

*The Influence of Live Streaming and Online Customer Reviews on  
Buying Decisions for Radysa Medan Customers at Shopee*

**Faras Cattleya Febrizadly<sup>1</sup>, Siti Alhamra Salqaura<sup>2\*</sup>, Hesti Sabrina<sup>3</sup>**

Management Study Program, Faculty of Economics and Business, Medan Area University,  
Indonesia

\*Corresponding author email: [sitalhamrasalqaura@staff.uma.ac.id](mailto:sitalhamrasalqaura@staff.uma.ac.id)

Received: 14-10-2024

Accepted: 31-12-2024

Published: 31-12-2024

**Abstract.** *With the progression of computerized innovation, buyers' way of life has been affected, leading to a move towards online shopping over conventional retail. Research Problem and Aim: (1) The Influence of Live Streaming on Buying Decisions; (2) The Influence of Online Customer Reviews on Purchase Decisions; (3) The Influence of Live Streaming and Online Customer Reviews on Buying Decisions of Radysa Medan customers on Shopee. The research method used is quantitative. By distributing questionnaires to 86 respondents, followers of Radysa in Medan City. The data analysis technique uses multiple linear regressions. With the study results: (1) Live Streaming (X1) has a positive and significant influence on Buying Decisions (Y), evidenced by t-value 1.754 > t-table 1.292 and a significance of 0.080 < 0.1; (2) Online Customer Review (X2) has a positive and significant influence on Buying Decisions (Y), evidenced by t-value 18.433 > t-table 1.292 and a significance of 0.083 < 0.1; (3) Live Streaming (X1) and Online Customer Review (X2) together (simultaneously) have a positive and significant influence on Purchase Decisions (Y), evidenced by t-value 175.980 > t-table 2.37 and a significance of 0.001 < 0.1.*

**Keywords:** : *Live Streaming, Online Customer Review, Buying Decision.*

## **Introduction**

Advances in digital technology are changing consumer lifestyles; more and more people are choosing to use the internet to shop online rather than in person. Thanks to technology, people can use cell phones to buy the goods they want through digital media, which is called digital marketing. The existence of digital marketing makes it very easy for people to help consumers decide to purchase an item. According to (Alimudin and Purwantoro, 2020), digital marketing is a marketing activity carried out to promote a brand or product through digital media (the Internet).

*Digital marketing* can save on marketing intensity and distance. One line of digital marketing is Shopee's social media.

Shopee is the leading online shopping platform in Southeast Asia. Shopee was launched in 2015 in Singapore, Malaysia, Indonesia, Thailand, Taiwan, Vietnam, and the Philippines by providing consumers with an easy, safe, and fast online shopping experience. Buying decisions are an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will achieve its goals.

The company's success in influencing consumers in purchasing decisions is strongly supported by efforts to build communication with consumers by building brands for consumers with marketing strategies, as well as innovating new variants of a product. According to (Nuraeni & Irawati, 2021) (Nuraeni & Irawati, 2021), a buying decision is a

decision made by a consumer that can be influenced by various things such as economics, finance, technology, politics, culture, products, prices, places, promotions, physical evidence, people, and processes.

*Buying decisions* have several indicators, including problem recognition, information search, alternative evaluation, and purchasing decisions. Buying decisions are closely related to how companies determine marketing strategies. One marketing strategy that is currently on the rise is through live streaming. In live-streaming research on buying decisions by (Fathurrohman et al., 2023) explained that live streaming is a live broadcast that combines several words, such as reading, photos, sounds, and other expressions, into the broadcast. Live streaming has three indicators, namely credibility, recognition, and effects of *perceived interactivity*.

## Research Methodology

This research uses a quantitative approach using descriptive analysis techniques. The quantitative research method is a method used in researching a particular population or sample, with generally random sampling techniques and using research instruments in the data collection process, as well as statistical or numerical data analysis which aims to test hypotheses or temporary conjectures. Has been established.

