



Analysis of Live Streaming Factors and Promotion on Purchase Decisions and Online Reviews as Mediating Variables on Tokopedia Play

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Abstract: This study investigates the impact of live streaming, promotions, and online customer reviews on purchasing decisions among users of the Tokopedia platform in Indonesia. The rapid development of the internet, particularly during the COVID-19 pandemic, has transformed consumer behavior, leading to increased adoption of digital shopping methods. Utilizing a quantitative research design, data were collected from 130 respondents who have engaged with Tokopedia's live streaming feature, Tokopedia Play. The findings reveal that both live streaming and promotional strategies significantly influence online reviews and purchasing decisions, with coefficients of 0.426 and 0.445, respectively. Online reviews also play a critical mediating role, enhancing the relationship between live streaming, promotions, and purchasing decisions. The demographic analysis indicates that younger consumers, particularly those aged 17-26, dominate the user base, highlighting the need for tailored marketing strategies. Despite the positive outcomes, challenges such as the digital divide and cybersecurity concerns persist, necessitating strategic measures to enhance digital literacy and secure online transactions. The study concludes that leveraging live streaming, promotions, and positive online reviews can significantly enhance consumer engagement and drive sales in the competitive e-commerce landscape of Indonesia. Future research should explore the long-term effects of these variables on consumer loyalty and the impact of emerging technologies on the e-commerce experience.

Keywords: Live Streaming; Online Customer Reviews; E-commerce; Purchasing Decisions; Promotions

1. Introduction

The rapid development of the internet in Indonesia has had a significant impact on economic growth and the increasing competition among businesses. The acceleration of internet adoption in Indonesia became even more apparent during the COVID-19 pandemic, which forced people to transition to digital activities, including working, studying, and shopping online. According to the latest data from the Indonesian Internet Service Providers Association (APJII) in 2023, the number of internet users in Indonesia reached 215.63 million people, equivalent to 78.19% of the total population (Noval, 2024).

This demonstrates that information technology, particularly the internet, has developed rapidly and has become an integral part of people's lives.

Arif, a representative from APJII, stated during a press conference on March 8, 2023, that "this widespread internet usage has occurred because it has become a basic necessity for society, especially since the COVID-19 pandemic in 2020 (Siroj, 2024)." The pandemic accelerated digital transformation in various sectors, including education, employment, and commerce. One of the most evident impacts of internet penetration is the rapid growth of the e-commerce sector. Platforms such as Shopee, Tokopedia, Blibli, and Bukalapak are engaged in fierce competition to become the top choice for consumers in their purchasing decisions. The COVID-19 pandemic served as a key catalyst for the shift in consumer shopping behavior, moving from cash transactions and face-to-face interactions to digital transactions.

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Factors such as ease of access, attractive promotions, social influence, and digital trends have further fueled this growth. E-commerce not only simplifies the consumer experience but also provides significant opportunities for businesses to reach broader markets without geographical limitations (Rochmah et al., 2024). Moreover, digital platforms help reduce operational costs, such as rental fees for physical stores and employee salaries. However, alongside these opportunities, challenges persist, such as intense competition, low consumer trust in online transactions, and issues related to information security.

In an effort to win the hearts of consumers, e-commerce companies continue to innovate by introducing compelling features. One of the trends currently gaining traction is live streaming. This feature allows sellers to interact directly with consumers in real-time, offering a more personal and interactive shopping experience. Live streaming not only boosts consumer engagement but also drives instant purchasing decisions, especially when combined with exclusive promotions during the live streaming sessions (Zhang & Xu, 2024).

Platforms such as Tokopedia Play, Shopee Live, and TikTok Shop have embraced this feature to capture consumer attention. TikTok, for instance, integrates e-commerce features with short video content through TikTok Shop, enabling users to make purchases directly during live streaming sessions. This strategy has proven effective in increasing sales and strengthening consumer loyalty.

