feature that enables sellers to promote and sell their products directly through online media (Journal & Economics, 2025).

Based on this background, the researchers aim to examine whether interactive marketing communication through live streaming influences product buying interest on Shopee e-commerce. In this study, the independent variable (X) is interactive marketing communication, and the dependent variable (Y) is buying interest. Therefore, the researchers conducted a study titled *"The Effect of Interactive Marketing Communication Through Live Streaming on Product Buying Interest in Shopee E-Commerce in the Bekasi Jaya Indah Residential Area."*

According to Kotler (2009), marketing communication refers to the methods used by companies to inform, persuade, and remind consumers about the benefits and value of their products or services (Septiani & Fatimah, 2024). It plays a key role in introducing

products to consumers through interactive approaches. By effectively engaging with consumers, marketing communication can stimulate purchase decisions, leading to successful transactions and achieving marketing objectives (Williams, n.d.).

Consumer engagement in sales is the extent to which consumers are cognitively, emotionally, and behaviorally involved in the process of purchasing a product or service. This theory emphasizes that the higher consumer engagement, the greater the influence on purchasing decisions (Aulia & Harto, 2024). The indicators of this theory are; a). Cognitive Engagement, refers to the attention and thoughts that consumers devote to product information. It includes information search, product comparisons, and benefit-cost analysis. b) Emotional Engagement, showing the consumer's affective relationship to a brand or product. Emotions such as trust, pleasure, or pride influence consumer decisions and loyalty. c) Behavioral Engagement, represents real consumer actions such as leaving reviews, sharing experiences, following the brand's social media, or participating in promotional campaigns (Widiana, 2019).

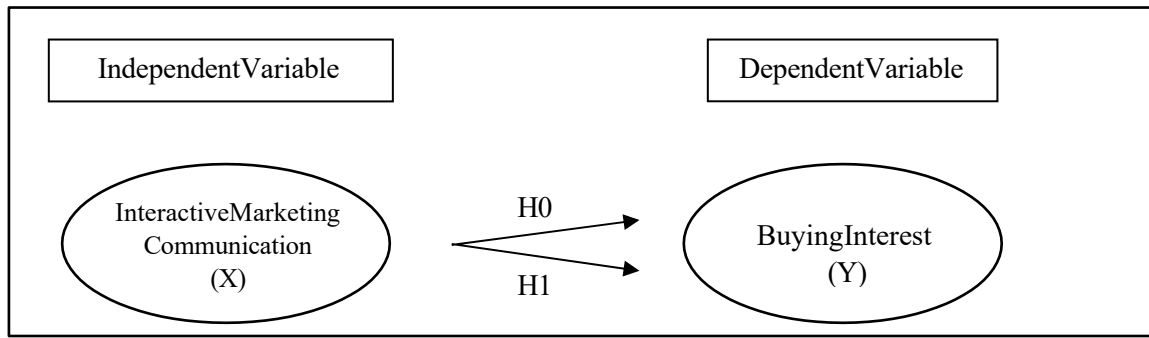
Kotler and Keller, as cited in (Marketing et al., 2024) define interactive marketing communication as an online activity involving the internet that engages customers either directly or indirectly. Hemawan, as cited in (Paputungan et al., 2018), highlights this opportunity by using the term "red-hot" to describe the potential benefits marketers can gain through internet-based marketing. Similarly, (Paramita Purnama et al., 2019) emphasize that interactive marketing involves internet use characterized by interactivity, which includes direct responses or interactions at individual, organizational, or group levels.

Darmanto, as cited in (Manajemen, 2021), defines buying interest as a consumer-level measurement that reflects the likelihood of purchasing a product or service. This interest involves the consumer's intention to make purchasing decisions and fulfill their needs. Savitri, as cited in (Alipudin et al., 2023), explains that buying interest originates in the mind, acting as a stimulus that influences purchasing choices. Rizkiawan, as cited in (Azhari & Rustam, 2020), adds that purchasing decisions are driven by a consumer's level of desire, which is influenced by the appeal of the product or service. This desire may be categorized into four levels: transactional interest, preferential interest, referential interest, and exploratory interest.

A thinking framework serves as a preliminary explanation for the assumed problem under investigation (Surokim, 2016). Sugiyono (2018) describes it as a conceptual model that is linked to the issues identified in the study. Based on this framework, the researchers formulated the following hypotheses.

H0: Interactive marketing communication through live streaming has no effect on buying interest in products on Shopee e-commerce in the Bekasi Jaya Indah Housing area.

H1: Interactive marketing communication through live streaming has an effect on buying interest in products on Shopee e-commerce in the Bekasi Jaya Indah Housing area.



