

# THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND LIVE STREAMING ON THE PURCHASE DECISION OF SKINTIFIC PRODUCTS ON SHOPEE

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**Abstract.** This study aims to determine the influence of live streaming and online customer reviews on purchasing decisions of Skintific products on Shopee. Live streaming is an interactive feature that allows sellers to showcase and promote products in real time, enabling potential buyers to ask questions and receive immediate responses. This feature creates a sense of engagement and trust, which can significantly impact consumer interest and buying behavior. On the other hand, online customer reviews serve as a form of electronic word-of-mouth, where the experiences and opinions of previous consumers can shape the perceptions and decisions of prospective buyers. These reviews provide insights into product quality, effectiveness, and overall satisfaction, which are essential factors in the decision-making process. This research adopts a quantitative approach using a survey method, with data collected from 90 respondents who have both watched live streaming and read reviews related to Skintific products on Shopee. The questionnaire was developed using a Likert scale to measure perceptions across key indicators. The sampling technique used is non-probability sampling with a purposive sampling approach, targeting individuals who meet specific criteria relevant to the study. Data analysis was conducted using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4 software. The results indicate that both live streaming and online customer reviews have a positive and significant effect on purchasing decisions. These findings suggest that businesses should strategically optimize their live streaming content and actively encourage positive customer reviews in order to enhance consumer trust and drive product sales.

**Keywords:** Live Streaming; Online Customer Review; Purchase Decision

## I. INTRODUCTION

Technological advancements have triggered the emergence and development of various e-commerce platforms, enabling digital buying and selling transactions. E-commerce, or electronic commerce, is a system of buying and selling goods and services through digital platforms without physical interaction between sellers and buyers. According to data from We Are Social (2024), 59.3% of internet users in Indonesia shop for products or services online every week. Changes in lifestyle and increased industrial productivity have driven the growth of the e-commerce ecosystem in Indonesia. One of the consumer segments most affected by technological developments is Generation Z. Known as the "no-hassle generation," they prioritize convenience and speed, making online shopping a trend due to its efficiency compared to traditional shopping (Elita & Wahyudi, 2024).

According to Databoks Katadata (2024), 76% of Generation Z respondents and 60% of Millennial respondents choose Shopee as their primary online shopping platform. This data indicates that Generation Z is Shopee's main market segment. In this study, a popular skincare brand among Generation Z with the concept of "science meets skincare," namely Skintific, is used as a case study. The brand's appeal in the Indonesian

market is strengthened by its TTE technology innovation, which enhances product effectiveness while being safe for sensitive skin. Data from Kompas Market Insight (2024) shows that the skincare industry trend in marketplaces reflects a surge in Skintific's popularity, rising from 4th place in 2022 to 1st place in 2023–2024. However, Skintific must continue to innovate and strengthen its marketing strategies to stay competitive in this tight market.

Skintific's live streaming on Shopee Live has become an effective strategy to capture the attention of Generation Z. The friendly and persuasive communication style of the hosts, along with real-time interaction during broadcasts, fosters a sense of closeness between the brand and its consumers. Features such as discounts, product demonstrations, and active engagement in the comment section further encourage purchases. Research by Angelia & Basiya (2024) shows that live streaming features can be used to directly recommend products and respond to consumer questions in real time, which influences purchasing decisions. Open and responsive communication during live streaming sessions plays a crucial role in building trust and increasing consumer interest. Therefore, enhancing the quality and interactivity of live streaming serves as an effective strategy to drive conversions and strengthen the brand positioning of products like Skintific in the digital marketplace.

In addition, online customer reviews on Skintific product pages on Shopee also play an important role in building consumer trust. Informative and credible reviews based on real user experiences can help potential buyers evaluate the product more objectively. Research by Sinaga & Rochdianingrum (2024) confirms that online customer reviews are a factor that influences purchasing decisions while also shaping consumer trust in products, especially through reviews that share actual user experiences. Therefore, the presence of high-quality reviews is a crucial element in supporting purchasing decisions, particularly in the context of skincare brands like Skintific.

Although live streaming and online customer reviews have been proven to play significant roles in purchasing decisions, there remains a research gap that needs attention. Most previous studies tend to focus on a single aspect, without exploring the relationship with other factors in the consumer decision-making process. Furthermore, there is still limited research specifically examining the impact of Shopee Live on Generation Z behavior, particularly in terms of building trust, creating a sense of urgency (FOMO), and driving conversion in marketplaces. With the rising popularity of Skintific and the high Shopee usage rate among Generation Z in Indonesia—including in Surabaya—there is a need to understand whether live streaming and customer reviews truly influence the online purchase decisions for skincare products. Therefore, this study aims to analyze the influence of online customer reviews and live streaming on the purchase decision of Skintific products on Shopee, focusing on Generation Z consumers in Surabaya.

Based on this background, the researcher has chosen the title: "The Influence of Online Customer Reviews and Live Streaming on the Purchase Decision of Skintific Products on Shopee."

