

## **The Role of Content Marketing and Live Streaming in Improving Decisions to Purchase Skincare Products on the Shopee Application**

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**Abstract.** The rapid development of technology, indisputably advancing, has led to improvements across various industries. This progress has also had an impact on advancements within the industrial sector. According to the current phenomenon, many marketers still lack understanding of the opportunities available, particularly regarding the Live Streaming feature for the products they market. The objective of this research is to understand the impact of live streaming and content marketing on the purchasing decisions of Shopee users. One hundred respondents were involved in this study. Respondents were selected through purposive sampling. The data were analyzed using the SPSS version 25 method. The results of this study indicate that content marketing and live streaming have a positive and significant impact on purchasing decisions on the Shopee application. Furthermore, based on the determination test results ( $R_2$ ) of 0.732, equivalent to 73.2%, while the other variables not included in this study influence the remaining 26.8%.

**Keywords:** content marketing; live streaming; purchase decision; shopee



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### **INTRODUCTION**

The rapid advancement of technology has profoundly transformed various sectors, including industry, commerce, and communication. Technological innovation has not only modernized industries but also significantly influenced human resource management and operational strategies. The emergence of Industry 4.0, characterized by digitalization and automation, has introduced transformative technologies that enhance societal convenience and drive new trends in digital business. In this context, the rise of social media platforms has revolutionized communication, interaction, and relationship-building across diverse communities (Didik, 2018).

Among these advancements, live streaming has emerged as a critical feature for digital marketing, particularly on platforms like Shopee. Despite its potential, many marketers and sellers remain unaware of the opportunities live streaming offers for product promotion. As noted by Faradiba (2021), the lack of awareness about the live streaming feature in the Shopee application limits its utilization for marketing. Nevertheless, live streaming videos

have been shown to positively influence consumer engagement and purchasing decisions. Faradiba's (2021) research underscores the importance of integrating live streaming into marketing strategies to enhance its effectiveness. Alongside live streaming, content marketing has gained prominence as a foundational tool for digital marketers, enabling them to establish meaningful connections with consumers through engaging and persuasive content. Such content is vital for capturing the attention of digital audiences and driving purchase intent.

Shopee, as a leading e-commerce platform, offers a wide range of product categories, including fashion, skincare, and household appliances. Among these, skincare has emerged as a rapidly growing sector. Skincare products, especially popular among teenagers and adults aged 14–25 and beyond, have experienced substantial growth in sales. According to Mutia (2022), the beauty and self-care market in Indonesia reached a revenue of \$7.23 billion in 2022, with self-care accounting for \$3.18 billion, skincare for \$2.05 billion, and cosmetics for \$1.61 billion. This data highlights the consistent growth in consumer demand for skincare products.

The consumer decision-making process involves evaluating multiple options before arriving at a purchase decision. According to Kotler and Keller (2016), as cited by Nurivananda and Fitriyah (2023), purchasing decisions are influenced by individual behaviors and external factors, including marketing strategies. The objective of this study is to analyze the role of content marketing in enhancing purchasing decisions on the Shopee application and to investigate how live streaming influences consumer purchasing behavior. Additionally, this research seeks to provide practical recommendations for marketers to optimize these strategies for greater effectiveness in digital commerce.

## **METHOD**

This study employs a quantitative descriptive method. The research focuses on students from the University of Muhammadiyah Bengkulu who utilize the Shopee application as their online shopping platform. The selected population for the researcher is Shopee application users in the city of Bengkulu, and since the exact population size is unknown, the researcher opts for purposive sampling. To calculate the sample size, the researcher utilizes the Cochran formula. Based on the sample calculation, the required sample size is 96 respondents; this number is then rounded up to 100 respondents for this research. According to Sugiyono (2020), a questionnaire is a data collection technique where the researcher provides a list of statements or written questions to respondents for them to answer, and Likert scale measurement is used to collect data.

The data analysis technique utilized in this research is the statistical tool for testing the predetermined hypotheses using the SPSS 25 application. The data analysis tools employed encompass determination coefficients, validity, reliability, normality, and multiple linear regression.

**RESULT AND DISCUSSION**

The researcher collected data using a questionnaire with Part 1 containing demographic questions about respondents, namely gender and age. Part 2 of the researcher's questionnaire consists of 10 statements, including 3 items for the Content Marketing variable (X1), 4 items for Live Streaming (X2), and 4 items for the Purchase Decision variable (Y). The questionnaire was completed by 100 respondents who use the Shopee application in the city of Bengkulu.