Research Method

This study adopts a positivist paradigm, using quantitative data collection and numerical measurements (Rahi, 2017). According to (Jannah et al., 2017), research methods based on the positivist paradigm that investigate a population through a specific sample are referred to as quantitative methods. The researchers used a survey method to examine the effect of interactive marketing communication through live streaming on buying interest in products on Shopee e-commerce. Sugiyono (2018) defines a population as a group or area consisting of objects with specific characteristics determined by the researchers. The population in this study consists of 250 residents of RT 11 RW 10 in the Bekasi Jaya Indah Housing area. With a 5% margin of error, a sample of 71 respondents. Based on the respondent population, which is a limited criterion in this study. The sampling technique used is a side total, where the entire population is representative. Respondents who are in Bekasi Indah housing, voluntarily filled out questionnaires to support this research. The instruments used in this study are as follows.

Table 1. Research Instruments

Variable	Indicator	Source	Measurement
Interactive Marketing Communication	Ease of Interaction	Marsudi in Purnama et al. (2019)	Likert Scale
	Information Credibility		
	Customer Awareness		
Buying Interest	Transactional interest	Researchers in Azhari & Rustam (2021)	Likert Scale
	Preferential interest		
	Referral interest		
	Exploratory interests		

Results and Discussion

Validity Test

The validity test is used to assess whether the questionnaire instruments accurately measure each intended variable. This test was conducted by correlating the score of each item with the total score of the corresponding variable. The resulting correlation coefficients were then compared to the critical r-value at a significance level of 0.05 (Sugiyono, 2019). The criteria for determining item validity are as follows.

If the $r\text{-count} \geq r\text{-table}$ (two-tailed test with sig. 0.05), the item is considered valid and significantly correlated with the total score. If the $r\text{-count} < r\text{-table}$, the item is considered invalid and not significantly correlated with the total score.

Table 2. Results of the Validity Test for Interactive Marketing Communication (X)

Variable	Item	Correlation		Test Result
		r-Count	r-Table	
InteractiveMarketing Communication (X)	1	0.512	0.1968	Valid
	2	0.623	0.1968	Valid
	3	0.707	0.1968	Valid
	4	0.605	0.1968	Valid
	5	0.717	0.1968	Valid
	6	0.635	0.1968	Valid
	7	0.644	0.1968	Valid
	8	0.715	0.1968	Valid
	9	0.776	0.1968	Valid
	10	0.705	0.1968	Valid
	11	0.695	0.1968	Valid
	12	0.623	0.1968	Valid
	13	0.628	0.1968	Valid
	14	0.496	0.1968	Valid
	15	0.539	0.1968	Valid
	16	0.649	0.1968	Valid
	17	0.593	0.1968	Valid

Source: Data processed by researchers using SPSS 26, 2024

Table3. Validity Test Results for Buying Interest (Y)

Variable	Item	Correlation		Test Results
		r-Count	R-Table	
Buying Interest (Y)	1	0.730	0.1968	Valid
	2	0.589	0.1968	Valid
	3	0.725	0.1968	Valid
	4	0.609	0.1968	Valid
	5	0.650	0.1968	Valid
	6	0.651	0.1968	Valid
	7	0.680	0.1968	Valid
	8	0.772	0.1968	Valid
	9	0.720	0.1968	Valid
	10	0.620	0.1968	Valid
	11	0.719	0.1968	Valid
	12	0.525	0.1968	Valid

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, it can be concluded that all items for both the independent variable (X)—interactive marketing communication—and the dependent variable (Y)—buying interest—are valid, as each r-count value exceeds the r-table value of 0.1968.

Reliability Test

The reliability test measures the consistency of data obtained from the same object, even when measured at different times. To assess the reliability of an instrument or research variable, the Cronbach's Alpha (α) coefficient is used. A variable is considered reliable if its Cronbach's Alpha value exceeds 0.60. Conversely, a variable is deemed unreliable if the value is below 0.60.

Table4. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Information
Interactive Marketing Communication (X)	0.906	0.60	Reliable
Buying Interest (Y)	0.884	0.60	Reliable

Source: Data processed by researchers using SPSS 26, 2024

Based on the results in the table above, the Cronbach's Alpha values for all variables exceed the threshold of 0.60. This indicates that all research variables used in this study are reliable.

Normality Test

The normality test is conducted to determine whether the data collected from the sample is normally distributed. This test can be performed using the Kolmogorov-Smirnov method with a significance level of 0.05. The decision criteria are as follows: if the significance value is less than 0.05, the data is not normally distributed; if the significance value is greater than 0.05, the data is considered normally distributed.