#### A. Online Customer Review

Online customer reviews are a crucial element in e-commerce that influence purchasing decisions. According to Ramadan et al. (2021), online reviews serve as a form of digital word-of-mouth communication that provides insights into product quality based on previous users' experiences. Relevant and credible information in reviews not only helps potential buyers evaluate products objectively, but also serves as a tool for sellers to build trust and strengthen their product image in the digital space. According to Sinaga & Rochdianingrum (2024), several indicators of online customer reviews include: (1) perceived usefulness, (2) source credibility, (3) argument quality, (4) emotional value, and (5) the number of reviews.

#### B. Live Streaming

Live streaming is a digital marketing strategy that enables direct interaction between sellers and buyers, creating more personal and interactive communication. Through this feature, sellers can explain product details, respond to questions in real-time, and offer attractive deals such as discounts or vouchers to encourage immediate purchase decisions. This strategy has proven effective in building trust and increasing consumer engagement with the product (Riana & Pamikatsih, 2024). According to Nawa et al. (2024), several indicators of live streaming include: (1) streamer attractiveness, (2) streamer expertise, (3) streamer trustworthiness, (4) communication between streamer and viewers, (5) live streaming features, and (6) social environment of the live stream.

#### C. Purchase Decision

A purchase decision is a process that includes need recognition, information search, evaluation of alternatives, and post-purchase behavior. According to Kotler and Armstrong (2016), a purchase decision occurs when consumers select one product among various alternatives, and this process is influenced by four major factors: cultural, social, personal, and psychological. In the context of digital marketing, understanding these factors is essential for tailoring promotional strategies to consumer behavior. According to Riana & Pamikatsih (2024), several indicators of purchase decision include: (1) the ability to understand the product, (2) the desire to purchase the product, (3) through word-of-mouth recommendations, and (4) through repeat purchases.

The conceptual framework used in the research is as follows

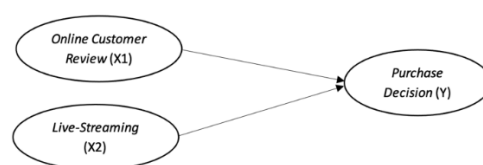


Figure 1. Conceptual Framework

#### Hypothesis Formulation

H1: The Online Customer Review variable has a positive influence on the Purchase Decision of Skintific products on Shopee among Generation Z users in Surabaya.

H2: The Live Streaming variable has a positive influence on the Purchase Decision of Skintific products on Shopee among Generation Z users in Surabaya.

## II. RESEARCH METHODS

The type of data used in this study is primary data. The population in this research consists of all members of Generation Z in Surabaya who have watched live streaming and read product reviews before purchasing Skintific products through Shopee. The sample size is 90 respondents, determined using a non-probability sampling method with a purposive sampling approach. Data was collected through the distribution of questionnaires. The variables in this study were measured using a Likert scale ranging from 1 to 5. The collected data was then analyzed using SEM-PLS with the assistance of SmartPLS 4 software.

## III. RESULT AND DISCUSSION

#### A. Outer Model

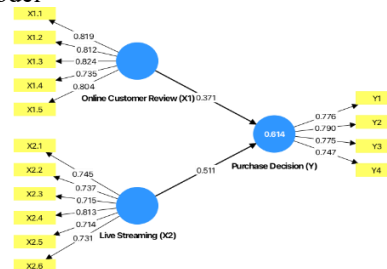


Figure 2. PLS Model

The PLS output image above illustrates the magnitude of the path coefficients, which are shown on the arrows connecting the exogenous and endogenous variables, while the loading factor values appear on the arrows linking each variable to its respective indicators.

To assess how strongly and reliably these indicators represent their associated latent variables, further analysis through validity and reliability tests is essential. These tests help ensure that each indicator accurately measures what it is intended to measure and consistently reflects the variable it represents.

Based on the loading factor results, the highest loading coefficient for the Online Customer Review variable is Argument Quality (X1.3), with a value of 0.824. For the Live Streaming variable, the highest loading factor value is Communication Between Streamer and Viewers (X2.4), at 0.813.

TABLE I  
CONVERGENT VALIDITY

|      | Online Customer Review (X1) | Live Streaming (X2) | Purchase Decision (Y) | Description |
|------|-----------------------------|---------------------|-----------------------|-------------|
| X1.1 | 0,819                       |                     |                       | Valid       |
| X1.2 | 0,812                       |                     |                       | Valid       |
| X1.3 | 0,824                       |                     |                       | Valid       |
| X1.4 | 0,735                       |                     |                       | Valid       |
| X1.5 | 0,804                       |                     |                       | Valid       |
| X2.1 |                             | 0,745               |                       | Valid       |
| X2.2 |                             | 0,737               |                       | Valid       |
| X2.3 |                             | 0,715               |                       | Valid       |
| X2.4 |                             | 0,813               |                       | Valid       |
| X2.5 |                             | 0,714               |                       | Valid       |
| X2.6 |                             | 0,731               |                       | Valid       |
| Y1   |                             |                     | 0,776                 | Valid       |
| Y2   |                             |                     | 0,790                 | Valid       |
| Y3   |                             |                     | 0,775                 | Valid       |
| Y4   |                             |                     | 0,747                 | Valid       |

Based on the outer loading table above, the loading factor values for each indicator—whether for the variables Online Customer Review (X1), Live Streaming (X2), or Purchase Decision (Y)—are all above 0.5. Therefore, it can be concluded that all indicators have met the requirements for convergent validity.

