The Influence of Live Streaming and Online Customer Reviews on Purchase Intention on Shopee Live

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A R T I C L E   I N F O

A B S T R A C T

The rapid advancement of internet technology has significantly transformed consumer behavior, particularly in the realm of online shopping. Among the most prominent digital marketing strategies utilized by e-commerce platforms is the integration of live streaming and online customer reviews. These tools not only enhance user engagement but also play a critical role in shaping consumer perceptions and influencing their purchase decisions. This study investigates the impact of live streaming and online customer reviews on purchase intention, focusing specifically on Shopee Live users in Bandar Lampung. A quantitative research design was adopted, employing a purposive sampling technique to select 120 respondents who have previously watched Shopee Live sessions. Data were gathered through a structured questionnaire and analyzed using multiple linear regression with the aid of SPSS version 26. The findings reveal that both live streaming and online customer reviews exert a positive and statistically significant influence on consumers' purchase intentions. These results underscore the strategic importance of interactive and user-generated content in enhancing consumer trust and encouraging online purchases. The study offers practical insights for e-commerce marketers seeking to optimize their live streaming features and leverage customer feedback to drive sales and improve customer engagement.

INTRODUCTION

The development of the modern era has significantly influenced technological advancement. Among the most transformative of these advancements is the rise of internet technology, which has profoundly reshaped how individuals perform daily activities. Tasks that were once handled manually have shifted towards more efficient and rapid methods, primarily facilitated by internet access (Suryawan et al., 2022). The internet has fundamentally changed societal lifestyles by improving welfare through diversified product offerings, enhancing efficiency via competitive pricing, providing unlimited access to information, and expanding distribution channels (Arief et al., 2023). In contemporary society, the internet is not merely a tool for acquiring information but serves as an essential means to fulfill various life needs, with individuals increasingly seeking instant and practical solutions.

In 2024, the Indonesian Internet Service Providers Association (APJII) reported that internet penetration in the country had reached 79.5% of the total population, equating to approximately 221,563,479 active internet users. This figure represented a 1.4% increase—approximately six million users—compared to 2023, when penetration stood at 78.19%. These statistics underscore the consistent and rapid growth of internet users in Indonesia. As illustrated by APJII (2024), the trend from 2018 to 2024 demonstrates a steady rise, from 64.8% in 2018 to 73.7% in 2020, then increasing to 77.01% in 2022, 78.19% in 2023, and reaching 79.5% in 2024. Concurrently, a report by *We Are Social* (2024) ranked Indonesia ninth globally in terms of the percentage of internet users who engage in weekly online shopping, at 59.3%.

Consumer purchasing behavior has evolved over time, influenced by various factors. One prominent change is the increasing preference for online shopping, which has become a dominant mode of consumption due to its capacity to meet consumer needs efficiently (Hossain et al., 2023). Online platforms provide consumers with more product choices and offer businesses greater opportunities to promote their products and enhance transaction efficiency and profitability (Nguyen et al., 2023). Among the most popular platforms facilitating online shopping is e-commerce. E-commerce encompasses electronically mediated financial and informational transactions between organizations and third parties (Chaffey & Chadwick, 2022). Risberg (2023) defines e-commerce as a system that integrates information flow, business operations, and logistics. According to the German-based research firm E-CommerceDB, Indonesia was projected to have the highest global e-commerce growth in 2024, with an anticipated increase of 30.5%. This placed Indonesia ahead of other rapidly growing e-commerce markets such as Mexico (26.8%) and Thailand (22.9%).