Despite the benefits brought by internet penetration and the growth of e-commerce, Indonesia still faces several challenges. These include the digital divide between urban and rural areas, which hinders equitable internet access, and cybersecurity concerns, given the rising number of fraud cases and data theft on online platforms (Badugela, 2024). Additionally, digital literacy remains uneven, leaving many users without the necessary knowledge to conduct online transactions safely. Addressing these challenges requires strategic measures, such as improving telecommunications infrastructure, enhancing digital literacy education, and strengthening cybersecurity regulations.

With the right approach, internet penetration and digital innovation can serve as key catalysts for inclusive and sustainable economic growth in Indonesia. In conclusion, the development of the internet in Indonesia has significantly transformed the country's economic and social landscape. E-commerce, supported by innovative features like live streaming, has become one of the most benefited sectors (Feng & Tang, 2024). However, to fully realize this potential, Indonesia must address existing challenges, such as the digital divide and security issues. By doing so, internet penetration can continue to drive digital transformation that positively impacts all layers of society.

According to a survey conducted by JakPat in 2022, as reported by Databoks, 83.7% of Indonesians have utilized online shopping features that offer live shopping methods, also known as "live streaming shopping" (Candra & Agatha, 2024). Among these platforms, Shopee stands out as the dominant player in the live shopping market in Indonesia, with 83.4% of users engaging in live shopping on this platform, making it the most popular choice. Following Shopee, TikTok ranks second with 42.2% of users, while Instagram comes in third at 34.1%, and Tokopedia holds the fourth position with 30.4% of users participating in live shopping.

The survey highlights that the majority of e-commerce purchases made through live streaming features occur on Shopee, which accounts for the largest share of live shopping transactions at 83.4% (Iswan & Roostika, 2025). Despite being one of the leading e-commerce platforms in Indonesia, Tokopedia ranks fourth with 30.4% of live shopping users. This data underscores Shopee's dominance in the live shopping sector, while TikTok and Instagram are also gaining traction, particularly among younger audiences who are active on social media.

The number of viewers during live shopping sessions is often influenced by the promotions offered during the broadcasts. For instance, promotions such as discounts, cashback, free shipping, and exclusive deals play a crucial role in attracting viewers and encouraging them to make purchases. These promotional strategies not only increase the number of viewers but also significantly enhance purchase decisions (Rachman et al.,

2024). Limited-time offers during live streams create a sense of urgency, prompting consumers to act quickly to secure the deals, thus boosting overall sales during these sessions.

In addition to promotions, online customer reviews are a critical component of the online shopping experience and have a profound impact on potential customers' purchasing decisions. Positive reviews serve as social proof, building trust and confidence in the product or service being offered. Conversely, negative reviews can deter potential buyers and highlight areas where businesses need to improve (Kim & Park, 2013). Good reviews significantly influence online sales, as they help businesses maintain the quality of their products and services while fostering customer loyalty. For example, a live shopping session that features real-time customer feedback or testimonials can further enhance the credibility of the seller and the product, thereby increasing the likelihood of purchases.

The survey also reveals the types of products that are most frequently viewed during live shopping sessions, with clothing topping the list, as 82.6% of respondents indicated that they watch live streams featuring apparel. Other popular categories include beauty products at 47.2%, household items at 39.3%, food at 30.7%, plants at 9.8%, and various other items at 4.9%. This data suggests that live shopping is particularly effective for products that benefit from visual demonstrations or interactive presentations, such as fashion and beauty items.

While live shopping has proven to be a highly effective strategy for engaging consumers and driving sales, it is not without its challenges (Zheng et al., 2022). One of the primary challenges is ensuring a seamless and engaging live streaming experience, as technical issues or poor presentation quality can deter viewers. Additionally, businesses must navigate the competitive landscape of live shopping by continuously innovating and offering unique value propositions to stand out from competitors.

However, the opportunities presented by live shopping are immense. By leveraging real-time interaction, businesses can build stronger connections with their audience, address customer inquiries instantly, and create a more personalized shopping experience. Furthermore, the integration of live shopping with social media platforms like TikTok and Instagram allows businesses to tap into a broader audience base.

