DIJEMSS: Dinasti International Journal of Education Management and Social Science
E-ISSN: 2686-6331
P-ISSN: 2686-6358
DINASTI PUBLISHER
https://dinastipub.org/DIJEMSS dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijemss.v7i1.5385
https://creativecommons.org/licenses/by/4.0/
Received: 13 September 2025 | **Revised:** 24 September 2025 | **Accepted:** 25 October 2025

The Effect of Live Streaming and Online Customer Reviews on Consumer Purchasing Decisions of Jennskin Products Shopee

Camelia Putri[1], Virgo Simamora[2], Endyastuti Pravitasari[3]
[1]Fakultas Ekoomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta, Camelia090920@gmail.com
[2]Fakultas Ekoomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta, virgo.simamora@uta45jakarta.ac.id
[3]Fakultas Ekoomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta, endy.pravitasari@uta45jakarta.ac.id

Corresponding Author: Camelia090920@gmail.com[1]

Abstract: This study aims to examine the influence of Live Streaming and Online Customer Reviews on purchase decisions of Jennskin products on Shopee. Using a quantitative approach, data were collected from 100 consumers in Jakarta through a structured questionnaire and analyzed with SmartPLS 3.0. The results show that Live Streaming has a positive and significant effect on purchase decisions, while Online Customer Reviews do not have a significant influence. The model's R^2 value of 0.601 indicates that 60.1% of the variation in purchase decisions is explained by the two variables. These findings highlight the importance of interactive and promotional features in Live Streaming and suggest the need for improved customer review strategies. Future research is recommended to include broader variables and demographics for deeper insights.

Keywords: Live Streaming, Online Customer Reviews. Purchase Decision, E-commerce, Shopee, Jennskin Consumers

INTRODUCTION

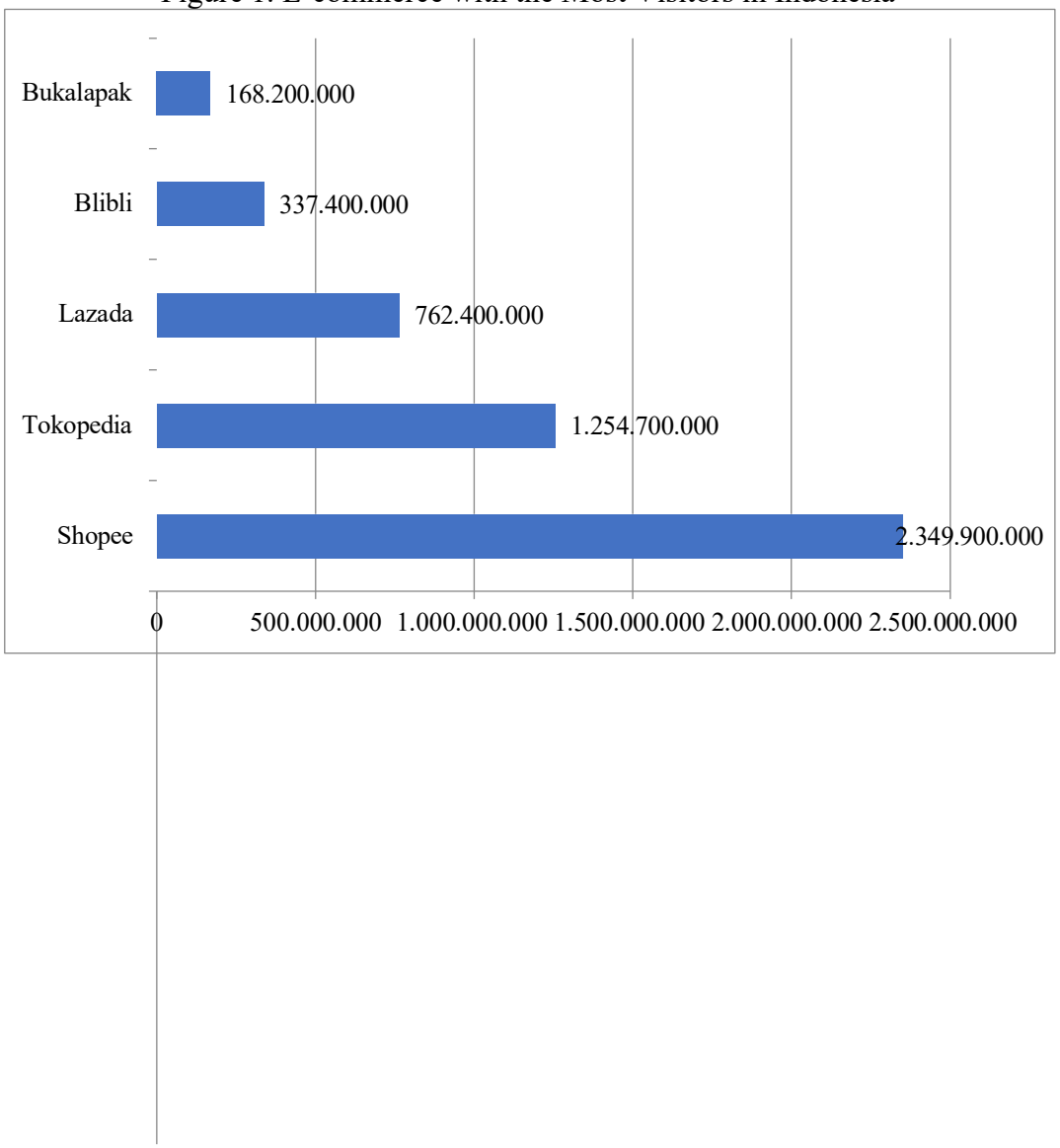
Online sales are not new in today's marketing system. People are used to shopping online because many people have done it since they first knew the internet. Promotions that use product images and videos may be common today. The phenomenon of increasingly sophisticated technological developments in online media is also followed by the phenomenon of many artists and *influencers* (Simamora & Umry, 2020).

