



The Influence of Live Streaming and Trust on Gen Z's Purchase Decisions for Fashion Products on Shopee E-Commerce

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ABSTRACT

Technology has created a new innovation, namely the emergence of an online buying and selling platform or e-commerce. This study aims to determine the effect of live streaming and trust on Gen Z purchasing decisions on fashion products in Shopee e-commerce. Live streaming and trust are important factors in influencing consumers to make purchasing decisions. The data collection method used is quantitative using a questionnaire distributed to 150 respondents in Indonesia. Data analysis using multiple linear regression to measure the effect of independent variables, namely live streaming (X1) and trust (X2) on the dependent variable purchasing decisions (Y). The results of this study indicate that live streaming has a positive effect on purchasing decisions with a significance value of $0.014 < 0.5$, consumers tend to watch live streaming to find more detailed product information. Trust has a positive effect on purchasing decisions with a significance value of $0.000 < 0.5$, consumers tend to choose sellers with Shopee Mall and Star seller reputations because they have guaranteed quality and safety in meeting consumer expectations

INTRODUCTION

The rapid advancement of globalization has substantially transformed multiple facets of human life, including the proliferation of information technology, which has revolutionized traditional business operations. This transformation has catalyzed a significant shift from conventional offline methods to digital systems powered by the internet. As emphasized by Shinta et al. (2022), such developments have reshaped global marketing strategies, leading to the emergence and widespread adoption of electronic commerce (*e-commerce*) platforms.

E-commerce is broadly defined as the exchange of goods and services through digital means, aimed at facilitating consumer access to daily necessities via internet-based interactions without requiring physical meetings between buyers and sellers (Dedi, 2019). The increasing consumer preference for digital shopping is driven by the practicality, efficiency, and temporal flexibility afforded by *e-commerce* platforms. Billy (2021) further supports this notion, asserting that online shopping behavior may evolve into habitual consumption due to its convenience.

Numerous *e-commerce* platforms have established themselves as key players in the global market. Indra (2023), through a report by Inilah.com, identifies prominent platforms such as Amazon, Alibaba, Pinduoduo, Meituan, Shopify, MercadoLibre, Jingdong Mall, Copart, Coupang, and Shopee. Notably, Shopee – launched in 2015 by Sea Group in Singapore – has become a dominant force in Southeast Asia, particularly in Indonesia. According to Adi (2024), Shopee recorded the highest number of web visitors among Indonesian *e-commerce* platforms throughout 2023, with approximately 2.3 billion visits.

Shopee's market dominance is underpinned by its user-friendly interface and diverse product categories, encompassing fashion, electronics, and household essentials. Furthermore, it offers a streamlined platform for sellers to promote their merchandise effectively. Promotional strategies such as free shipping, discount vouchers, cashback incentives, and return guarantees significantly enhance consumer engagement (Shopee, 2024).

A noteworthy promotional innovation by Shopee is its live streaming feature, *Shopee Live*, introduced in 2019. This feature allows sellers to interact with consumers in real time, providing live product demonstrations and direct responses to customer inquiries. As Muhammad and Made (2023) explain, live streaming serves as a dynamic marketing tool that fosters emotional engagement between consumers and products. Empirical evidence from Populix (2023) reveals that Shopee Live is the most utilized live streaming feature in Indonesia, surpassing competitors such as TikTok Live, Tokopedia Play, and LazLive.

The popularity of *Shopee Live* is especially evident in the fashion sector, where 79% of users reported purchasing fashion and accessories through the platform (Populix, 2023). The fast-changing nature of fashion trends and the interactive presentation of products during live broadcasts significantly influence purchasing decisions. However, despite its potential, the effectiveness of *Shopee Live* remains inconsistent. Fauji and Defriyanti (2023) observed that the lack of engaging hosts and insufficient promotional awareness reduced consumer interest in purchasing fashion products via live streams.

Trust also plays a critical role in online consumer behavior. According to Cahyadi (2023), the inability to physically assess products increases consumers' reliance on vendor credibility. Kotler and Keller (2016) underscore the importance of transparency, responsive communication, and authentic reviews in fostering trust. Moreover, positive seller reputations and consumer reviews are essential in reinforcing buyer confidence (Sugiharto & Nurhayati, 2021).