According to (Adibah & Sufiati, 2024), live streaming, online customer reviews, and Shopee's Twin Number Program have a significant positive impact on consumer decision-making, both directly and indirectly through purchase intentions. Similarly, (Zahari et al., 2021) found that live streaming increases impulsive buying behavior by influencing consumers' purchase motives. (Turhamun et al., 2025) further demonstrated that live streaming, content marketing, and online customer reviews significantly influence purchasing decisions for Ellysa skincare products in the city of Madiun. These findings suggest that live streaming, promotions, and online customer reviews collectively contribute to purchase decisions.

(Lv et al., 2022) highlighted that cognitive responses to advertisements during live streaming also have a positive effect on purchasing decisions. This aligns with the idea that live streaming provides a unique advertising approach by engaging consumers in real-time and influencing their decision-making processes at a deeper level.

Based on these insights, this study aims to examine the influence of live streaming, promotions, and online customer reviews on consumer purchasing decisions, specifically focusing on users of Tokopedia's live streaming feature, Tokopedia Play. This research seeks to uncover how these factors interplay to shape consumer behavior and drive purchase decisions within the Tokopedia platform.

2. Literature review

According to (Deng et al., 2021), live streaming involves the real-time transmission of audio and video content over the internet, providing viewers with a sense of direct involvement in the action. Live streaming is not only a tool for broadcasting but also serves as a key advertising and conversion mechanism, creating immersive experiences

through deeper customer interactions while influencing purchasing decisions. (Zheng et al., 2022) further elaborates that live streaming metrics include **interactivity, real-time engagement, and advertising tools**, which are essential for measuring the effectiveness of live streaming as a marketing strategy.

(Deng et al., 2021) also identified several indicators that highlight the presence of live streaming in the online retail world. These indicators include **interactivity, convenience, efficiency, flexibility, entertainment, and restructuring**. These elements collectively enhance the consumer experience, making live streaming a powerful tool for engaging audiences and driving sales in the e-commerce sector.

In the context of advertising, (Tarighia et al., 2025) proposed five key tools for measuring the advertising mix: **advertising, personal selling, sales promotion, public relations, and direct marketing**. These dimensions provide a comprehensive framework for evaluating the effectiveness of promotional strategies, including those implemented through live streaming platforms.

Online customer reviews also play a critical role in influencing consumer behavior. According to (Garg & Bakshi, 2024), online reviews can be evaluated through three dimensions: **reliability, credibility, and honesty**, as well as additional factors such as **expertise, usefulness, and entertainment value**. These dimensions highlight the importance of trustworthy and engaging reviews in shaping consumer perceptions and purchase decisions. Positive reviews not only build trust but also serve as a form of social proof, encouraging other consumers to make purchases.

(Fletcher & Gbadamosi, 2024) identified six aspects of purchasing decisions that are influenced by various factors, including live streaming and online reviews. These aspects are **product choice, brand choice, purchase channel selection, timing of purchase, purchase quantity, and payment method**. These dimensions provide a holistic view of the consumer decision-making process, emphasizing the multifaceted nature of purchasing behavior.

Integration of Theories into Live Streaming and E-Commerce

The integration of these theoretical perspectives underscores the significant role of live streaming, promotions, and online customer reviews in shaping consumer behavior. Live streaming, as described by (Deng et al., 2021), creates a unique and interactive shopping experience that fosters real-time engagement and builds a sense of trust between sellers and consumers. This aligns with the advertising mix framework proposed by (Tarighia et al., 2025), where live streaming serves as a dynamic advertising tool that combines elements of personal selling, promotions, and direct marketing.

Online customer reviews, as highlighted by (Garg & Bakshi, 2024), further complement live streaming by providing consumers with reliable and credible information about products and services. These reviews act as a bridge between the seller and potential buyers, enhancing transparency and reducing uncertainty in online transactions. When combined with the six aspects of purchasing decisions outlined by (Fletcher & Gbadamosi, 2024), it becomes evident that live streaming and online reviews influence every stage of the consumer journey, from product selection to payment method.