The fierce competition in the internet market requires entrepreneurs to also focus on the quality of existing products. It is very important to always stay up to date with the latest fashion trends. This new trend has the power to attract customers and can influence to buy certain items. Products that appeal to consumers' personalities also play an important role in retaining product purchases.

Retaining customers is one of the challenges in *online business*. Online purchasing decisions are a process when consumers assess several options and choose one or more of the

necessary options based on certain considerations online (Abdilla & Agus, 2021). Here are the e-commerce with the most visitors in Indonesia:

Figure 1. E-commerce with the Most Visitors in Indonesia



Source: (Ahdiat, 2024)

In buying and selling products, the most often used by people is through social networks because this system allows people to create personal *web pages* that can be connected to share information and communicate between sellers and buyers such as Shopee. Based on figure 1, Shopee ranks highest with a total of 2,349,900,000 visitors. Shopee is an online Marketplace application for buying and selling using mobile phones easily and quickly. Shopee offers a wide range of products up to products for daily needs that provide *a Live Streaming* feature.

Live Streaming is a new shopping method based on *online* sites that uses *streaming* capabilities to promote interactive and rewarding online purchases. According to Ang et al. (2018), *live streaming* is revolutionizing the e-commerce business model by providing unprecedented *real-time* interaction between sellers and consumers, effectively reducing information erasure and acceleration. Customers can ask questions about the comment screen. Sellers can Live *Stream* and provide customers with intensive services that can answer customer queries and can have a direct impact on customer purchases (Zhou et al., 2019).

When buying products, customers have the experience to influence other customers when buying products, so companies should be able to create products that meet customers' needs and tastes. *Online Customer Reviews* are a trusted source of consumers as a reference before

buying *online* (Ramadhana & Ratumbuysang, 2022). *Customer reviews* are consumer reviews that contain information to evaluate products from various aspects (Mulyati & Gesitera, 2020).

Several previous research results show that *customer reviews* and *customer* ratings affect the purchase decision of Sociolla brand cosmetric products (Latief & Ayustira, 2020). Similarly, Wulandari's research, (2021) explains that there is an influence *of Online Customer Reviews, customer ratings* on the decision of millennials in Indonesia to buy products *in e-commerce.* Nuraeni & Irawati (2021) research also explains the influence of *Online Customer Reviews* on online purchase decisions in the marketplace.