Additionally, Statista (2024) reported that the number of e-commerce users in Indonesia reached 65.65 million in 2024, an 11% increase from 58.63 million in 2023. The user base has steadily grown over the past five years—from 38.72 million in 2020 to 44.43 million in 2021, 50.89 million in 2022, and 58.63 million in 2023. The Indonesian Minister of Trade, Budi Santoso, revealed that the value of e-commerce transactions reached IDR 453 trillion in 2023, with a projected increase of 2.8% to IDR 487 trillion in 2024. These trends highlight the growing reliance of Indonesian consumers on e-commerce platforms. This increase in online shopping has led to fierce competition among e-commerce platforms, each striving to attract users through innovative features and compelling promotional strategies. In terms of website traffic, Shopee emerged as the most visited e-commerce platform in Indonesia in 2023, with 2.35 billion visits—far surpassing competitors such as Tokopedia (1.25 billion visits), Lazada (762.2 million), Blibli (337.4 million), and Bukalapak (168.2 million).

Shopee, an e-commerce platform headquartered in Singapore and owned by Sea Limited (formerly Garena), was founded by Forrest Li in 2009 and launched in 2015. Since its entry into the Indonesian market in December 2015, Shopee has expanded its reach across the Asia-Pacific region and parts of Latin America, offering diverse product categories ranging from electronics to beauty and fashion (career.shopee.co.id, 2024; konigle.com, 2024). Despite its popularity, online shopping, including via Shopee, presents certain challenges for consumers—particularly the lack of direct interaction between buyers and sellers. This limitation often leads to skepticism regarding product authenticity and quality, as consumers cannot physically inspect goods prior to purchase (Riyanjaya & Andarini, 2022). According to a 2021 report by *bisnis.com*, the Indonesian Consumers Foundation (YLKI) received numerous complaints related to online shopping, with the majority involving undelivered goods (57%), mismatched products (15%), refund issues (15%), delivery delays (7%), account breaches (4%), and misleading advertisements (4%). These complaints underscore the need for consumers to gather comprehensive information about products and distribution channels before making online purchases.

In online shopping contexts, consumers typically seek detailed information to assess whether they intend to proceed with a purchase. Purchase intention refers to the likelihood that a consumer will buy a particular product or service (Lien et al., 2018). Thomas et al. (2019) further describe purchase intention as a specific consumer behavior, reflecting a conscious plan to make a purchase. One factor that influences purchase intention is live streaming. Muhriza et al. (2024) found that Shopee's live streaming feature significantly enhances consumers' purchase intentions. Live streaming refers to the real-time broadcasting of audio and video content, allowing consumers to experience products as if they were physically present (Chen & Lin, 2018). Guo et al. (2021) define this feature as a means of facilitating real-time interaction through text, audio, and visuals, while Dong-Van et al. (2023) highlight its integration of live video content with centralized chat interactions.

In Indonesia, live streaming has grown in popularity and has been integrated into e-commerce and social media platforms to optimize consumer engagement. According to a 2024 survey by Jakpat, Shopee

Live was the most widely used live shopping feature, with 57% of sellers opting for it, followed by TikTok Live (49%), Instagram Live (22%), Facebook Live (21%), and Tokopedia Play (18%). Launched in 2019, Shopee Live enables sellers to showcase and promote products in real time, thereby reducing customer inquiries and streamlining the shopping process (tempo.co, 2025). This feature allows users to view products firsthand, engage with sellers, and access exclusive offers. A survey conducted by Katadata Insight Center (KIC) in November 2024 revealed that 63% of respondents were drawn to live shopping due to attractive promotions such as discounts, best-price deals, and free shipping available only during live sessions. Additionally, 40% trusted the product quality because it was demonstrated live, and 37% appreciated the detailed product specifications presented.

In Shopee Live, customers often provide real-time online reviews via the live chat feature, which sellers can pin during streaming to inform potential buyers. These reviews serve as valuable references for audiences to assess product quality based on prior buyer experiences. However, Shopee faces challenges with the credibility of these reviews. Nainggolan et al. (2023) note that the platform receives numerous negative reviews on Play Store, partly due to dishonest or fake customer feedback. Some sellers allegedly employ false buyers or paid buzzers to manipulate product ratings, further diminishing trust (Putri et al., 2024). This undermines consumers' confidence, especially in e-commerce-dependent regions like Lampung, which ranks ninth in Indonesia for the number of e-commerce businesses (BPS, 2022; Detik.com, 2023).