**Validity Test**

The Pearson product-moment correlation test was used for the validity test by correlating each statement item to determine whether each statement item is considered valid or not valid. If the r-value is greater than the critical r-value, the instrument is considered valid; otherwise, it is considered not valid. The validity test is conducted to ensure that the research instruments accurately measure what they are intended to measure. Table 1 presents the results of the validity test, indicating whether each item meets the criteria for validity based on the correlation coefficient and significance levels.

Table 1. Validity Test Results

Variable	Items	R <sub>count</sub>	R <sub>table</sub>	Sig.	information
Content Marketing (X1)	1	0,620	0,196	0,000	Valid
	2	0,679	0,196	0,000	Valid
	3	0,651	0,196	0,000	Valid
Live Streaming (X2)	1	0,494	0,196	0,000	Valid
	2	0,501	0,196	0,000	Valid
	3	0,539	0,196	0,000	Valid
	4	0,500	0,196	0,000	Valid
Purchase Decision (Y)	1	0,657	0,196	0,000	Valid
	2	0,617	0,196	0,000	Valid
	3	0,649	0,196	0,000	Valid
	4	0,520	0,196	0,000	Valid

Source: Data processed by the researcher (2023)

Based on Table 1. the validity test results demonstrate that all items used to measure the variables of Content Marketing (X1), Live Streaming (X2), and Purchase Decision (Y) are valid. Each item exhibits a correlation coefficient (\*\*R<sub>count</sub>\*\*) greater than the critical value (R<sub>table</sub>) of 0.196 and a significance level (Sig.) of 0.000, which is well below the threshold of 0.05. This indicates that the items effectively measure their respective constructs. Specifically, three items for Content Marketing, four items for Live Streaming, and four items for Purchase Decision meet the validity criteria. These findings confirm that the research instruments used in this study are reliable and valid for assessing the relationships between the variables.

**Reliability Test**

Reliability testing is employed to evaluate questionnaires that function as indicators of constructs or variables. A variable is considered reliable if it has an alpha (α) value greater than 0.60 (Sugiyono, 2020). Table 2 presents the results of the reliability test for the variables Content Marketing (X1), Live Streaming (X2), and Purchase Decision (Y).

Table 2. Reliability Test Results

Variable	Mark Cronbach's Alpha	Standard Cronbach's Alpha	Information
Content Marketing (X1)	0,791	0,60	Reliable
Live Streaming (X2)	0,829	0,60	Reliable
Purchase Decision (Y)	0,850	0,60	Reliable

Source: Data processed by the researcher (2023)

Based on Table 2., it can be observed that the results of the reliability test indicate that all the examined variables are considered reliable. This is inferred from the Cronbach's Alpha values being greater than 0.60.

### Normality Test

Normality testing aims to determine whether normal distribution is possessed by dependent and independent variables in the regression approach. In this study, a one-sample Kolmogorov-Smirnov non-parametric statistical analysis is employed to determine whether the data follows a normal distribution or not. A significance value above 0.05 indicates a normal distribution, while a significance value below 0.05 indicates a non-normal distribution. To evaluate the normality of the data distribution, the Kolmogorov-Smirnov test was conducted. The results, as shown in Table 3, assess whether the residuals from the regression model are normally distributed, which is essential for ensuring the validity of subsequent parametric analyses.

Table 3. Kolmogorov-Smirnov Normality Test

One-SampleKolmogorov Smirnov Test	Standardized Residual
N	99
KolmogorovnSmirnov Z	1.313
Asymp.nSig. (2-tailed)	0,195

Source: Data processed by the researcher (2023)

Based on Table 3. the results of the normality test above indicate that the significance value of 0.195 is greater than 0.05, suggesting that the data is normally distributed.

### Multiple Linear Regression Analysis

Multiple linear regression analysis aims to demonstrate the partial influence of independent variables (Content marketing, live streaming) on the dependent variable (Purchase decision). The results are as follows Table 4.

Table 4. Multiple Linear Regression Analysis Results

modell		Unstandardized		Standardized	T	Sig.
		dnCoefficients	dnCoefficients	Coefficients		
		B	Std. Error	Betaa		
1	(Constann)	3.201	1.907		1.679	.096
	CM	.202	.103	.158	1.994	.020
	LS	.667	.092	.586	7.276	.000

a. DependentsVariable: Purchase Decision (Y)

Source: Data processed by the researcher (2023)

Based on the Table 4. the multiple linear regression equation is obtained as  $Y = 3.201 + 0.202X_1 + 0.667X_2$ . It can be explained that the constant term (a) of 3.201 signifies that if the independent variables of content marketing and live streaming are constant, the magnitude of the dependent variable, Purchase Decision, is 3.201. The content marketing variable has a positive value of 0.202, and the live streaming variable has a positive value of 0.667. This implies that the larger the independent variables held by Shopee, the greater the Purchase Decision.

