

THE INFLUENCE OF LIVE STREAMING SELLING, FREE SHIPPING, AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE INTENTIONS OF CONSUMERS IN THE SHOPEE MARKETPLACE AMONG GENERATION Z IN KARANG WEDORO VILLAGE, TURI DISTRICT, LAMONGAN REGERENCY

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ABSTRACT

This study aims to examine the influence of live streaming selling, free shipping, and online customer reviews on the purchase intention of consumers in the Shopee marketplace, particularly among Generation Z in Karang Wedoro Village, Turi District, Lamongan Regency. Using a non-probability sampling technique, this research involves 91 respondents who are Shopee consumers. Data were collected through questionnaires.

Data analysis includes validity testing, reliability testing, classical assumption testing, multiple linear regression, correlation coefficients, determinant coefficients, and both t-tests and F-tests. The results show that live streaming selling has a calculated t-value of 3.614, which is greater than the t-table value of 1.987. Free shipping presents a calculated t-value of 2.441, and online customer reviews have a calculated t-value of 2.464, both of which also exceed the same t-table value. The F-test shows a significance value of 0.000, which is less than 0.05, and a calculated F-value of 71.955, surpassing the F-table value of 2.71. These findings indicate a positive and significant influence, both partially and simultaneously, on purchase intention. Among the three variables, live streaming selling has the most dominant effect on purchase intention with a regression value of 0.366.

INTRODUCTION

In the current digital era, the use of the internet has experienced a significant surge due to rapid technological advancements. The internet has transformed from being merely a communication tool to a platform for seeking information, recreational services, and various other needs. Increased internet usage has changed transaction patterns in society, where commerce that was previously conducted directly in stores is now shifting to online platforms. The types of

products most commonly purchased online include clothing, beauty products, travel tickets, household appliances, and electronic devices. One way for companies to compete is by leveraging technology and information as sales tools to launch brands, expand markets, and conduct transactions, including sales via marketplaces. (Rahmawati et al., 2023:81)

According to data from APJII (2024), the number of internet users in Indonesia reached 221,567,479 people, with a penetration rate of 79.5%. This is an increase from 64.8% in 2018. Users consist of men (50.7%) and women (49.1%), with Generation Z (born 1997-2012) as the largest age group, comprising 34.40%. This reflects significant growth in internet usage in Indonesia.

Live streaming selling is the process where sellers offer products in real-time through digital platforms that allow direct interaction with buyers. During these sessions, sellers explain product details to watching consumers, while buyers can ask questions via live chat. This method provides comprehensive information about the products in real-time, including their physical aspects and quality (A'yun, 2024:20). According to Purnomo and Arwana (2024:1141) the influence of sales through the live streaming method has a significant impact on the purchasing decision-making process on Shopee. However, A'yun (2024:57) states that live streaming selling does not significantly affect purchase intention.

The free shipping program supports customers who feel burdened by the total costs they have to pay by reducing distribution costs. In conclusion, free shipping refers to the shipping costs of goods or services that are not charged to customers during the purchasing process. The free shipping program aims to alleviate the burden of shipping costs for customers, so they do not have to pay shipping fees when making purchases. It is designed to attract consumers to shop more on Shopee by offering free shipping promotions. Thus, this program can enhance purchase intention and facilitate transactions for customers. According to Satiawati et al. (2024:1754), free shipping demonstrates a more significant influence on the purchasing interest of young people in Tanggamus Regency. Meanwhile, Marlin et al. (2023:27) state that the free shipping factor has a significant impact on purchase interest.

Online customer reviews (OCR) are evaluations containing information about various products. In Indonesia, these can be utilized by consumers to assess the quality of desired products based on previous customer reviews. In the realm of digital sales, customer reviews serve as a form of Word of Mouth communication, defined as the positive or negative feedback given by individuals who have purchased goods or services (Salsabilla and Handayani, 2023:5). According to Hannaresal and Hasanah (2023:725), the customer review variable has a more dominant influence compared to customer ratings on the purchasing decisions of products on Shopee. However, Putri and Ariyanto (2023:9) state that online customer reviews do not affect purchase intention.