TABLE II  
DISCRIMINANT VALIDITY

|                             | Online Customer Review (X1) | Live Streaming (X2) | Purchase Decision (Y) |
|-----------------------------|-----------------------------|---------------------|-----------------------|
| Online Customer Review (X1) | <b>0,800</b>                | 0,606               |                       |
| Live Streaming (X2)         | 0,569                       | <b>0,743</b>        |                       |
| Purchase Decision (Y)       | 0,661                       | 0,722               | <b>0,772</b>          |

The square root of the AVE value is used to assess discriminant validity, which ensures that each latent construct is truly distinct from the others. Based on the table, all variables have a square root of AVE that is higher than their correlations

with other variables. For example, the Online Customer Review variable (X1), which consists of five indicators (X1.1–X1.5), has a square root of AVE of 0.800—greater than its correlations with other variables, such as 0.569 and 0.661. This indicates that all constructs in the study have met the requirements for discriminant validity.

TABLE III  
COMPOSITE RELIABILITY

|                             | Cronbach's alpha | Composite Reliability | Average Variance Extracted (AVE) |
|-----------------------------|------------------|-----------------------|----------------------------------|
| Online Customer Review (X1) | 0,859            | 0,898                 | 0,639                            |
| Live Streaming (X2)         | 0,838            | 0,881                 | 0,553                            |
| Purchase Decision (Y)       | 0,774            | 0,855                 | 0,772                            |

The results of the composite reliability test indicate that the variables Online Customer Review (X1), Live Streaming (X2), and Purchase Decision (Y) all have composite reliability values above 0.70. Therefore, it can be concluded that all constructs in this study demonstrate good reliability, and the indicators within each construct consistently measure their respective latent variables.

## B. Inner Model

TABLE IV  
R-SQUARE

|                       | R-Square | R-Square Adjusted |
|-----------------------|----------|-------------------|
| Purchase Decision (Y) | 0,614    | 0,606             |

The R-Square ( $R^2$ ) value of 0.614 indicates that the model in this study is able to explain 61.4% of the variance in the Purchase Decision variable (Y), which is influenced by the independent variables Online Customer Review (X1) and Live Streaming (X2). The remaining 39.0% is explained by other variables outside the scope of this research model.

## C. Hypothesis Testing

TABLE V  
PATH COEFFICIENT

|  | Path Coefficient | T Statistic | P Values |
|--|------------------|-------------|----------|
| Live Streaming (X2) -> Purchase Decision (Y)         | 0,511            | 6,986       | 0,000    |
| Online Customer Review (X1) -> Purchase Decision (Y) | 0,371            | 4,009       | 0,000    |

1. **Online Customer Review has a positive influence on Purchase Decision and is accepted**, with a path coefficient value of 0.371. The T-statistic value is 4.009, which is greater than the T-table value of 1.96 at  $Z\alpha = 0.05$ , and the P-value is 0.000 (less than  $\alpha = 0.05$ ). Therefore, it can be concluded that the influence is statistically significant and positive.

2. **Live Streaming has a positive influence on Purchase Decision and is accepted**, with a path coefficient value of 0.511. The T-statistic value is 6.986, which is greater than the T-table value of 1.96 at  $Z\alpha = 0.05$ , and the P-value is 0.000 (less than  $\alpha = 0.05$ ). Therefore, it can be concluded that this influence is also statistically significant and positive.

#### IV. CONCLUSIONS

The results of the study indicate that online customer reviews contribute to purchase decisions. A large number of positive reviews from consumers who have previously bought and used Skintific products can stimulate other consumers to make purchasing decisions for the same products on Shopee. Furthermore, interactive product presentations by Skintific hosts through live streaming can enhance interest and trust, which in turn encourages consumers to make purchase decisions for Skintific products on Shopee.

The findings of this study have implications that Skintific can apply to maintain the quality of its existing online customer reviews, as well as to encourage consumers to provide credible and high-quality reviews in order to strengthen their influence on purchasing decisions. In addition, the currently effective live streaming—particularly in terms of communication between the streamer and the audience—should continue to be improved to create stronger interaction and generate a more positive impact on consumer buying interest.

Considering the limitations of this study, especially in terms of the scope of variables examined and its focus on a single brand and platform, further research is needed to expand its applicability. Such development would allow the findings to become more generalizable and relevant across various similar contexts, thereby offering a more comprehensive understanding of the factors that influence purchase decisions on e-commerce platforms.

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