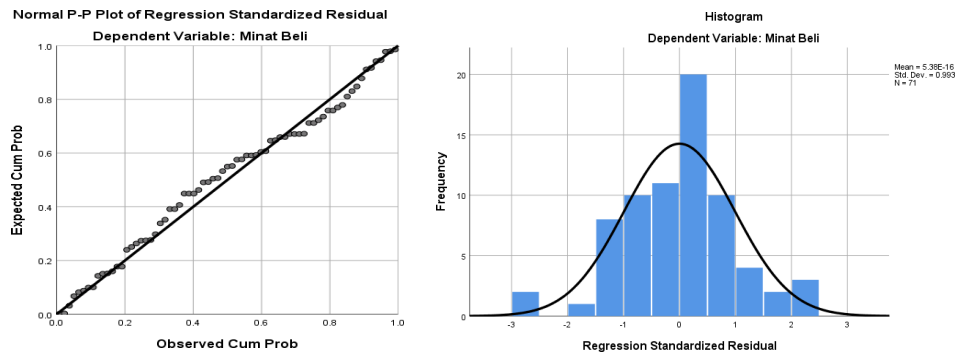
Table5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		71
Normal Parameters ^{a, b}	Mean	0.0000000
	Std. Deviation	3.93128677
Most Extreme Differences	Absolute	0.082
	Positive	0.064
	Negative	-0.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.200 ^{c, d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, the Kolmogorov-Smirnov test resulted in an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed. This conclusion is further supported by the results of the P-Plot and Histogram tests, as shown below.

Figure4. Results of P-Plot and Histogram Normality Test



The P-Plot test shows that the data points are distributed along the diagonal line and follow the expected pattern, indicating a normal distribution. Similarly, the histogram graph demonstrates a normal data distribution, as seen in the symmetrical, mountain-shaped curve that aligns with the line representing buying interest.

Linearity Test

The linearity test is used to determine whether there is a linear relationship between the independent and dependent variables.

Table6. Linearity Test Results

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Buying Interest*Interactive Marketing Communication	Between Groups	(Combined)	1621.229	26	62.355	3.944	.000
		Linearity	1235.107	1	1235.107	78.112	.000
		Deviation from Linearity	386.123	25	15.445	.977	.513
	Within Groups		695.729	44	15.812		
	Total		2316.958	70			

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, the significance value for the Deviation from Linearity is 0.513, which is greater than 0.05. This indicates that the relationship between the interactive marketing communication variable and buying interest is linear.

Simple Linear Regression Test

A simple linear regression test is used to measure the influence of an independent variable (X) on a dependent variable (Y).

Table 7. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.544	4.650		.044
	Interactive Marketing Communication	.573	.065	.730	.000

a. Dependent Variable: Buying Interest

Source: Data processed by researchers using SPSS 26, 2024

Based on the table, the constant value (a) is 9.544, and the regression coefficient for the interactive marketing communication variable (b) is 0.573. This results in the following regression equation:

$$Y = a + bX$$

$$Y = 9.544 + 0.573X$$

This equation can be interpreted as follows: the constant of 9.544 indicates the baseline value of the buying interest variable when the interactive marketing communication variable is zero. The regression coefficient of 0.573 means that for every 1% increase in the value of interactive marketing communication (X), the buying interest (Y) increases by 0.573. Since the coefficient is positive, it can be concluded that interactive marketing communication has a positive effect on buying interest.

Partial Significance Test (T-Test)

The T-test is used to determine the extent to which an individual independent variable influences the dependent variable. The decision criteria for the T-test are as follows.

Based on the significance (p-value):

If the probability value < 0.05 , then H_0 is rejected and H_1 is accepted.

If the probability value > 0.05 , then H_0 is accepted and H_1 is rejected.

Based on the t-count value:

If the t-count $> t$ -table, then H_0 is rejected and H_1 is accepted.

If the t-count $< t$ -table, then H_0 is accepted and H_1 is rejected.

Table 8. Partial Significance Test (T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.544	4.650		2.052	.044
	Interactive Marketing Communication	.573	.065	.730	8.876	.000

a. Dependent Variable: Buying Interest

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, the significance value is 0.000, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating that the independent variable (interactive marketing communication) has a significant effect on the dependent variable (buying interest). Furthermore, the t-count value is 8.876. With a degree of freedom (df) = $N - 2 = 71 - 2 = 69$, the corresponding t-table value is 1.667. Since the t-count (8.876) $> t$ -table (1.667), this confirms that interactive marketing communication (X) significantly affects buying interest (Y).

Correlation Coefficient Test (R-Test)

The correlation coefficient test is used to measure the strength and direction of the relationship between the independent and dependent variables—in this case, between interactive marketing communication (X) and buying interest (Y). The following

table provides a reference for interpreting the strength of the correlation coefficient.