Meanwhile, according to (Sugiyono, 2018) Causal relationship is a relationship between cause and effect between the independent variable and the dependent variable. The independent variables in this research are live streaming (X1) and online customer reviews (X2), and the dependent variable is buying decisions (Y). In this research, the researcher took the sampling method used, namely the purposive sampling method, which is a nonprobability technique. As explained by

Sugiyono (2016), selecting samples with careful consideration is a purposive sampling method. The selection of sample size can be formulated using the Slovin formula method, with a result of 86 respondents.

## Results and Discussion

The result of this research consists of normality test, multicollinearity test, Heteroscedasticity test, multiple regression test, hypothesis testing, and F-test and T-Test.

**Table 4.1 Normality test**

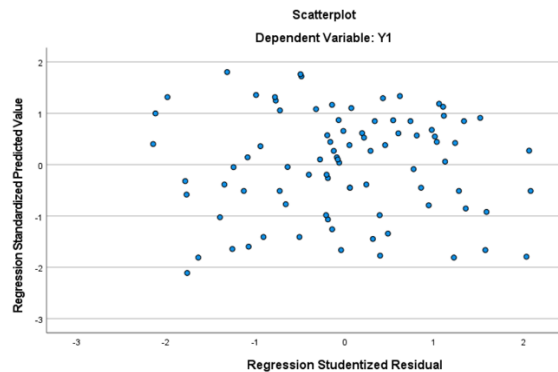
Table 4.1 One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		86
Normal	Mean	.0000000
Parameters,	Std. Deviation	5.01559853
b		
Most	Absolute	,068
Extreme	Positive	.041
Differences	Negative	-.068
Statistical Tests		,068
Asymp. Sig. (2-tailed)		,200c
Monte Carlo Sig.		.412d
Sig. (2-tailed) 99%	Lower	,400
	Confidence Bound	
	Interval	Upper
		Bound ,425

Source: Data processed by researchers, 2024

Based on the Kolmogorov Smirnov test results table, it shows a Sig value of 0,200. If Sig value is  $> 0.1$ , then the distribution is normal. So, it can be concluded that the Sig value is  $0.200 > 0.1$ , it is meaning normally distributed.

Based on the table showing the VIF calculation results, it can be seen that the

VIF Live Streaming (X1) value and VIF Online Customer Review value are 1.009 or less than ten. Meanwhile, the tolerance value is 0.991, or greater than 0.1. So, it can be concluded that there are no symptoms of multicollinearity in the research data. Heteroscedasticity.



Source: Data processed by researchers, 2024

Based on the picture, it can be concluded that there are no symptoms of heteroscedasticity because the points in the box are spread out. So the model is suitable to be used to predict that there are no symptoms of heteroscedasticity. In Table, it can be concluded that the regression equation formed is as follows:

$$Y = 38,865 + 0,026X1 + 0,264X2 + 0,703e$$

Based on the regression equation above, it can be seen that:

1. Constant ( $\alpha$ )  
The constant value in this regression is 38,865 and has a positive value, which means that if the Live Streaming and Online Customer Review variables do not change (X1 and X2 have a value of 0), then the Buying Decision value is 38,865.
2. Live streaming  
The regression coefficient to the Live Streaming variable is 0.026. This shows that through the effects of credibility, recognition, and perceived interactivity, the Buying Decision will increase by 0.026 with the assumption that the other independent variables from the regression are fixed.

3. Online Customer Reviews  
The regression coefficient for the Online Customer Review variable is 0.264. This shows that the Usefulness of online reviews, Quantity of reviews, and Valance of online reviews will increase Buying Decisions by 0.264.