This study aims to determine the influence of *Live Streaming* and *Online Customer Reviews* on purchase decisions. The results of this study can be useful to make an important contribution to the literature on *Live Streaming* and *Online Customer Review* to consumer

purchase decisions of Jennskin Shopee products.

HIPOTESIS

The Influence *of Live Streaming* on Purchase Decisions

In the research of Fadla et al. (2025) regarding the influence of *Live Streaming* shopping on the purchase decision of skintific products on the Tiktok shop application in the city of Makassar, it was shown that *Live Streaming* had a positive and significant effect on purchase decisions. Research conducted by Sinaga & Rochdianingrum (2024) regarding the influence of *Live Streaming*, *Online Customer Reviews*, and product quality on skincare product purchase decisions on Shopee shows that *Live Streaming* has a positive and significant effect on purchase decisions. Research by Ramadhan & Hilwa (2024) on the influence of *Live Streaming* and free shipping vouchers on purchase decisions, a study on Tiktok shop consumers in the city of Depok showed that *Live Streaming* had a positive and significant effect on purchase decisions. Islamic research & Susanto (2024) regarding the influence of *Live Streaming*, product quality, and brand image on online shop purchase decisions *shows that Live Streaming* has a positive and significant effect on purchase decisions.

H1: the positive influence of *Live Streaming* on purchase decisions

The Influence of *Online Customer Reviews* on Purchase Decisions

Previous research conducted by Priangga & Munawar (2021) shows that *customer reviews* have a positive influence on online purchase decisions. The results of a study conducted by Suryani et al. (2022) show that *customer reviews* have an effect on online purchase decisions. Research conducted by Sianipar & Yoestini (2021) explains that *customer reviews* have a positive and significant influence on online purchase decisions. Research conducted by Sinaga & Rochdianingrum (2024) regarding the influence of *Live Streaming*, *Online Customer Reviews*, and product quality on skincare product purchase decisions on Shopee shows that *Online Customer Reviews* have a positive and significant effect on purchase decisions.

H2: The Positive Influence of *Online Customer Reviews* on Purchase Decisions

METHOD

This study uses a quantitative approach. The type of quantitative research method in this study aims to test hypotheses through theoretical validation or testing of theoretical applications and is able to explain the characteristics of the variables being studied (Simamora & Umry, 2020). Based on the hypothesis of this research design, there are 3 variables to be studied, namely: Live Streaming and Online Customer Review as independent variables. Meanwhile, the purchase decision is a dependent variable.

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that researchers set to study after which conclusions are drawn" (Komala & Nellyaningsih, 2017). The population of this study is Jennskin Shopee consumers which are large so samples taken from this population are used (Heridiansyah, 2012).

In this study, "purposive sampling" was used, which is a sampling technique by determining certain criteria" (Mukhsin et al., 2017).

The criteria for sampling in this study were respondents who had bought Jennskin Shopee products in Jakarta. The sample in this study was taken from a population that matched the criteria of respondents who had purchased Jennskin products on *the* Shopee platform in Jakarta. The determination of the number of samples in this study uses the Lemeshow formula as follows:

$$n = \frac{Z^2 \times P \times (1 - P)}{d^2}$$

$$n = \frac{(1{,}96)^2 (0{,}5) (0{,}5)}{(0{,}10)^2} = 96{,}04$$

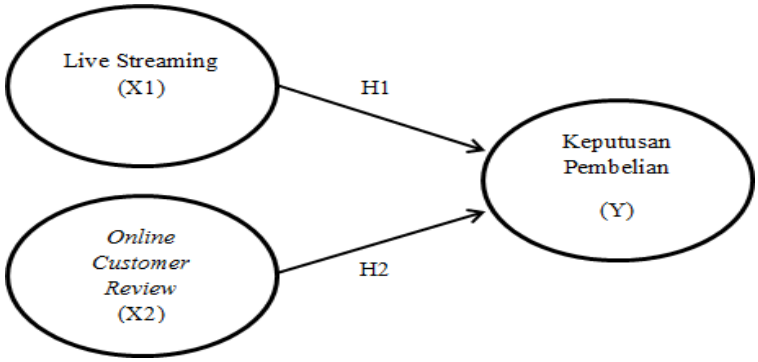
Using the Lemeshow formula, the minimum number of samples required is 96 people and rounded up to 100 respondents. The data collection technique in this study was carried out by distributing questionnaires through Google forms. The questionnaire presented to the respondents is a questionnaire with a structured format where a list of questions has been prepared in advance and the choice of answers is arranged according to a Likert scale of 1 to 5. The researcher used PLS-SEM as a data analysis used with the help of Smartpls 3.0 software.