Given these dynamics, it is imperative to explore how interactive features such as *Shopee Live* and consumer trust collectively influence purchasing decisions – particularly among Generation Z, a demographic deeply immersed in digital technologies (Galih, 2022). Based on the background and previous research findings, the researcher is motivated to conduct a study entitled “The Influence of Live Streaming and Trust on Generation Z’s Purchase Decisions of Fashion Products on Shopee E-commerce.” Accordingly, the research problems formulated are: (1) Does live streaming influence the purchase decisions of fashion products by Generation Z on Shopee e-commerce? and (2) Does trust influence the purchase decisions of fashion products by Generation Z on Shopee e-commerce? This study aims to: (1) determine the influence of live streaming on the purchase decisions of fashion products by Generation Z on Shopee, and (2) assess the influence of trust on the same. The findings are expected to provide several benefits. Academically, the study may offer insights, opportunities, and a comprehensive understanding of live streaming on Shopee for students and scholars in analyzing online purchasing behavior. For companies, the research may serve as a reference to identify influential factors in purchasing decisions through live streaming, thereby enhancing service and product quality. For the general public, it may serve as a guide in making informed purchases based on live streaming and trust in Shopee's platform. Lastly, for the author, the study contributes to the enrichment of knowledge and offers a practical opportunity to apply theoretical concepts learned during academic training, particularly in the field of marketing management.

LITERATURE REVIEW

Live Streaming

Live streaming serves as a digital marketing activity that allows sellers to showcase various product aspects interactively, thereby influencing consumer purchasing decisions. According to Salsabila and Sri (2023), active interaction is essential in shaping attitudes, beliefs, and behaviors during live commerce. Chenyu et al. (2022) further highlight the significance of credibility, product quality, and transactional ease on live streaming platforms. June and Liu (2021) emphasize its ability to offer a shopping experience distinct from traditional retail. Sellers also utilize scarcity-based promotions (Xiaoyu, 2020) and emotional engagement strategies (Tabita, 2021), while platform interactivity and responsiveness are vital elements (Hossain et al., 2023).

Trust

Trust plays a critical role in online commerce, where reduced physical interaction heightens perceived risk. Trust must be intentionally built through consistent reliability (Cindy & Sanaji, 2022). It is formed by consumer expectations that service providers will fulfill promises (Aulia & Harahap, 2022). Novriansyah et al. (2022) define it as consumer knowledge and conclusions about product or seller attributes. In the context of Shopee, trust includes assurance of transaction security (Pratama, 2019). Indicators include ability, honesty, and reliability (Kotler & Keller, 2016), as well as system quality, service responsiveness, and privacy protection (Chelsea & Fitri, 2022; Mbete & Tanamal, 2022).

Purchase Decision

The purchasing decision process is a critical stage in consumer behavior, initiated by the recognition of needs and influenced by internal and external stimuli (Kotler & Armstrong, 2016). This process involves problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Factors such as culture, social environment, and personal characteristics significantly affect decision-making (Kotler & Armstrong, 2016). Furthermore, indicators like product, brand, distribution channel, purchase timing, quantity, and payment method are vital (Kotler & Armstrong, 2016). Additional determinants include consumer trust, optimal experience, satisfaction, and social support, which shape purchase behavior in e-commerce settings (Chelsea & Fitri, 2022).

Zoomer Generation

Generation Z, also known as Zoomers, refers to individuals born between 1997 and 2012 who are recognized as digital natives due to their early and continuous exposure to technology. They possess distinct behavioral traits, particularly a preference for online shopping over offline methods, driven by convenience, a wide variety of choices, and competitive pricing (Utamanyu & Darmastuti, 2022). Furthermore, they rely heavily on social media to access product information, read customer reviews, and follow influencers before making purchasing decisions (Khairunnisa & Heriyadi, 2023). Consequently, this generation demonstrates a strong inclination toward digital platforms when engaging in consumption activities.