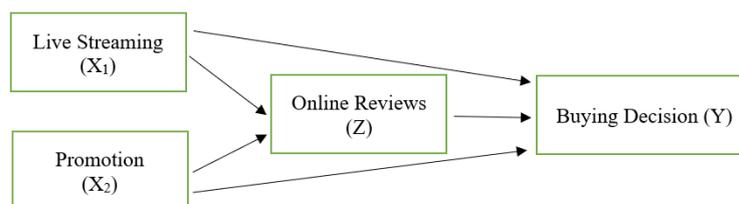


Figure 1. Research Model Framework

In summary, the theoretical framework presented by (Deng et al., 2021; Garg & Bakshi, 2024; Suhaemi et al., 2023; Sunaryo et al., 2022; Tarighia et al., 2025; Wahyuni et al., 2024; Zheng et al., 2022) and (Fletcher & Gbadamosi, 2024) provides a comprehensive understanding of the factors that drive consumer behavior in the context of live streaming

and e-commerce. These theories highlight the importance of interactivity, credibility, and promotional strategies in influencing purchasing decisions. By leveraging these insights, businesses can optimize their live streaming features, enhance customer engagement, and ultimately drive sales in the competitive e-commerce landscape.

3. Methodology

This study employs a **quantitative research design** to examine the relationship between live streaming, advertising, online customer reviews, and purchase decisions. Quantitative research is particularly suitable for testing hypotheses and analyzing relationships between variables in a structured and objective manner. The population of this study consists of Tokopedia application users who have successfully completed at least one transaction with an unknown number through the **Tokopedia Play** feature.

To determine the sample, a **non-probability sampling method** was used, specifically employing a purposive sampling technique. This approach ensures that the sample is selected based on specific criteria relevant to the research objectives. Data collection was conducted using a **questionnaire**, which is a common instrument in quantitative research for gathering structured responses from participants. The **Malhotra formula** was applied to calculate the required sample size, multiplying the total index for each variable by a factor of 5. Based on this calculation, the survey involved **130 respondents**.

The questionnaire utilized a **Likert scale** to measure responses, allowing participants to express their level of agreement or disagreement with various statements (Lindner & Lindner, 2024). This scale is widely used in quantitative research to quantify subjective opinions and attitudes. The collected data were analyzed using a combination of **descriptive statistics** and **multiple regression modeling** to explore the relationships between the research variables.

For data analysis, the study employed the **IBM SPSS software**, a robust statistical tool commonly used in quantitative research for data processing and hypothesis testing. Additionally, the **Sobel test** was conducted to examine the mediating effects of variables, providing deeper insights into the indirect relationships between live streaming, advertising, online customer reviews, and purchase decisions.

Justification for Quantitative Research

Quantitative research was chosen for this study due to its ability to handle large populations and test hypotheses objectively. This method is particularly effective for analyzing clear research problems and evaluating the influence of specific variables. By using structured questionnaires and statistical tools, the study ensures that the findings are reliable, valid, and free from researcher bias (Karunarathna et al., 2024).

In summary, this study adopts a rigorous quantitative approach to investigate the impact of live streaming, advertising, and online customer reviews on purchase decisions among Tokopedia users. By leveraging purposive sampling, structured questionnaires, and advanced statistical techniques, the research aims to provide objective and actionable insights into consumer behavior within the Tokopedia Play feature.

Data Analysis and Discussion

Data Analysis

Characteristics respondents, from 130 people, consisting of from 66 with type sex women and 64 with type sex man man, then based on age with limit lower age 17 years, respondent with rank 17-26 years as much as 48%, 27-36 years as much as 45%, 37-45 years as much as 4% and age above 45 years as much as 2%. This show that frequent respondents use online shopping through shop pedia dominated by the age of 17-26 years.