Purchase intention is the reaction that arises when someone sees an appealing product, creating an attraction to make a purchase. This interest arises when the buyer has a positive view of the seller's offers. Purchase intention serves as an internal drive that triggers the planning and action of purchasing, including recommending and making choices. This process begins with understanding needs, followed by gathering information, and ending with decision-making and post-purchase behavior (Marlin et al., 2023:23).

Based on the emerging phenomena and the differing research results for each variable, this study aims to identify the causes influencing consumer attraction in the Shopee marketplace. Therefore, the researcher is motivated to further investigate the variables of live streaming selling, free shipping, and online customer reviews. The researcher seeks to connect these three variables to purchase intention. Consequently, the researcher intends to conduct a study titled "The Influence of Live Streaming Selling, Free Shipping, and Online Customer Reviews on the Purchase Intention of Consumers in the Shopee Marketplace among Generation Z in Karang Wedoro Village, Turi District, Lamongan Regency."

RESEARCH METHODS

This research employs a quantitative approach. The data used are primary data collected through the distribution of questionnaires via Google Forms. The population for this study consists of all consumers in the Shopee marketplace who belong to Generation Z (ages 12-27) in Karang Wedoro Village. The targeted population is approximately 988 individuals. This study uses the Slovin formula to obtain a sample size of 91 respondents. The sampling technique employed in this research utilizes non-probability sampling with a purposive sampling approach. The data analysis technique involves the use of SPSS 26 data processing software, with tests conducted including validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, correlation coefficient testing, determination coefficient testing, t-tests and F-tests.

RESULTS AND DISCUSSION

Results of Data Analysis

Validity Test

The validity test aims to assess the validity of the questionnaire. This process was conducted using the SPSS 26 program, and the results can be seen in the following table:

Table 1 Results of the Validity Test

Variable	Question Item	Calculated r	t-table	Description
X1	X1.1	0,764	0,2061	Valid
	X1.2	0,769	0,2061	Valid
	X1.3	0,872	0,2061	Valid
	X1.4	0,784	0,2061	Valid
X2	X2.1	0,736	0,2061	Valid
	X2.2	0,890	0,2061	Valid
	X2.3	0,783	0,2061	Valid
	X2.4	0,890	0,2061	Valid
X3	X3.1	0,782	0,2061	Valid
	X3.2	0,759	0,2061	Valid
	X3.3	0,761	0,2061	Valid
	X3.4	0,848	0,2061	Valid
	X3.5	0,782	0,2061	Valid
Y	Y.1	0,830	0,2061	Valid
	Y.2	0,880	0,2061	Valid
	Y.3	0,863	0,2061	Valid
	Y.4	0,693	0,2061	Valid

The results of the validity test conducted above indicate that all indicators used to measure the variables in this study have calculated r values greater than the table r value (0.2061). Therefore, all items in the questionnaire are considered valid.

Reliability Test

The purpose of the reliability test is to demonstrate the extent to which the measurement tool used possesses adequate levels of accuracy, stability, or consistency. The reliability test is expressed through the Cronbach's Alpha coefficient, with the minimum reliability threshold set at 0.60.

Table 2 Results of the Reliability Tes

Variable	Cronbach's Alpha	Standart Reliability	Remarks
Live streaming selling	0,816	0,60	Reliabel
Free shipping	0,834	0,60	Reliabel
Online customer review	0,846	0,60	Reliabel
purchase intention	0,836	0,60	Reliabel

Based on the results of the reliability test above, it can be seen that the Cronbach's Alpha values for the variables of live streaming selling (X1), free shipping (X2), online customer reviews (X3), and purchase intention (Y) are all greater than 0.60. This indicates that all variables can be considered reliable and are suitable for use as measurement tools.

Assumption Testing

Normality Testing

The purpose of the normality test is to determine whether the disturbance or residual variables in the regression model have a normal distribution.