Table 9. Correlation Coefficient Interpretation Guidelines

Correlation Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: Sugiyono (2020)

Table 10. Correlation Coefficient Test Results

Correlations			
		Interactive Marketing Communication	Buying Interest
Interactive Marketing Communication	PearsonCorrelation	1	.730**
	Sig. (2-tailed)		.000
	N	71	71
Buying Interest	PearsonCorrelation	.730**	1
	Sig. (2-tailed)	.000	
	N	71	71

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

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, the Pearson correlation value between interactive marketing communication and buying interest is 0.730, with a significance value of 0.000. Referring to the interpretation guidelines, a correlation of 0.730 falls within the strong relationship category (0.60–0.799). Therefore, it can be concluded that interactive marketing communication (X) has a strong relationship with buying interest (Y). This means that if Variable X increases, then other variables will tend to be significant.

Coefficient of Determination Test (R^2 Test)

The coefficient of determination test is used to determine the percentage of influence that the independent variable has on the dependent variable. This is reflected in the R Square value. A higher R Square value (above 0.05) is considered to indicate a good level of influence.

Table 11. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.526	3.95967
a. Predictors: (Constant), Interactive Marketing Communication				
b. Dependent Variable: Buying Interest				

Source: Data processed by researchers using SPSS 26, 2024

Based on the table above, the R Square value is 0.533, which means that 53.3% of the variance in buying interest (Y) can be explained by interactive marketing communication (X). The remaining 46.7% is influenced by other variables not examined

in this study.

Discussion

The results of this study show that interactive marketing communication has a significant influence on product buying interest in Shopee e-commerce, specifically among residents of the Bekasi Jaya Indah Housing area. Based on the simple linear regression test and the T-test results, the t-count was 8.876 with a significance level of 0.000. Since the p-value is less than 0.05, H_1 is accepted. This indicates that the interactive marketing communication variable significantly affects the buying interest variable. These findings are based on responses from 71 participants.

The findings of this study are consistent with previous research conducted by Surianto and Utami (2021), titled *The Influence of Persuasive Communication through the Shopee Live Feature on Purchase Decisions (Study on Lilybelle Clothing)*. Their study concluded that persuasive communication significantly influenced purchase decisions among Lilybelle Clothing's Shopee followers. Similarly, research by Fakri and Astuti (2023), titled *The Influence of TikTok Sales Live Streaming on Consumer Buying Interest*, found that H_0 was rejected and H_1 was accepted. This indicates that TikTok live streaming has a significant effect on consumer buying interest in the Screamous brand.

The results of the current study are also supported by the theory of buying interest used as a framework. This theory explains that purchasing decisions are driven by a customer's level of desire for a product or service. Such desire arises from the appeal of the product or service and is reflected in several interest levels: transactional, preferential, referential, and exploratory. These levels should be considered by sellers when conducting live streams on Shopee Live. Based on the responses from the 71 participants, the following conclusions were drawn from the processed data.

Transactional Interest: Most respondents indicated a positive response. During Shopee Live, hosts provided credible information regarding product prices, promotions, and quality, which stimulated purchase interest.

Preferential Interest: Most respondents also gave positive responses. During the live sessions, hosts facilitated easy interaction and showcased a variety of appealing product or service choices, which encouraged buying interest.

Referential Interest: Respondents largely indicated a positive reaction. Shopee Live hosts effectively captured customer attention and encouraged viewers to explore more information about the products or services offered, resulting in purchase behavior.

Exploratory Interest: Most respondents gave positive feedback. Hosts successfully built interactive marketing communication by enabling smooth and engaging interactions, prompting consumers to actively inquire about the products or services presented.

Conclusion

Based on the results and discussion of the study titled "The Effect of Interactive Marketing Communication Through Live Streaming on Product Buying Interest in Shopee E-Commerce in the Bekasi Jaya Indah Residential Area," the following conclusions can be drawn.

The T-test results show a significance value of 0.000, which is less than 0.05. Therefore, H_1 is accepted, and H_0 is rejected. This indicates that the interactive marketing communication variable significantly affects the buying interest variable. Additionally, the t-count value is 8.876, while the t-table value is 1.667. Since $8.876 > 1.667$, it can be concluded that interactive marketing communication (X) has a significant effect on buying interest (Y).

The coefficient of determination (R Square) is 0.533. This means that interactive marketing communication accounts for 53.3% of the variation in buying interest, while the remaining 46.7% is influenced by other variables not examined in this study.

Based on the analysis and findings of this study, it is recommended that business actors who use Shopee Live as a marketing platform continue to enhance their interactive communication strategies. This includes improving the ease of interaction and ensuring the credibility of the product or service information they offer. These efforts can help increase customer awareness and interest, ultimately encouraging more purchases. By implementing these suggestions, businesses may strengthen customer engagement and boost product sales—especially among Shopee e-commerce users.

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