**Coefficient of Determination Test (R<sup>2</sup>)**

To determine how much influence the independent variables have on the dependent variable and the strength of their relationship.

Table 5. Model Summary

Model	R	RSquare	Adjusted R Square	Std. Error of the Estimate
1	.615 <sup>a</sup>	.732	.701	1.32737

a. Predictors: n(cConstant), LS, CM

Source: Data processed by the researcher (2023)

The coefficient of determination (R<sup>2</sup>) is obtained at 0.732, or 73.2%, indicating that the independent variables of live streaming and content marketing collectively influence the dependent variable by 73.2%. Other factors outside these variables affect the remaining 26.8%. The results suggest that the independent variables, as a whole, have a significant effect on the dependent variable.

**Hypothesis Testing**

The t-test was conducted to determine the significance of the individual influence of each independent variable on the dependent variable. The results of this analysis are presented in Table 6.

Table 6. t-Test Results

Model	Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.201	1.907		1.679	.096
	CM	.202	.103	.158	1.994	.020
	LS	.667	.092	.586	7.276	.000

a. Dependent Variable: KP

Source: Data processed by the researcher (2023)

From the Table 6. it can be concluded that the hypotheses stating that:

Hypothesis1: The content marketing variable has a positive effect on Purchase Decision, and it is accepted with a significant value of  $0.020 < 0.05$ , where the t-value is  $1.994 > 1.984$ , making it significant (positive).

Hypothesis2: The live streaming variable has a positive effect on Purchase Decision, and it is accepted with a significant value of  $0.000 < 0.05$ , where the t-value is  $7.276 > 1.984$ , making it significant (positive).

Additionally, the findings of this study provide practical implications for businesses, especially in the e-commerce sector. The results suggest that incorporating live streaming into marketing strategies can have a substantial impact on consumer purchase decisions. For businesses operating on platforms like Shopee, where consumer engagement is key to success, live streaming offers a dynamic and effective way to showcase products and build trust with potential buyers. E-commerce businesses should consider leveraging live streaming features to demonstrate product quality, answer customer inquiries in real time, and create a more personalized shopping experience. This can not only increase consumer engagement but also improve customer satisfaction and loyalty, leading to a higher likelihood of repeat purchases.

On the other hand, while content marketing also plays a significant role in influencing purchasing decisions, the findings suggest that businesses should focus on creating compelling and interactive content that resonates with their target audience. In the context of Shopee, content marketing strategies could include the use of product reviews, testimonials, detailed product descriptions, and informative videos to engage consumers. However, as live streaming has been found to have a stronger impact, it may be beneficial for businesses to prioritize live streaming sessions alongside their content marketing efforts to maximize consumer engagement and boost sales.

It is also worth noting that the study's focus on Shopee users in Bengkulu city limits the generalizability of the results. While the findings provide valuable insights into the behavior of Shopee users in this specific region, future studies could expand the research scope to include users from different regions or other e-commerce platforms to determine if the results hold across diverse demographic groups and digital marketplaces. Additionally, future research could explore the role of other variables such as pricing strategies, customer service, and product variety in influencing purchase decisions, which may further enhance the understanding of online consumer behavior.

The study highlights the significant influence of content marketing and live streaming on consumer purchase decisions, with live streaming emerging as the more impactful variable. By incorporating live streaming into marketing strategies, e-commerce businesses can enhance consumer engagement, foster trust, and increase the likelihood of purchase. The findings underscore the need for businesses to stay attuned to the evolving landscape of digital marketing and to adopt strategies that leverage interactive technologies like live streaming, which are increasingly shaping consumer behavior in the digital age. Future research could explore additional factors that influence purchase decisions, as well as the effectiveness of live streaming and content marketing across different platforms and demographics, to provide a more comprehensive understanding of online shopping behavior.

## **CONCLUSION AND SUGGESTION**

Based on the results of the conducted tests, it can be concluded that content marketing influences the purchase decision on the Shopee application. This indicates that creating more attractive content and providing information in an easily understandable manner tends to capture the hearts of customers and enhance their purchase decisions. Furthermore, live streaming also affects the purchase decision on the Shopee application. To attract customer attention and increase their interest in making purchases during live streaming, offering special promotions and discounts can be an effective strategy. In other

words, the more offers provided, the more purchase decisions are made. In this study, the researcher also suggests that the Shopee application continue to enhance and update its content marketing strategies to be more appealing and informative. Additionally, the Shopee application should offer more unique deals and enhance the atmosphere during live streaming sessions. This is intended to capture customer attention when making purchase decisions.

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