Table 3 Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N			91
Normal Parameters ^{a,b}	Mean		.0307692
	Std. Deviation		1.48423613
Most Extreme Differences	Absolute		.085
	Positive		.067
	Negative		-.085
Test Statistic			.085
Asymp. Sig. (2-tailed)			.113 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the results from SPSS 26, the test shows a Sig. (2-tailed) value of 0.113, which indicates that $0.113 > 0.05$. This suggests that the data follows a normal distribution. Additionally, this finding is supported by the graphical analysis, specifically the Normal Probability Plot presented below

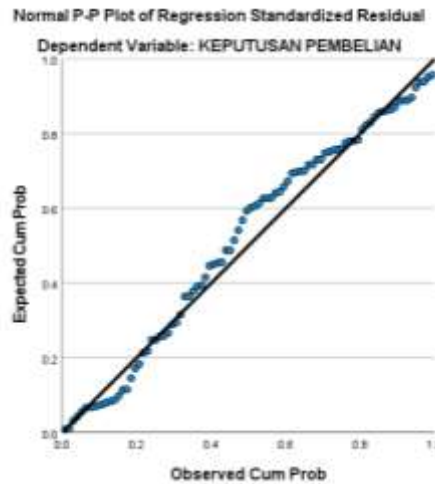


Figure 1 Results of the Normality Test - Scatter Plot

By observing the Normal Probability Plot, it is evident that the plot closely follows the normal line. Therefore, based on the normality test conducted using graphical methods, the resulting regression model indicates that the data exhibits a normal distribution.

Multicollinearity Test

The purpose of the multicollinearity test is to determine whether there is a correlation among the independent variables in the regression model.

Table 4 Results of the Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,707	1,115		,634	,528		
Live streaming selling	,366	,101	,352	3,614	,001	,348	2,870
Free shipping	,315	,129	,304	2,441	,017	,212	4,711
Online customer review	,222	,090	,257	2,464	,016	,303	3,297

a. Dependent Variable: purchase intention

Based on the research findings, the tolerance values for each independent variable are greater than 0.10, and the VIF values are less than 10. Therefore, it can be concluded that there is no multicollinearity, and this study can be considered valid for use.

Results of the Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there are differences in variance and residual values among all observations in the regression model.

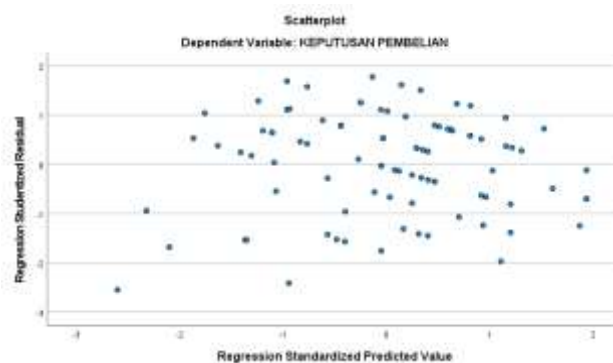


Figure 2 Results of the Heteroscedasticity Test

Based on the results above, it is observed that the points are randomly scattered above and below the zero line on the Studentized Residuals axis. Therefore, through the heteroscedasticity test using graphical analysis methods, it can be stated that the resulting regression model does not exhibit signs of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used as a statistical method to examine how several A small independent variables influence a dependent variable (Ghozali, 2018:8)

Table 5 Results of the Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,707	1,115		,634	,528
Live streaming selling	,366	,101	,352	3,614	,001
Free shipping	,315	,129	,304	2,441	,017

Online customer Review	,222	,090	,257	2,464	,016
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a. Dependent Variable: purchase intention

Based on the analysis results, the following regression equation has been obtained:

$$Y = 0,707 + 0.366 X1 + 0,315 X2 + 0.222X3 + e$$

The coefficient results for the independent variables indicate positive values, which signifies a direct relationship with the dependent variable. The regression coefficient for the Live Streaming Selling variable, which reaches 0.366, is the highest compared to the coefficients for Free Shipping and Online Customer Reviews. Therefore, it can be concluded that Live Streaming Selling is the most dominant factor influencing purchase intention.