METHODOLOGY

Data Sources and Data Collection Methods

This study utilizes both primary and secondary data. Primary data, obtained directly from respondents through questionnaires, provide firsthand information (Sugiyono, 2019). Secondary data are gathered indirectly through sources such as books, articles, and observations. Data collection methods include literature review and field research. The latter employs Likert scales to quantify respondents' attitudes and perceptions, using a five-point scale ranging from "Strongly Disagree" to "Strongly Agree" (Sugiyono, 2019), to ensure a structured analysis of social phenomena.

Population and Sample

According to Sugiyono (2019), population refers to the entire set of subjects or objects with specific characteristics that are studied and analyzed for generalization purposes. In this study, the population comprises Generation Z individuals who have made fashion purchases via Shopee Live on the Shopee e-commerce platform. Sugiyono (2019) further defines a sample as a subset of the population selected for analysis, with the expectation that it represents the population. The sampling technique employed is non-probability sampling, specifically purposive sampling, based on predefined criteria. A total of 150 respondents are selected, calculated by multiplying 30 questionnaire items by 5 ($30 \times 5 = 150$).

Research Variables and Operational Variables

This research involves two main variables: independent and dependent variables. The independent variables include Live Streaming (X1), which refers to product demonstrations and real-time engagement during Shopee Live (Tabita, 2021), and Trust (X2), which pertains to consumer confidence in the online transaction system (Cindy & Sanaji, 2022). The dependent variable is Purchase Decision (Y), defined as the stage in the consumer decision-making process when a purchase is made (Kotler & Armstrong, 2016). Operationally, the variables are measured using Likert scales, with indicators related to credibility, responsiveness, interactivity, system quality, and customer satisfaction (Alamgir et al., 2023; Chelsea & Fitri, 2022; Mbetete & Tanamal, 2020).

Data Analysis Techniques and Hypothesis Testing

According to Sugiyono (2019), descriptive analysis is employed to describe or depict the collected data without generalizing it. The aim is to provide a detailed explanation of each research variable. For analyzing the relationship between dependent and independent variables, multiple regression analysis is used. The model includes Live Streaming (X1), Trust (X2), and Purchase Decision (Y). Before testing hypotheses, classical assumptions are checked to ensure the validity of the regression model. The multiple regression equation is expressed as $\gamma = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where γ represents the purchase decision, and β_1 and β_2 are regression coefficients (Sugiyono, 2019). Hypothesis testing is conducted using t-tests and F-tests at a significance level of 0.05. The t-test assesses the individual impact of independent variables, while the F-test evaluates their combined effect on the dependent variable. The coefficient of determination (R^2) measures the explanatory power of the model, indicating the contribution of

independent variables to the dependent variable's variance (Sugiyono, 2019). IBM SPSS software is used for data analysis.

RESULT

Respondent Characteristics

The respondent characteristics were analyzed based on data collected from 150 participants through an online questionnaire, utilizing Google Forms. All respondents, or 100%, confirmed ownership of the Shopee application, fulfilling the study's primary criterion. Furthermore, all participants demonstrated a clear understanding of the live streaming feature on Shopee, indicating that they were well-versed in its functionality. When examining respondents' experience with purchasing fashion items via Shopee's live streaming feature, 100% of participants confirmed they had previously made such purchases, aligning with the research's inclusion requirements. Additionally, all respondents reported using personal accounts to make purchases on the platform. Regarding frequency, the majority of respondents (56.7%) purchased fashion products 1-3 times within the last month, while 43.3% had purchased more than three times, showcasing a significant engagement with the live streaming feature. Moreover, 88% of participants stated they frequently watch product demonstrations on live streaming before making a purchase, suggesting a strong preference for pre-purchase product validation.

Demographically, the sample was predominantly female, comprising 70% of the respondents, with the remaining 30% male. Age-wise, the largest group was between 19 and 21 years old, accounting for 55.3%, followed by the 22 to 24-year-olds at 36.7%. Regarding employment, the majority (86%) were students, with smaller proportions in various other sectors such as private employees, educators, and healthcare professionals. In terms of income, most respondents (54.7%) earned between Rp 500,000 and Rp 1,000,000 monthly. Geographically, the respondents were distributed across multiple regions in Indonesia, with the highest representation from Lampung (23.3%), followed by Jawa Timur (14%) and other provinces, ensuring a broad geographical scope for the research.