The statistical analysis of the data of this study is a path analysis modeling. An outer model, or specification of the relationship between a variable and its indicators, also called an external relationship or a measurement model defines the properties of a variable and its indicators. Reliability is used to measure the consistency of indicators in measuring latent variables with Cronbach's Alpha and Composite Reliability values. Convergent Validity is used to measure the extent to which indicators that are supposed to measure latent variables show a high correlation with Average Variance Extracted or AVE.

Inner Model testing of structural models is carried out by looking at the R-Square value. R2 has a very strong model criterion rule ≥ 0.70, strong 0.46 to 0.70, moderate 0.26 to 0.45, weak ≤ 0.25.

Hypothesis testing is carried out using the *t-test bootstrap* method and if obtained a p-value of 0.05 (alpha 5%). The following is the *framework* of this research:

Gambar 2. *Framework*



The operational variables in this study are as follows:

Table 1. Variable Operations

Variabel	Indicator	Questionnaire
Live Streaming *Live streaming* is the real-time transmission of audio and video of an event over the Internet	1. Interaction 2. Real-time 3. Promotional tools	1. The comments and Q&A feature in the live stream helped me get more detailed information. 2. I love watching live streams because I can see the products live and in real-time. 3. I once bought a

		product because of the promotions offered during live streaming.
Online Customer Review *Online Customer Reviews* are reviews provided by consumers that contain information to evaluate a product from various aspects	1. Credible 2. Skill 3. Fun	1. I trust customer reviews when choosing products in e-commerce. 2. The reviews with detailed and technical explanations increased my confidence to buy. 3. I prefer to read customer reviews that come with product photos or videos.
Purchase decision Purchasing decisions are directly involved in making decisions to make a purchase of the products that the seller offers	1. Rasional 2. Irrasional	1. I look for additional information from various sources before making a purchase decision. 2. I once bought a product without much consideration

RESULTS AND DISCUSSION

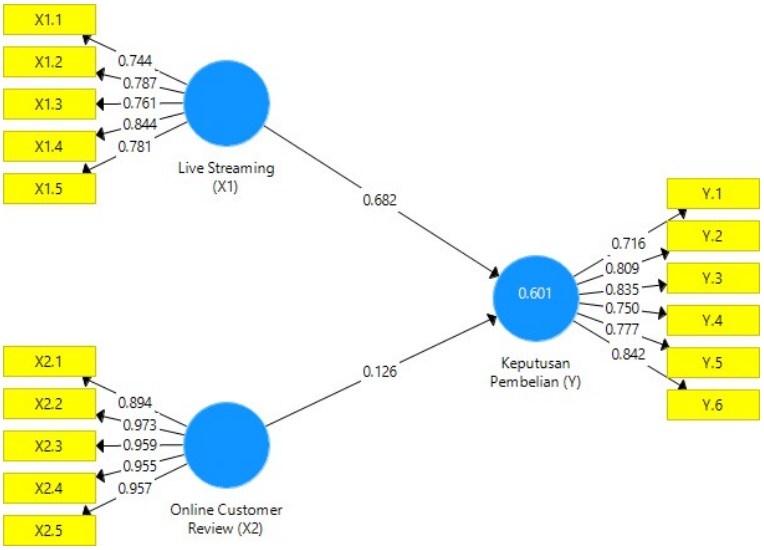
1. Respondent Profile

The respondents used in this study were 100 respondents. The results of the data in this study were obtained from a questionnaire distributed to respondents who had bought Jennskin Shopee products in Jakarta. The questionnaire in this study contains statement items related to the research variables. The data was analyzed using SmartPLS 3.0 *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

2. Evaluating the Measurement Model

The purpose *of evaluating the measurement model* is to explain the extent to which the indicator can reflect the research construct. In this study, there are 8 indicators used to explain the research construct. The indicators are reflective so that reliability tests and validity tests are carried out.