### Hypothesis Testing

#### Partial Test (T-Test)

Based on the t-value table and Sig value, which can be obtained if T-Value > t-Table and Sig value < 0.1, there is a significant influence:

1. Based on the partial test results, there is a t-value (Live Streaming) of 1.754 > t table of 1.292, so it can be concluded that X1 (Live Streaming) has a positive effect on Y (Buying Decision). This is in line with the Sig value of 0.080 < 0.1, therefore H1 is accepted.
2. Based on the partial test results, there is a t-value (Online Customer Review) of 18,433 > t table 1.292, so it can be concluded that X1 (Online Customer Review) has a positive effect on Y (Buying Decision). This is in line with the sig value of 0.001 < 0.1, therefore H2 is accepted.
3. Based on the partial test results, there is a t-value (Korean Wave) of 4,764 > t-table of 1.292, so it can be concluded that X3 (Korean Wave) has a positive effect on Y (Purchase Decision). This is in line with the sig value of 0.000 < 0.1, therefore H3 is accepted.

Based on the table, it can be concluded that F-value is 175,980, > F-table 2.37 with a significant value of 0.001 < 0.1, so Live Streaming (X1) and Online Customer Reviews (X2) together have a positive and significant effect on Buying Decision (Y), meaning H3 is accepted.

**Table 4.2. Multicollinearity Test**

model	Unstandardized coefficient		Coefficients Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	38,865	,703		55,293	<.001		
X1	.026	,015	,084	1,754	,083	,991	1,009
X2	,264	.014	,888	18,433	<.001	,991	1,009

a. Dependent Variable: Y

Source: Data processed by researchers, 2024

**Table 4.3 Multiple Linear Regression Analysis**

model	Unstandardized coefficient		Coefficients Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	38,865	,703		55,293	<.001		
X1	.026	,015	,084	1,754	,083	,991	1,009
X2	,264	.014	,888	18,433	<.001	,991	1,009

a. Dependent Variable: Y

a. Dependent Variable Y

Source: Data processed by researchers, 2024

**Table 4.4 Partial Test**

model	Unstandardized coefficient		Coefficients Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	38,865	,703		55,293	<.001		
X1	.026	,015	,084	1,754	,083	,991	1,009
X2	,264	.014	,888	18,433	<.001	,991	1,009

a. Dependent Variable: Y

a. Dependent Variable: Y (Purchase Decision)

Source: Data processed by researchers, 2024

**Table 4.5 Simultaneous Test results****ANNOVA<sup>a</sup>**

model	ANNOVA		df	Mean Square	F	Sig.
	Sum of Squares					
1	<i>Regression</i>	130,569	2	65,285	175,980	<.001
	<i>Residual</i>	30,791	83	,371		
	<i>Total</i>	161,361	85			

Source: Data processed by researchers, 2024

**Table 4.6 Coefficient of Determination test results**

<b>Model Summary b</b>				
Model	R	R square	Adjusted R squared	Std. Error of the Estimates
1	,900	,809	,805	,609

Source: Data processed by researchers, 2024

Based on Table 4.12, Adjust R Squared  $0.809 \times 100\% = 80.5\%$ , meaning that the variables Live Streaming (X1) and Online Customer Review (X2) have an effect on Buying Decision (Y) by 80.5%.

**Explanation of the Influence of Live Streaming (X1) on Buying Decisions (Y)**

Based on the results of multiple linear regression, the regression coefficient for the Live Streaming variable is 0.026. This shows that through the effects of credibility, recognition, and perceived interactivity, the Buying Decision will increase by 0.026 with the assumption that the other independent variables from the regression are fixed. Meanwhile, based on the results of hypothesis testing, it is clear that Live Streaming has a positive and significant effect on Buying Decisions. Proven by the results of t-value (Live Streaming)  $1,754 > t$  table 1.292 with a sig value of  $0.080 < 0.1$ . This is in line with research (Fathurrohman et al., 2023) with research entitled "The influence of live-streaming and customer ratings on purchasing decisions for Kenan hijabs on Tik Tok" showing that the results of live streaming have a significant positive effect on purchasing decisions. According to (Rahmayanti & Dermawan, 2023) research entitled "Marketing and Online Customer Reviews on Purchasing Decisions at the Tik Tok Shop in Surabaya", shows that the results of Live Streaming have a significant positive effect on purchasing decisions.