Equality regression model 1 tests Live Streaming (X_1), and Promotion (X_2), against review purchase (Z) as following:

Tabel 1. Regression Equation Model 1

		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	3,766	1.616		2,331	.021
	Live Streaming	.426	.093	.399	4.555	.000
	Promotion	.445	.083	.472	5.393	.000

a. Dependent Variable: An Online Review

From the results thick above, obtained results equation $Y = 3.766 + 0.426 X_1 + 0.445 X_2$

With explanation as following:

$a = 3.766$ means if live streaming and promotion considered zero so decision purchase 3,766

$b_1 = 0.426$ means if live streaming is worth it one and promotion worth zero, then the decision variable purchase increase as much as 0.426.

$b_2 = 0.445$ means If promotion worth one and live streaming is worth it zero, then the decision variable purchase increase as much as 0.445.

From the explanation said, can concluded that every happen increase in the independent variable, then the dependent variable will experience increase too, so on the contrary if the independent variable experiences decline then the dependent variable will experiencing decline as well.

Equality regression model 2 namely frame test influence of live streaming, promotions and decisions purchases and online reviews as intervening variables then used regression multiple as following:

Tabel 2. Regression Equation Model 2

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	2,670	1.211		2.206	.029
	Live Streaming	.361	.074	.411	4.876	.000
	Promotion	.185	.067	.239	2,754	.007
	Online Reviews	.231	.065	.281	3,542	.001

a. Dependent Variable: Purchasing decision

From the results the obtained mark equality that is $Y = 2.670 + 0.361 (X_1) + 0.185 (X_2) + 0.231 (Z)$. can be described as following:

- 1) **Constant (Intercept):** Constant value is 2,670, which means when mark X_1 , X_2 , and Z is 0, the value prediction For Y is 2,670.
- 2) **X_1 :** Coefficient X_1 of 0.361 if mark live streaming increase One points so mark decision purchase will increase of 0.361 (with assumption variable independent other zero).
- 3) **X_2 :** Coefficient X_2 of 0.185 if mark promotion increase One points so mark decision purchase will increase of 0.185 (with assumption variable independent other zero).
- 4) **Z :** Coefficient Z of 0.231 if the value Z increases One points so mark decision purchase will increase of 0.231 (with assumption variable independent other zero).

Direct Hypothesis Testing

- 1) live streaming coefficient value (X_1) is 0.426 (positive) and the calculated t value is 4.555 > t table 1.978, with sig value = 0.000 < $\alpha = 0.05$. So that concluded that Hypothesis 1

- (one) H_0 is rejected and H_a is accepted, which means that live streaming has influential positive and significant to the review variable online (Z).
- 2) Coefficient value Promotion (X_2) is 0.445 (positive) and the calculated t value is $2.877 < t$ table 1.978, with sig value = $0.005 < \alpha = 0.05$. So that concluded that Hypothesis 2 (two) H_0 is rejected and H_a is accepted with thus promotion own influential positive and significant on the online review variable (Z).
- 3) live streaming coefficient value (X_1) is 0.361 (positive) and the calculated t value is $4.876 > t$ table 1.978 with sig α value $0.000 > = 0.05$, So concluded that Hypothesis 3 (three) H_0 is rejected and H_a , meaning that live streaming has influential positive and significant to variable decision purchase (Y).
- 4) Coefficient value promotion (X_2) is 0.185 (positive) and the calculated t value is $2.754 > t$ table 1.978 with sig α value $0.007 < = 0.05$ So concluded that Hypothesis 4 (four) H_0 is rejected and H_a is accepted It means that promotion own influential positive and significant to variable decision purchase (Y)
- 5) Coefficient value online reviews (Z) is 0.231 with t count value $3.542 > t$ table 1.980 with sig value $0.001 < \alpha = 0.05$ So concluded that Hypothesis 5 (five) H_0 is rejected and H_a is accepted, meaning online reviews have influential positive and significant to variable decision purchase (Y)

Indirect Hypothesis Testing

Based on summary calculation influence direct and indirect direct from live streaming variables (X_1), and promotion (X_2) against decision purchase (Y) via online reviews (Z) as following:

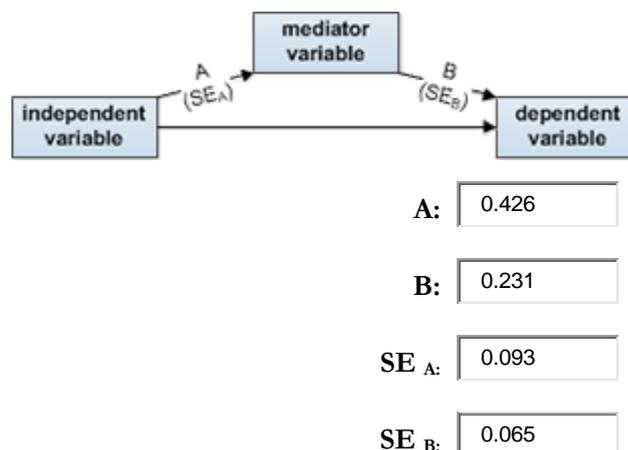
Summary Calculation Influence Direct and Indirect Direct

Tabel 3. Summary Calculation Influence Direct and Indirect Direct

	Direct Influence	Indirect Influence	Standard Error	Total
Influence direct X_1 , against Z	0.426		0.093	0.519
Influence direct X_2 , against Z	0.445		0.083	0.528
Influence direct Z , against Y	0.231		0.065	0.296
Influence No direct X_1 to Z to Y	0.426	0.361		0.787
Influence No direct X_2 to Z to Y	0.445	0.185		0.630

Based on table on can known influence No direct *live streaming* (X_1) Purchase decision (Y) via review *online* (Z) is of 0.361 while total influence of 0.787. Then influence No direct promotion (X_2) against decision purchase (Y) via review *online* (Z) of 0.185 with a total influence of 0.630.

- 1) The Influence of Live Streaming (X_1) against decision purchase (Y) mediated by reviews *online* (Z). For test strength influence No direct X_1 to Y through Z . done with using the Sobel test can known through calculation following This:



Calculate!

Sobel test statistic:2.80787157

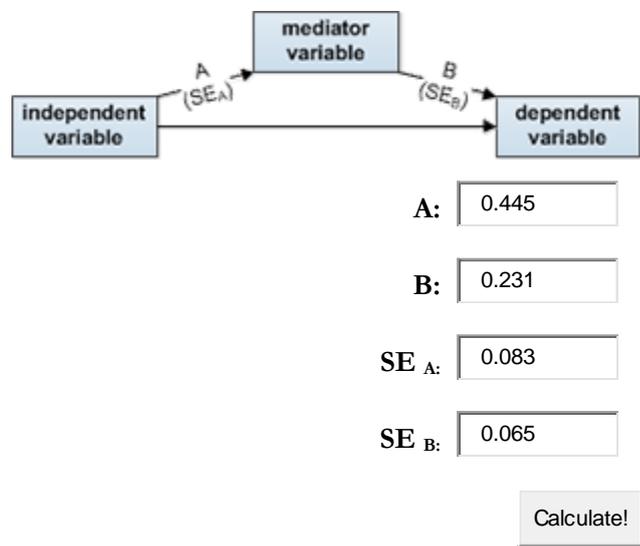
One-tailed probability:0.00249351

Two-tailed probability:0.00498701

Figure 2. Sobel test live streaming

Influence indirect X_1 against Y through Z is 2.807. Known Sobel Z value $2.8071 > 1.978$ value $0.004 > 0.05$ means the Z variable is significant mediate between X_1 against Y (Hypothesis mediation accepted)

- 2) Influence promotion (X_2) against decision purchase (Y) mediated by reviews *online* (Z). For test strength influence indirect X_2 to Y through Z . done with using the Sobel test can seen in the results calculation under This:



Sobel test statistic:2.96218338

One-tailed probability:0.00152733

Two-tailed probability:0.00305466

Figure 3. Sobel test promotion

Influence indirect X_2 against Y through Z is 2.962. Known Sobel Z value $2.962 > 1.978$ value $0.003 < 0.05$ means variable Z is significant mediate between X_2 against Y (Hypothesis mediation accepted)

Following is **path diagram** depicting **influence direct and indirect direct** between variables X_1 , X_2 , Z , and Y :