Figure 3. Model PLS



Based on the results of the validity test, all values of *the Loading Factor* indicator in the *Live Streaming*, *Online Customer Reviews* and Purchase Decision variables are greater than 0.5 or greater than 0.5 which means that all variable indicators are declared valid. Similarly, instruments are said to be reliable because all composite reliability is greater than 0.7 or greater than 0.7. In the reliability test, a variable construct is said to be good if it has *a Composite Reliability* value greater than 0.7, *Cronbach's Alpha* greater than 0.7 and *Average Veriance Extracted* (AVE) greater than 0.5. The following are the results of the reliability test in this study:

Tabel 2. *Composite Reliability*

	Cronbach's Alpha	*rho_A*	*Composite Reliability*
Live Streaming	0,843	0,846	0,888
Online Customer Review	0,972	0,974	0,978
Purchase Decision	0,878	0,882	0,908

The table above explains that the *composite reliability* of each variable has a value greater than 0.7, which indicates that the answers to questions representing all of the variables are reliable and can be used to test the hypothesis. Similarly, each variable had *a Cronbrach's Alpha* above 0.7 and an AVE value greater than 0.5 meaning that the measurement model used had qualified for discriminatory validity.

The Influence *of Live Streaming* on Purchase Decisions (H1)

The results of the hypothesis test (H1) explained that there was an influence *of Live Streaming* on the Purchase Decision with a statistical t-value of 8.659 greater than the table t-value of 1.96 with a p-value of 0.000, meaning that the H1 hypothesis was acceptable. The results of this study are in accordance with research conducted by Fadla et al. (2025) showing that *Live Streaming* has a positive and significant effect on purchase decisions. Research conducted by Sinaga & Rochdianingrum (2024) shows that *Live Streaming* has a positive and significant effect on purchasing decisions. Research by Ramadhan & Hilwa (2024) shows that *Live Streaming* has a positive and significant effect on purchasing decisions. *Live streaming*

carried out by seller account owners on *Shopee e-commerce* in the form of interactions, real-time, and promotional tools is considered good and used by product buyers or Jennskin customers in *Shopee* e-commerce which has an impact on Purchase Decisions.

The Effect of *Online Customer Reviews* on Purchase Decisions (H2)

The results of the hypothesis test (H2) explained that there was no influence *of Online Customer Reviews* on Purchase Decisions with a statistical t-value of 1.270 greater than the table t-value of 1.96 with a p-value of 0.205, meaning that the H2 hypothesis was rejected. The results of this study are not in line with the research conducted by Latief & Ayustira (2020) *customer reviews* and *customer* ratings affect product purchase decisions. Similarly, research conducted by Sianipar & Yoestini (2021) explains that *customer reviews* have a positive and significant influence on online purchase decisions. Research by Wulandari, (2021) explains that there is an influence *of Online Customer Reviews, customer ratings* on the decision of millennials in Indonesia to buy products *in e-commerce.* Nuraeni & Irawati (2021) research also explains the influence of *Online Customer Reviews* on online purchase decisions in the marketplace. Jennskin consumers feel that they are not credible, skilled and pleasant in customer reviews on *Shopee e-commerce* which has an impact on Purchase Decisions.

3. Coefficient of Determination

The determination coefficient test shows the relationship or strength of the estimation between variables measured using the criterion, namely R-square. The R *Square* value in this study explains the influence of *Live Streaming* and *Online Customer Reviews* on Purchase Decisions. The following are the results of the test coefficient of the research determination:

Table 3. *R Square (R2)*

	R Square	*R Square Adjusted*
Purchase Decision	0,601	0,592

According to the results of this study, an R Square value of 0.601 was obtained, meaning that 60.1% of consumer purchase decisions were influenced by *Live Streaming* and *Online Customer Reviews* while the remaining *R square* was 39.9% influenced by other variables that were not studied by this study. If the r square value of 0.67 indicates strong, 0.33 indicates moderate and 0.19 indicates weak (Chin, 2021). In the table above, the result of the Purchase Decision variable value is greater than 0.33. This shows that the determination of these variables is included in the medium category.