Correlation Coefficient Test

The correlation coefficient test is used to identify the direction and strength of the relationship between two or more variables. This analysis helps to understand how changes in the independent variables can affect the dependent variable.

Table 6 Results of the Correlation Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844	.713	.703	1.494

a. Predictors: (Constant), Online customer review, Live streaming selling, Free shipping

The results of the correlation coefficient test indicate a correlation coefficient (R) value of 0.844, which falls within the interval of 0.600 to 0.799. This suggests that there is a strong relationship between the variables of Live Streaming Selling, Free Shipping, and Online Customer Reviews in relation to purchase intention.

Coefficient of Determination Test

The analysis from the coefficient of determination test shows an R-squared value of 0.713. This means that Live Streaming Selling (X1), Free Shipping (X2), and Online Customer Reviews (X3) collectively influence purchase intention (Y) by 71.3%. Meanwhile, the remaining 28.7% is influenced by other factors that are outside the scope of this research model.

Partial Test (t-Test)

The t-Test is utilized to analyze the extent to which each independent variable affects the dependent variable in a study (Ghozali, 2018:179). This test allows for the assessment of the individual contributions of Live Streaming Selling, Free Shipping, and Online Customer Reviews on purchase intention.

Table 7. Results of the t-Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,707	1,115		,634	,528
	Live streaming selling	,366	,101	,352	3,614	,001
	Free shipping	,315	,129	,304	2,441	,017
	Online customer review	,222	,090	,257	2,464	,016

a. Dependent Variable: purchase intention

1. Live streaming selling (X1)

From the table above, the results of the t-test yield a calculated t-value of 3.614 and a critical t-value of 1.987, with a significance value of 0.001. It can be concluded that $3.614 > 1.987$ and $0.001 < 0.05$, which means that the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected. This result indicates a significant partial effect of Live Streaming Selling on purchase intention.

2. Free Shipping (X2)

According to the table above, the results of the t-test show a calculated t-value of 2.441 and a critical t-value of 1.987, with a significance value of 0.017. It can be concluded that $2.441 > 1.987$ and $0.017 < 0.05$, which means that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This result demonstrates a significant partial effect of Free Shipping on purchase intention

3. Online Customer Review (X3)

From the table above, the results of the t-test yield a calculated t-value of 2.464 and a critical t-value of 1.987, with a significance value of 0.016. It can be concluded that $2.464 > 1.987$ and $0.016 < 0.05$, which means that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This result indicates a significant partial effect of Online Customer Reviews on purchase intention.

Simultaneous Test (F-Test)

Table 8 Results of the F-Test

ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	481.908	3	160.636	71.955	.000 ^b
Residual	194.224	87	2.232		
Total	676.132	90			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), Online Customer review, Live streaming selling, Free shipping

Based on the table above, it is shown that the calculated F-value is 71.955, while the critical F-value is 2.71. Therefore, we observe that the calculated F-value is greater than the critical F-value, specifically $71.955 > 2.71$, and the significance level of the research is 0.000, which is less than 0.05. This indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. From this result, it can be concluded that Live Streaming Selling, Free Shipping, and Online Customer Reviews have a positive and significant simultaneous effect on purchase intention.

DISCUSSION

Impact of the Live Streaming Selling Variable on Purchase Intention

The research findings indicate that the Live Streaming Selling variable significantly affects purchase intention. This conclusion is supported by the t-test results, which demonstrate that the calculated t-value is greater than the critical t-value, specifically 3.614, which surpasses 1.987. Additionally, the significance value is less than the predetermined significance level of the research, at 0.001, which is less than 0.05. Therefore, it can be concluded that Live Streaming Selling has a positive and significant influence on purchase intention.

This finding is consistent with research conducted by Rahmawati (2023), which indicates that Live Streaming Selling impacts consumer purchase intentions as this feature allows consumers to gain real-time insights into the products they are considering. Furthermore, the Shopee marketplace

also strives to provide detailed information and explanations about the items being sold through Live Streaming Selling, enabling potential consumers to have a clear understanding of the products they intend to purchase.