Previous research offers mixed findings. Studies by Muhriza et al. (2024) and Guo et al. (2021) suggest live streaming positively influences purchase intention, whereas Pratama et al. (2023) found no significant effect. Similarly, online customer reviews significantly impacted purchase decisions in research by Yaacob et al. (2021) and Chatterjee et al. (2022), but not in Wahab & Nagaty (2022). Based on these conflicting results and growing online shopping trends in Bandar Lampung, this study investigates the influence of live streaming (X1) and online customer reviews (X2) on purchase intention (Y) among Shopee users in the region.

RESEARCH METHOD

This study employed a quantitative approach, which emphasizes the use of numerical data analyzed statistically to examine hypotheses and determine relationships among variables (Sekaran & Bougie, 2013). A survey method was utilized to collect data regarding individuals' perceptions, attitudes, and behaviors. Data were gathered through a structured questionnaire distributed online via Google Forms to Shopee users in Bandar Lampung (Sinambela, 2017). This method was suitable for investigating the influence of live streaming and online customer reviews on consumers' purchase intentions. The population targeted consisted of Shopee users who met specific purposive sampling criteria, including those who had viewed Shopee Live, read online customer reviews, and demonstrated intent to purchase.

Primary data were collected directly from respondents to ensure relevance to the study objectives, while secondary data were obtained from academic journals, books, and credible online resources to support the research framework (Sekaran & Bougie, 2013). The study examined three variables: live streaming (X1), online customer reviews (X2), and purchase intention (Y). Each variable was operationalized through validated indicators and measured using a five-point Likert scale (Muhriza et al., 2024; Dwidienawati et al., 2020; Lien et al., 2015). Based on Hair et al. (2019), the minimum sample size required was ten times the number of indicators, resulting in a sample of 120 respondents.

The instrument testing process included validity and reliability assessments. Validity testing was conducted using Confirmatory Factor Analysis (CFA) with SPSS version 26, based on the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA), Anti-Image correlations, and factor loadings. Indicators with values greater than 0.5 were considered valid (Ghozali, 2020; Sekaran & Bougie, 2013). Reliability testing was performed using Cronbach's Alpha, with coefficients above 0.60 indicating

acceptable internal consistency. Reliability values were classified as very low (<0.200), moderate (0.400–0.599), high (0.600–0.799), and very high (0.800–1.000) (Ghozali, 2020). Data analysis was conducted using multiple linear regression to determine the effect of the independent variables (X1 and X2) on the dependent variable (Y), applying the model $Y = \alpha + \beta1X1 + \beta2X2 + \varepsilon$. Hypotheses were tested using t-tests for partial significance and R^2 tests for explanatory power (Ghozali, 2020), enabling a systematic evaluation of digital marketing influences on e-commerce consumer behavior.

RESULTS AND DISCUSSION

Validity and Reliability Analysis of Research Instruments

The validity test in this research was conducted using IBM SPSS for Windows 26 software with Confirmatory Factor Analysis (CFA) method. Validity criteria were based on Kaiser-Meyer-Olkin (KMO) values >0.50, Anti-Image Correlation >0.50, and Factor Loading >0.50. Based on the analysis results, all indicators for Live Streaming (X1), Online Customer Review (X2), and Purchase Intention (Y) variables met the established validity criteria. The KMO values for each variable were 0.794 for X1, 0.761 for X2, and 0.793 for Y. All indicators had Factor Loading values >0.70, demonstrating that the research instruments were suitable for data collection.