CONCLUSION

Based on research on 100 respondents of Jennskin Shopee consumers, a number of important findings were obtained. Live Streaming features have been proven to have a positive and significant influence on purchase decisions, showing that real-time interactions, promotional tools, and direct communication are able to encourage consumers to make a purchase. In contrast, Online Customer Reviews do not show significant influence, indicating that the credibility, expertise, or pleasurable aspects of the reviews have not been sufficiently helpful or convincing to Jennskin consumers in making decisions. A determination coefficient (R^2) of 0.601 implies that 60.1% of purchase decisions can be explained by Live Streaming and Online Customer Review variables, while the remaining 39.9% are influenced by other factors outside the model.

Based on these findings, strategic advice is aimed at business actors and researchers in the future. Jennskin needs to improve the quality of Live Streaming, both in terms of visuals,

real-time interaction, and attractive offers, as well as using hosts or influencers who are able to build trust and emotional engagement. To increase the effectiveness of Online Customer Reviews, strategies such as genuine buyer verification, photo/video-based reviews, and informative review incentives such as loyalty points are needed. Advanced researchers are advised to explore additional variables that are more relevant such as price, product quality, brand image, or influencer influence, as well as consider sample expansion and more in-depth demographic analysis to enrich understanding of consumer behavior. The limitations of the study include geographical coverage only in Jakarta, small sample size, the use of purposive sampling that risks bias, and the lack of analysis of demographic factors that have the potential to open up new insights into market segmentation.

REFERENCE

Abdilla, M., & Agus, I. (2021). Keputusan Pembelian Online Saat Pandemi Covid 19 Di Fakultas Ekonomi Dan Bis. *Jurnal Ekonomi Dan Bisnisnis Universitas Dharma Andalas Dharma Andalas*, *23*(1), 123–134. Https://Doi.Org/10.47233/Jebd.V23i1.207

Abdillah, L. A. (2022). *Peranan Media Sosial Modern* (1st Ed.). Bening. Www.Bening-Mediapublishing.Com

Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). The Effect Of Viral Marketing, *Online Customer Review*, Price Perception, Trust On Purchase Decisions With Lifestyle As Intervening Variables In The Marketplace Shopee. *International Journal Of Multicultural And Multireligious Understanding*, *Volume 8*(Issue 3), 496–507.

Ahdiat, A. (2024). *5 E-Commerce Dengan Pengunjung Terbanyak Sepanjang 2023*. Databoks. Https://Databoks.Katadata.Co.Id/Datapublish/2024/01/10/5-E-Commerce-Dengan-Pengunjung-Terbanyak-Sepanjang-2023#:~:Text=Berdasarkan Data Similarweb%2c Shopee Merupakan,Terbanyak Di Indonesia Sepanjang 2023.

Aprianty, R. D., & Basuki, K. (2019). Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention Melalui Consumer Trust Pada Online Shop Fashion Wanita Di Media Sosial Instagram (Studi Pada Generasi Milenial Di Dki Jakarta). *Ekonomi*, *24*(1).

Askalidis, G., & Malthouse, E. C. (2017). The Value Of *Online Customer Review*s. *Recsys 2016 - Proceedings Of The 10th Acm Conference On Recommender Systems*. Https://Doi.Org/10.1145/2959100.2959181

Chen, C. C., & Lin, Y. C. (2018). What Drives Live-Stream Usage Intention? The Perspectives Of Flow, Entertainment, Social Interaction, And Endorsement. *Telematics And Informatics*, *35*(1), 293–303. Https://Doi.Org/10.1016/J.Tele.2017.12.003

Fadla, V. M., Malik, A. J., Fatimah, K. N., & Syahnur. (2025). Pengaruh *Live Streaming* Shopping Terhadap Keputusan Pembelian Produk Skintific Pada Aplikasi Tiktok Shop Di Kota Makassar. *Center Of Economic Students Journal*, *8*(1), 113–124. Https://Doi.Org/Https://Doi.Org/10.56750/Csej.V8i1.1028