Impact of the Free Shipping Variable on Purchase Intention

Based on the research findings, the Free Shipping variable has a partial effect on purchase intention. This is evidenced by the t-test, where the calculated t-value is 2.441, which is less than the critical t-value of 1.987, and the significance value is 0.017, which is less than 0.05. Therefore, it can be concluded that Free Shipping has an influence on purchase intention. This finding aligns with the research conducted by Pratama (2022), which shows that Free Shipping significantly affects purchase intention. In this study, Free Shipping has a significant impact on consumers' purchase intentions. With the availability of Free Shipping, consumers feel less hesitant to purchase desired items. The free shipping promotion offered by Shopee successfully attracts consumers to buy products available on the marketplace without worrying about additional costs.

Impact of the Online Customer Review Variable on Purchase Intention

The research findings indicate that the Online Customer Review variable has a partial effect on purchase intention. This is supported by the t-test, where the calculated t-value is 2.464, which is greater than the critical t-value of 1.987, and the significance value is 0.016, which is less than 0.05. Thus, it can be concluded that Online Customer Reviews have a positive and significant impact on purchase intention. This finding is in line with the study conducted by Salsabilla (2023), which indicates that Online Customer Reviews positively and significantly influence purchase intention. The results show that Online Customer Reviews positively and significantly affect consumers' purchase intentions on Shopee marketplace because previous customers' reviews about a product ultimately help other customers to find out more about the product they intend to purchase. A greater number of positive reviews also instill greater confidence when selecting products.

Impact of Live Streaming Selling, Free Shipping, and Online Customer Reviews on Purchase Intention

The research findings indicate that the variables of Live Streaming Selling, Free Shipping, and Online Customer Reviews simultaneously influence purchase intention. This is evidenced by the F-test, where the calculated F-value is 71.955, which is greater than the critical F-value of 2.71, and the significance value is 0.000, which is less than 0.05. Therefore, it can be concluded that Live Streaming Selling, Free Shipping, and Online Customer Reviews positively and significantly impact purchase intention simultaneously. This finding indicates that the combination of these three variables plays a crucial role in influencing purchase intention. It suggests that the quality of information presented by the presenter during Live Streaming Selling, the level of Free Shipping, and high Online Customer Reviews all contribute to increasing consumers' purchase intentions on the Shopee marketplace. Consequently, Shopee should pay attention to these three factors. The dissemination of positive information regarding the products offered can influence consumers' purchase intentions.

CONCLUSION

Based on the research and analysis presented above, the following conclusions can be drawn: (1) The results of the t-test indicate that Live Streaming Selling, Free Shipping, and Online Customer Reviews have a positive and significant partial effect on purchase intention among consumers on the Shopee marketplace among Generation Z in Karang Wedoro Village, Turi District, Lamongan Regency. The results show that the calculated t-values exceed the critical t-values: for Live Streaming Selling (X1), the calculated t-value is 3.614, surpassing the critical t-value of 1.987; for Free Shipping (X2), the calculated t-value is 2.441, also exceeding the critical t-value of 1.987; for Online Customer Reviews (X3), the calculated t-value is 2.464, which is greater than the critical t-value of 1.987. This confirms that Live Streaming Selling, Free Shipping, and Online Customer Reviews positively and significantly influence purchase intention on a partial basis. (2) Live Streaming Selling, Free Shipping, and Online Customer Reviews collectively have a positive and significant influence on purchase intention. This statement is supported by the F-test results, which show that the calculated F-value is

71.955, greater than the critical F-value of 2.71. (3) The Live Streaming Selling variable (X1) has a dominant effect on purchase intention among consumers on the Shopee marketplace among Generation Z in Karang Wedoro Village, Turi District, Lamongan Regency. This is evidenced by the multiple linear regression analysis, which shows that the coefficient value for the Live Streaming Selling variable (X1) is the highest compared to the coefficient values of variables X2 and X3.

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