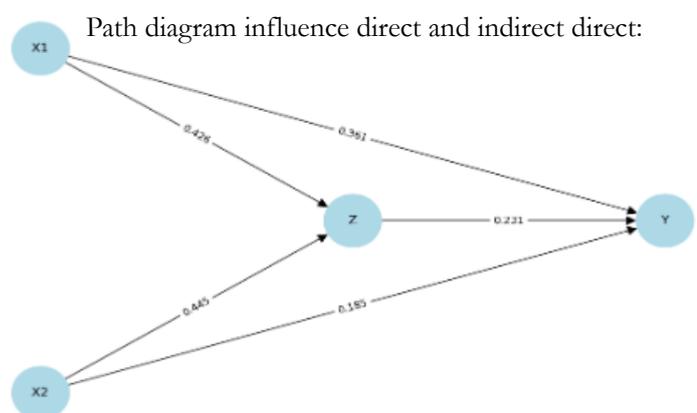


Figure 4. Path diagram influence direct and indirect direct

Discussion

The rapid development of the internet in Indonesia has significantly transformed the economic landscape, particularly through the rise of e-commerce and the adoption of innovative features such as live streaming. This study aimed to explore the relationships between live streaming, promotions, online customer reviews, and purchasing decisions among users of the Tokopedia platform. The findings indicate that live streaming and promotions play a crucial role in influencing consumer behavior, while online reviews serve as an important mediating factor in the decision-making process.

Impact of Live Streaming and Promotions

The results of the regression analysis demonstrate that both live streaming and promotions have a positive and significant impact on online reviews and purchasing decisions. Specifically, the coefficients for live streaming (0.426) and promotions (0.445) indicate that as these variables increase, so does the likelihood of positive online reviews and purchasing decisions. This aligns with the findings of (Tian & Frank, 2024; Zhang & Xu, 2024), who emphasize the importance of live streaming as a tool for enhancing customer engagement and driving sales. The interactive nature of live streaming allows sellers to connect with consumers in real-time, fostering a sense of trust and immediacy that can lead to impulsive buying behavior, as noted by (Andika et al., 2025; Luo et al., 2024).

Role of Online Reviews

Online reviews emerged as a critical component influencing purchasing decisions, with a coefficient of 0.231. Positive reviews not only build consumer trust but also act as social proof, encouraging potential buyers to make purchases. This finding is consistent with the work of (Deng et al., 2021; Garg & Bakshi, 2024; Turhamun et al., 2025), who highlight the significance of credibility and reliability in online reviews. The study underscores the necessity for businesses to actively manage their online reputation and encourage satisfied customers to leave positive feedback, as this can significantly enhance sales performance.

Mediating Effects of Online Reviews

The Sobel test results indicate that online reviews mediate the relationship between live streaming and purchasing decisions, as well as between promotions and purchasing decisions. The significant Sobel Z values (2.807 for live streaming and 2.962 for promotions) confirm that online reviews play a vital role in the decision-making process. This mediation effect suggests that while live streaming and promotions directly influence purchasing decisions, their impact is amplified through the presence of positive online reviews. This finding highlights the interconnectedness of these variables and the importance of a holistic approach to marketing strategies that incorporate live streaming, promotions, and customer feedback (Adiyanto, 2023; Asante et al., 2024; Li et al., 2024).

Demographic Insights

The demographic analysis revealed that the majority of respondents (48%) were aged between 17-26 years, indicating that younger consumers are more inclined to engage in online shopping through platforms like Tokopedia. This demographic trend aligns with the increasing digital literacy and comfort with technology among younger generations, who are more likely to embrace innovative shopping experiences such as live streaming. Understanding the preferences and behaviors of this demographic can help businesses tailor their marketing strategies to better meet the needs of their target audience (Adeniran et al., 2024; Parshetty et al., n.d.).