Fahrozi, R., Rahmawati, D., Muldani, V., & Saddam, M. (2022). The Influence Of *Online Customer Review* On Trust And Its Implications For Purchasing Decisions On The Tokopedia Marketplace. *Jurnal Administrare*, *9*(1), 217–228. Http://Download.Garuda.Kemdikbud.Go.Id/Article.Php?Article=2964989&Val=26423&Title=The Influence Of *Online Customer Review* On Trust And Its Implications For Purchasing Decisions On The Tokopedia Marketplace

Harli, I. I., Mutasowifin, A., & Andrianto, M. S. (2021). Pengaruh Online Consumer Review Dan Rating Terhadap Minat Beli Produk Kesehatan Pada E-Marketplace Shopee Selama Masa Pandemi Covid-19. *Inobis: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, *4*(4), 558–572. Https://Doi.Org/10.31842/Jurnalinobis.V4i4.205

Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted Purchasing Decisions From Lifestyle , Product Quality And Price Through Purchase Motivation. *Economic*

Education, *8*(1), 1–11.
Heridiansyah, J. (2012). Pengaruh Advertising Terhadap Pembentukan Brand Awareness Serta Dampaknya Pada Keputusan Pembelian Produk Kecap Pedas Abc (Studi Kasus Pada Konsumen Pengguna Kecap Pedas Abc Di Kota Semarang). *Jurnal Stie Semarang*, *4*(2), 53–73.
Islami, C. D., & Susanto. (2024). Pengaruh *Live Streaming*, Kualitas Produk, Dan Citra Merek Terhadap Keputusan Pembelian Onlineshop. *Solusi*, *22*(2), 215. Https://Doi.Org/10.26623/Slsi.V22i2.9027
Komala, R. D., & Nellyaningsih. (2017). Tinjauan Implementasi Personal Selling Pada Pt. Astra Internasional Daihatsu Astra Biz Center Bandung Pada Tahun 2017. *Jurnal Fakultas Ilmu Terapan Universitas Telkom*, *3*(2), 330–337.
Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Management*, *6*(1), 139–154.
Lo, P.-S., Dwivedi, Y. K., Tan, G. W.-H., Ooi, K.-B., Aw, E. C.-X., & Metri, B. (2022). Why Do Consumers Buy Impulsively During *Live Streaming*? A Deep Learning-Based Dual-Stage Sem-Ann Analysis. *Journal Of Business Research*, *147*, 325–337. Https://Doi.Org/10.1016/J.Jbusres.2022.04.013
Mukhsin, R., Mappigau, P., & Tenriawaru, A. N. (2017). *Pengaruh Orientasi Kewirausahaan Terhadap Daya Tahan Hidup Usaha Mikro Kecil Dan Menengah Kelompok Pengolahan Hasil Perikanan Di Kota Makassar*. *6*(2), 188–193.
Mulyati, Y., & Gesitera, G. (2020). Pengaruh *Online Customer Review* Terhadap Purchase Intention Dengan Trust Sebagai Intervening Pada Toko Online Bukalapak Di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *9*(2), 173–194. Https://Doi.Org/10.30588/Jmp.V9i2.538
Natasya, A., & Setyawan, H. (2022). Proses Promosi Techminar Untuk Meningkatkan Peserta Melalui Platform Facebook. *Administrasi Bisnis & Mice X*, 250–257. Https://Doi.Org/2775-7374
Nuraeni, Y. S., & Irawati, D. (2021). The Effect Of *Online Customer Review*, Quality Product, And Promotion On Purchasing Decision Through Shopee Marketplace (A Case Study Of Ubsi College Student). *Procuratio : Jurnal Ilmiah Manajemen*, *9*(4), 439–450. Https://Doi.Org/10.35145/Procuratio.V9i4.1704
Priangga, I., & Munawar, F. (2021). Pengaruh *Online Customer Review* Dan Online Customer Rating Terhadap Keputusan Pembelian Di Marketplace Lazada (Studi Pada Mahasiswa Di Kota Bandung). *Jurnal Bisnis Manajemen & Ekonomi*, *19*(2), 399–413.
Rahmani, P. I. (2019). Pengaruh Perilaku Konsumtif Dan Country Of Origin Terhadap Keputusan Pembelian Kosmetik (Studi Pada Wanita Bekerja Di Wilayah Surabaya). *Jurnal Ilmu Manajemen (Jim)*, *7*(2), 507–515.
Ramadhan, A. T., & Hilwa, W. (2024). Pengaruh *Live Streaming* Dan Voucher Gratis Ongkos Kirim Terhadap Keputusan Pembelian (Studi Pada Konsumen Tiktok Shop Di Kota Depok). *Great: Jurnal Manajemen Dan Bisnis Islam*, *1*(2), 3032–7253.
Ramadhana, R., & Ratumbuysang, M. F. N. G. (2022). Pengaruh *Online Customer Review* Terhadap Keputusan Pembelian Pada Marketplace. *Ekonomi*. Http://Repostrory.Unej.Ac.Id
Rinaja, A. F., Udayana, I. B. N., & Maharani, B. D. (2022). Pengaruh *Online Customer Review*, Word Of Mouth, And Price Consciousness Terhadap Minat Beli Di Shopee. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, *9*(3), 435–448. Https://Doi.Org/10.37606/Publik.V9i3.345
Safira, A. M., & Novie, M. (2024). Pengaruh *Live Streaming* Dan Sales Promotion Terhadap Impulse Buying Yang Dimediasi Oleh Consumer Shopping Motivation (Studi Pada