Table 1. Validity Test Results

Variable	Statement	KMO Measure of Sampling Adequacy	Anti-Image Correlation	Factor Loading	Status
Live Streaming (X1)	X1.1	0.794	0.780	0.826	Valid
	X1.2		0.769	0.825	Valid
	X1.3		0.796	0.810	Valid
	X1.4		0.848	0.724	Valid
Online Customer Review (X2)	X2.1	0.761	0.786	0.738	Valid
	X2.2		0.766	0.840	Valid
	X2.3		0.767	0.742	Valid
	X2.4		0.736	0.861	Valid
Purchase Intention (Y)	Y1	0.793	0.792	0.850	Valid
	Y2		0.821	0.753	Valid
	Y3		0.789	0.811	Valid
	Y4		0.778	0.862	Valid

The reliability test was conducted using IBM SPSS for Windows 26 to measure the consistency of measurement instruments. Reliability criteria were based on Cronbach's Alpha values >0.60 and Cronbach's Alpha if Item Deleted < Cronbach's Alpha. The analysis showed that all variables achieved Cronbach's Alpha values well above the threshold: Live Streaming (X1) at 0.808, Online Customer Review (X2) at 0.806, and Purchase Intention (Y) at 0.836. Additionally, all Cronbach's Alpha if Item Deleted values were lower than their respective Cronbach's Alpha values. These results confirm that all research instruments demonstrated high reliability and consistency for measuring the research concepts.

Table 2. Reliability Test Results

Variable	Statement	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Status
Live Streaming (X1)	X1.1	0.808	0.741	Reliable
	X1.2		0.742	Reliable
	X1.3		0.752	Reliable

	X1.4		0.800	Reliable
Online Customer Review (X2)	X2.1	0.806	0.792	Reliable
	X2.2		0.729	Reliable
	X2.3		0.790	Reliable
	X2.4		0.707	Reliable
Purchase Intention (Y)	Y1	0.836	0.774	Reliable
	Y2		0.830	Reliable
	Y3		0.800	Reliable
	Y4		0.764	Reliable

Descriptive Analysis of Respondent Characteristics

The descriptive analysis of respondent characteristics in this study involved 120 individuals who completed the questionnaire. The gender distribution indicates a higher participation rate from females (66.7%) compared to males (33.3%), suggesting that female consumers are more engaged in online shopping activities such as watching live streaming and reviewing customer feedback. The age profile shows that the dominant group is 17–28 years (72.5%), followed by 29–44 years (20%) and 45–60 years (7.5%), aligning with previous findings that Generation Z tends to be more technologically literate and active in using e-commerce platforms (Lim et al., 2021). Most respondents are students (60%), with others working in the private sector, government, entrepreneurship, or domestic roles, indicating that the sample largely represents young, tech-savvy consumers who are still in the educational phase or early career stage.

Table 3. Table of Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	40 People	33.3%
	Female	80 People	66.7%
	Total	**120 People**	**100%**
Age	17-28 Years	87 People	72.5%
	29-44 Years	20 People	20%
	45-60 Years	9 People	7.5%
	Total	**120 People**	**100%**
Occupation	Student	72 People	60%
	Private Employee	14 People	11.7%
	Civil Servant	8 People	6.7%
	Entrepreneur	7 People	5.8%
	Housewife	13 People	10.8%
	Freelancer	6 People	5%
	Total	**120 People**	**100%**
Monthly Expenditure	<Rp1,000,000	43 People	35.8%
	Rp1,000,001-Rp3,000,000	40 People	33.3%
	Rp3,000,001-Rp5,000,000	27 People	22.5%
	>Rp5,000,001	10 People	8.3%
	Total	**120 People**	**100%**
Frequency of Watching Live Streaming and Browsing Online Customer Reviews	1-2 Times	23 People	19.2%
	3-4 Times	48 People	40%
	5-6 Times	36 People	30%
	>6 Times	13 People	10.8%
	Total	**120 People**	**100%**

In terms of monthly spending, the majority (35.8%) reported expenditures under Rp1,000,000, while 33.3% spent between Rp1,000,001–Rp3,000,000, highlighting that most respondents have modest purchasing power. The analysis of viewing habits reveals that most respondents watch live streaming and

explore online customer reviews 3–4 times per week (40%), followed by 5–6 times (30%), suggesting high consumer engagement in digital product evaluations. This pattern underscores the relevance of live commerce and online reviews in shaping purchase decisions among younger demographics (Putra & Astuti, 2023).