Respondents' Answer Distribution

The distribution of respondent answers in this study was analyzed to assess consumer perceptions of the variables under investigation. The Likert scale was utilized, with response options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to evaluate respondents' opinions. The highest mean score of 4.67 was recorded for the statement, "Limited-time discount vouchers on live streaming make me want to purchase more quickly." This result suggests that respondents are highly responsive to time-sensitive discount offers, supporting the credibility dimension of source attractiveness, as described by Alamgir et al. (2023). This finding presents a valuable opportunity for businesses to enhance profitability by optimizing employee performance and employing effective promotional strategies during live streaming sessions. Conversely, the lowest mean score of 3.83 was observed for the statement, "Shopee's live streaming offers product warranty guarantees." This indicates that product warranty is not a significant factor influencing consumer decision-making during live streaming

shopping, likely due to the clear and adequate product presentation during the sessions, which satisfies consumers' needs for product information.

Regarding trust, the highest mean score of 4.57 was recorded for the statement, "I trust sellers with Star Seller and Shopee Mall reputations." This highlights that consumers have higher trust in sellers with recognized reputations, aligning with the findings of Chelsea and Fitri (2022) regarding the role of information quality in online shopping. Trust in the seller is crucial in fostering consumer confidence and encouraging purchasing decisions. In contrast, the lowest mean score of 3.99 was attributed to the statement, "I buy fashion products on Shopee because I am confident the product is of good quality and meets expectations." This suggests a degree of skepticism regarding product quality, possibly due to prior negative experiences with irresponsible sellers.

Multiple Linear Regression Analysis Results

The multiple linear regression analysis presented in Table 1 reveals that the constant value (α) is 3.802, while the coefficients for the independent variables are $\beta_1 = 0.204$ and $\beta_2 = 0.577$. The regression equation is formulated as follows: $Y = 3.802 + 0.204X_1 + 0.577X_2$. This indicates that when both the live streaming variable (X_1) and the trust variable (X_2) are zero, the purchasing decision (Y) is 3.802. Furthermore, a 1% increase in live streaming (X_1) leads to a 0.204 (20.4%) rise in purchasing decisions, while a 1% increase in trust (X_2) results in a 0.577 (57.7%) increase in purchasing decisions. Conversely, reductions in X_1 or X_2 would similarly decrease purchasing decisions by the respective coefficients.

Table 1. Multiple Linear Regression Analysis Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,802	1,132		3,359	0,001
	X1	0,060	0,024	0,204	2,474	0,014
	X2	0,251	0,036	0,577	7,005	0,000

T Value Multiple Linear Regression Test Results

The results of the t-test for the multiple linear regression analysis, as presented in Table 4.5.1, indicate that the significance value for the live streaming variable (X_1) is 0.014, which is less than 0.05. This suggests that live streaming significantly influences purchasing decisions (Y). Therefore, hypothesis H1, stating that live streaming impacts consumer purchasing decisions on Shopee e-commerce, is accepted.

Similarly, the significance value for the trust variable (X_2) is 0.000, also less than 0.05, indicating a significant impact on purchasing decisions (Y). Consequently, hypothesis H2, which posits that trust influences purchasing decisions on Shopee e-commerce, is also accepted.

F Value Results

The ANOVA results, as presented in Table 4.5.2, indicate that the combined effect of live streaming (X1) and trust (X2) on purchasing decisions (Y) is statistically significant. The significance value of 0.001, which is below the 0.05 threshold, supports the hypothesis that both variables collectively influence consumer purchasing decisions.

This finding suggests that live streaming and trust, when considered together, have a significant impact on the decision-making process of Generation Z consumers regarding fashion products on the Shopee e-commerce platform. Therefore, the hypothesis that both variables jointly affect purchasing decisions is accepted.

R² Value Results (Coefficient of Determination Test)

The R² value of 0.549, or 54%, as shown in Table 4.5.3, indicates that the regression model can explain approximately 54% of the variation in the dependent variable. This suggests that the independent variables used in the model provide a moderate level of predictive power for the dependent variable.