**Explanation the Influence of Online Customer Reviews (X2) On Buying Decisions (Y)**

Based on the results of multiple linear regression, the regression coefficient on the Online Customer Review variable is 0.264. This shows that the Usefulness of online reviews, the Quantity of reviews, and the Valance of online reviews will increase Buying Decisions by 0.264. Meanwhile, the results of the hypothesis test show that Online Customer Reviews have a positive and significant effect on Buying Decisions. Proven by the results of the t-test (Online Customer Review)  $18,433 > t$  table 1.292 with a sig value of  $0.001 < 0.1$ . This is in line with the research(Welsa et al., 2022)

The research titled "The Influence of Online Customer Reviews, Social Media Marketing and Convenience on Online Purchasing Decisions through the Marketplace" shows the results that online customer reviews have a significant influence on online consumer purchasing decisions. According to(Rangsang & Millayani, 2022)entitled "The Effect of Online Consumer Reviews on Customer Purchase Decision Process in The E-Commerce Site Blibli.Com" shows the results that online customer reviews have a significant positive effect on purchasing decisions.

**Discussion of the Influence of Live Streaming (X1) and Online Customer Reviews (X2) on Buying Decisions (Y)**

Based on the F test, it can be seen that there is a significant influence between Live Streaming (X1) and Online Customer Review (X2) on Buying Decisions. Proven by the sig < alpha value. Where the significant value that has been tested is  $0.001 < 0.1$  and F-value  $175,980 > F$ -table 2.37, it can be concluded that Live

Streaming (X1), Online Customer Review (X2) together have a positive and significant effect on Buying Decision (Y). This also confirms that hypothesis 3 is accepted.

## Conclusion

Based on the test results, based on the test results made by research entitled The Effect of Live Streaming and Online Customer Reviews on Buying Decisions for Radysa Medan Customers at Shopee, conclusions were obtained such as:

1. The research results show that the Live streaming variable (X1) has a good and insignificant impact on the buying decision variable (Y) for Radysa Medan customers at Shopee.
2. The research results show that the Live streaming variable (X2) has a good and significant impact on the buying decision variable (Y) for Radysa Medan customers at Shopee.
3. The research results show that the Live streaming (X1) and online customer review (X2) variables have a positive and significant influence on the buying decision variable (Y) for Radysa Medan customers at Shopee.

## References

- Fathurrohman, D., Nurlenawati, N., & Triadinda, D. (2023). The Influence of Live Streaming and Customer Ratings on the Decision to Purchase the Kenan Hijab on TikTok. 4(5), 6320–6334.
- Nuraeni, YS, & Irawati, D. (2021). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, PRODUCT QUALITY, AND PROMOTIONS ON PURCHASING DECISIONS IN THE SHOPEE MARKETPLACE (CASE STUDY ON UBSI STUDENTS). *Procuratio: Management Scientific Journal*, 9(4), 439–450. <https://doi.org/10.35145/procuratio.v9i4.1704>
- Rangsang, R., & Millayani, H. (2022). The Effect of Online Consumer Review on Customer Purchase Decision Process in The E-Commerce Site Blibli.Com. *PINISI Discretion Review*, 6(1), 131.
- Sugiyono. (2016). Sampling technique. 56.
- Sugiyono. (2018). Quantitative research methods.
- Welsa, H., Dwi Cahyani, P., & Alfian, M. (2022). The influence of online customer reviews, social media marketing and convenience on online purchasing decisions through the marketplace. *JOURNAL OF MANAGEMENT*, 14(2). <https://doi.org/10.30872/jmmn.v14i2.11038>

### MORE ABOUT APA:

<https://owl.english.purdue.edu/owl/resource/560/10/>