Challenges and Opportunities

Despite the positive findings, the study also acknowledges the challenges faced by e-commerce platforms in Indonesia, including the digital divide and cybersecurity concerns. As highlighted in the introduction, addressing these challenges is essential for sustaining growth in the e-commerce sector. Businesses must invest in improving digital literacy and ensuring secure online transactions to build consumer trust and confidence (Fridayani & Chiang, 2025; Ordóñez de Pablos et al., 2024; Rhogust, 2024; Sudirman, 2025).

In conclusion, this study provides valuable insights into the dynamics of live streaming, promotions, and online reviews in shaping purchasing decisions among Tokopedia users. By leveraging these findings, businesses can enhance their marketing strategies, optimize customer engagement, and ultimately drive sales in the competitive e-commerce landscape. Future research could explore the long-term effects of these variables on consumer loyalty and retention, as well as the impact of emerging technologies on the e-commerce experience.

4. Conclusion and Recommendations

Conclusion

The rapid development of the internet in Indonesia has significantly transformed the economic landscape, particularly through the growth of e-commerce and the adoption of innovative features such as live streaming. This study has demonstrated that live streaming and promotional strategies play a crucial role in influencing consumer behavior, while online customer reviews serve as an important mediating factor in the decision-making process. The findings indicate that both live streaming and promotions have a positive and significant impact on online reviews and purchasing decisions, with coefficients of 0.426 and 0.445, respectively. This suggests that as these variables increase, so does the likelihood of positive online reviews and purchasing decisions.

Moreover, online reviews emerged as a critical component influencing purchasing decisions, with a coefficient of 0.231. Positive reviews not only build consumer trust but also act as social proof, encouraging potential buyers to make purchases. The Sobel test results confirmed that online reviews mediate the relationship between live streaming and purchasing decisions, as well as between promotions and purchasing decisions. This highlights the interconnectedness of these variables and the importance of a holistic approach to marketing strategies that incorporate live streaming, promotions, and customer feedback.

The demographic analysis revealed that younger consumers, particularly those aged 17-26, are more inclined to engage in online shopping through platforms like Tokopedia. This trend underscores the need for businesses to tailor their marketing strategies to better meet the preferences and behaviors of this demographic.

Despite the positive findings, challenges such as the digital divide and cybersecurity concerns remain significant barriers to growth in the e-commerce sector. Addressing these challenges is essential for sustaining consumer trust and confidence in online transactions.

Recommendations

Based on the findings of this study, several recommendations can be made for businesses operating in the e-commerce landscape:

1. **Enhance Live Streaming Features:** Businesses should invest in improving their live streaming capabilities to create more engaging and interactive shopping experiences. This includes ensuring high-quality video and audio, as well as incorporating real-time customer interactions to foster trust and immediacy.
2. **Leverage Promotions Effectively:** Companies should develop attractive promotional strategies that can be integrated into live streaming sessions. Offering limited-time discounts, cashback, and exclusive deals can create a sense of urgency and encourage impulsive buying behavior.

3. **Encourage Positive Online Reviews:** Businesses should actively manage their online reputation by encouraging satisfied customers to leave positive reviews. This can be achieved through follow-up communications after purchases, incentivizing reviews, and showcasing customer testimonials during live streaming sessions.
4. **Focus on Digital Literacy:** To address the challenges of digital literacy, businesses can invest in educational initiatives that help consumers navigate online shopping safely and effectively. This could include creating informative content, tutorials, and resources that empower users to make informed purchasing decisions.
5. **Strengthen Cybersecurity Measures:** E-commerce platforms must prioritize cybersecurity to protect consumer data and build trust. Implementing robust security protocols and transparent privacy policies can help mitigate concerns related to data theft and fraud.
6. **Tailor Marketing Strategies for Younger Audiences:** Given the dominance of younger consumers in the online shopping space, businesses should tailor their marketing strategies to resonate with this demographic. This includes utilizing social media platforms effectively and creating content that aligns with their interests and preferences.

By implementing these recommendations, businesses can enhance their marketing strategies, optimize customer engagement, and ultimately drive sales in the competitive e-commerce landscape. Future research could further explore the long-term effects of these variables on consumer loyalty and retention, as well as the impact of emerging technologies on the e-commerce experience.

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