Gen Z Pengguna Shopee). *Jurnal Informatika Ekonomi Bisnis*, *6*(1), 197–203. Https://Doi.Org/10.37034/Infeb.V6i1.821

Sarmis, N. (2020). Pengaruh *Online Customer Review* Dan Online Customer Rating Terhadap Kepercayaan Dan Minat Pembelian Konsumen Pada Desa Sialang Jaya. *Jurnal Ilmiah Cano Ekonomos*, *9*(1), 81–84.

Sianipar, F. A. H., & Yoestini. (2021). Analisis Pengaruh Customer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Di Online Marketplace (Studi Pada Mahasiswa Pengguna Tokopedia Di Kota Semarang). *Diponegoro Journal Of Management*, *10*(4), 1. Http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr

Simamora, V., & Umry, R. A. (2020). Pengaruh Influencer Dan Social Media Sebagai Strategi Marketing Baba Rafi Enterprise Terhadap Keputusan Pembelian Produk Ngikan Dengan Brand Awareness Sebagai Variabel Moderating. *Journal For Business And Entrepreneurship*, *4*(1), 1–16.

Sinaga, S. M., & Rochdianingrum, W. A. (2024). Pengaruh *Live Streaming*, *Online Customer Review*, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Di Shopee. *Jurnal Ilmu Dan Riset Manajemen*, *13*(4), 1–19.

Suryani, M., Adawiyah, N. N., & Syahputri, E. B. (2022). Pengaruh Harga Dan *Online Customer Review* Terhadap Keputusan Pembelian Di E-Commerce Sociolla Pada Masa Pandemi Covid-19. *Formosa Journal Of Multidisciplinary Research*, *1*(1), 49–74. Https://Doi.Org/10.55927/Fjmr.V1i1.416

Wahyuningrum, R. (2018). Analisis Strategi E-Marketing Untuk Meningkatkan Minat Beli Online. *Esensi: Jurnal Manajemen Bisnis*, *21*(3), 275–290. Https://Ibn.E-Journal.Id/Index.Php/Esensi/Article/View/143

Wicaksana, A. H., & Nuryanto, I. (2024). Pengaruh Viral Marketing, Influencer Marketing Dan *Live Streaming* Shopping Terhadap Keputusan Pembelian Pada Tiktok Shop Di Kota Semarang. *Jurnal Ilmiah Ekonomi Dan Manajemen*, *2*(7), 69–78.

Wulandari, R. (2021). The Influence Of *Online Customer Review*s, Ratings, And Brand Image Of Millennial E-Commerce Consumers In Indonesia On Purchase Decisions With Trust As A Mediator. *International Journal Of Economics, Business And Management Research*, *5*(7), 166–182.

Zhou, J., Zhou, J., Ding, Y., & Wang, H. (2019). The Magic Of Danmaku: A Social Interaction Perspective Of Gift Sending On *Live Streaming* Platforms. *Electronic Commerce Research And Applications*, *34*, 100815. Https://Doi.Org/10.1016/J.Elerap.2018.11.002