The adjusted R² value of 0.543 accounts for the number of variables in the model, providing a more accurate reflection of the explanatory power. Additionally, the standard error of the estimate, 1.394, indicates the average deviation between the predicted and actual values. While the model effectively explains a significant portion of the variation, approximately 46% remains unexplained, potentially influenced by other factors not considered in the analysis.

DISCUSSION

The Influence of Live Streaming on Gen Z's Purchasing Decisions on Fashion Products on Shopee E-commerce

This study was designed to examine the impact of live streaming on the purchasing decisions of Generation Z for fashion products on the Shopee e-commerce platform. The research focused on the relationship between live streaming and purchasing decisions, tested through two hypotheses (H1 and H2). Hypothesis H1 proposed that live streaming has a positive influence on purchasing decisions. The t-test results indicated a significance value of 0.014, confirming that live streaming significantly impacts purchasing decisions, thus supporting H1. The live streaming variable was assessed using three indicators: source credibility, responsiveness capability, and platform interactivity, with 17 questionnaire items designed to measure these aspects. The highest mean values were recorded for statements regarding limited discount vouchers encouraging faster purchases, active engagement with hosts during live sessions, and the usefulness of information in guiding product selection.

The findings suggest that live streaming influences Generation Z's purchasing decisions due to the attraction of limited-time discounts, active interaction between sellers and buyers, and valuable product information provided during live sessions. This highlights the importance of optimizing key aspects of live streaming, including source credibility, responsiveness, and platform interactivity, to enhance purchase conversion. The results align with previous studies by Ardila and Saino (2024) and Imatul and Istiono (2024),

emphasizing the importance of engaging live streaming content in driving consumer purchasing behavior.

The Influence of Trust on Gen Z's Purchasing Decisions on Fashion Products on Shopee E-commerce

The second hypothesis (H2) of this study proposed that trust influences purchasing decisions on the Shopee e-commerce platform. The t-test results showed a significance value of 0.000, indicating that trust significantly affects purchasing decisions, thus supporting H2. Trust was measured through nine indicators outlined in nine questionnaire items, including system quality, information quality, service quality, privacy and security, responsibility, platform capability to meet desires, performance, and service quality. The highest mean value of 4.57 was found for the statement "I trust sellers with Star Seller and Shopee Mall reputations," highlighting that consumer trust increases with sellers holding such statuses. In the context of Shopee e-commerce, reputation, particularly as Star Sellers or Shopee Mall vendors, assures consumers of product quality and safety, thus fostering higher levels of trust and influencing purchasing decisions.

The findings suggest that Shopee sellers should focus on maintaining consistent product quality, providing clear and accurate product descriptions, improving customer service responses, and ensuring privacy and security during transactions. These factors strengthen consumer trust, ultimately driving purchasing decisions. These results align with previous studies by Imatul and Istiono (2024) and Chelsea and Fitri (2022), which emphasized that seller integrity, service quality, and security influence online consumer trust and purchasing intentions. Trust, as defined by Cindy and Sanaji (2022), is a consumer expectation that service providers will fulfill their promises.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings of this study, the following conclusions were drawn. First, live streaming significantly influences Generation Z's purchasing decisions on Shopee, with the appeal of limited-time discount vouchers, active interaction between sellers and consumers, and the value of information provided during live sessions being key drivers. These insights suggest that Shopee sellers should optimize key aspects of live streaming, including source credibility, response capability, and platform interactivity, to enhance consumer engagement and conversion. Second, trust positively impacts purchasing decisions, with consistent product quality, clear and accurate product descriptions, timely customer service, and ensuring privacy and security being essential factors in building consumer confidence. Sellers should focus on these areas to strengthen trust and influence consumer behavior.

Recommendation

In light of these findings, the study suggests several recommendations. Future research could focus on more specific geographic samples within Indonesia for deeper insights. Shopee sellers should continue to foster interactivity and maintain high reputations, as these are critical factors in consumer trust. Additionally, future studies should explore other variables influencing consumer purchasing decisions.

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