Descriptive Analysis of Respondent Responses

The Live Streaming variable shows an overall positive response with a mean score of 3.94 across 120 respondents. This indicates substantial consumer acceptance of Shopee's live streaming feature as a product promotion channel. The highest-rated aspect was the detailed product explanations (X1.3, mean=4.03), demonstrating that consumers particularly value the comprehensive information that helps them understand product benefits clearly. Live streaming enables potential buyers to gain detailed insights about products they're interested in purchasing, creating a clearer picture of product advantages. The lowest-rated aspect was visual marketing appeal (X1.4, mean=3.80), suggesting room for improvement in the visual presentation during streams. This lower score might be attributed to sellers conducting live streams with minimal setup and not incorporating attention-grabbing visual elements that would better align with consumer preferences and enhance the viewing experience.

Table 4. Live Streaming Variable Responses

Question	Answers Frequency					Mean
	SD	D	N	A	SA	
I watch Shopee live streaming when promoting products at certain times.	4	11	16	49	40	3.92
Shopee live streaming offers discounts during the broadcast that I can use.	3	10	16	47	44	3,99
Shopee live streaming provides detailed explanations that help me understand the benefits of the product.	3	11	16	39	51	4,03
Shopee live streaming uses attractive visual marketing that suits my preferences.	7	4	24	56	29	3,80
Mean						**3.94**

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Table 5. Online Customer Review Variable Responses

Question	Answers Frequency					Mean
	SD	D	N	A	SA	
I always read online customer reviews on Shopee live to find out other people's impressions of the product.	5	6	20	55	34	3,89
To make sure I buy the right product, I always read online customer reviews on Shopee live	4	6	10	44	56	4,18
I collect information from online customer reviews on Shopee live to help me choose the right product.	7	9	25	45	34	3,75

	SD	D	N	A	SA	
Online customer reviews on Shopee live make me confident in buying a product.	5	8	11	30	66	4,20
Mean						**4.01**

The Purchase Intention variable recorded a positive mean score of 3.81, demonstrating that Shopee live streaming effectively stimulates consumer buying interest. The highest-rated aspect was willingness to purchase (Y4, mean=3.90), indicating that the combination of live streaming and customer reviews successfully creates purchase readiness among potential consumers. The numerous benefits provided by these features motivate consumers to make purchases through the live streaming platform. Conversely, the lowest-rated aspect involved considering Shopee Live for purchases (Y2, mean=3.70), revealing that despite willingness to buy through Shopee live, consumers don't necessarily view it as their primary or exclusive shopping option. This suggests that while consumers are open to purchasing via Shopee Live, they still actively consider alternatives and may explore other platforms or applications before making their final purchase decisions.

Table 6. Purchase Intention Variable Responses

Question	Answers Frequency					Mean
	SD	D	N	A	SA	
I am more likely to make a purchase on Shopee Live.	6	8	20	47	39	3,88
If I am going to buy a product, I will consider buying on Shopee Live.	5	14	26	42	33	3,70
I have a great opportunity to buy through Shopee Live.	7	9	20	55	29	3,75
I am willing to make a purchase on Shopee Live.	6	7	19	49	39	3,90
Mean						**3.81**

Multiple Linear Regression Test

The results of the multiple linear regression analysis, as shown in Table 1, reveal the relationship between live streaming (X1), online customer reviews (X2), and purchase intention (Y). The constant value is 1.189, indicating that when both independent variables (live streaming and online customer reviews) are at zero, the purchase intention is 1.189. The coefficient for live streaming is 0.614, meaning that a 100% increase in live streaming will lead to a 61.4% increase in purchase intention, assuming other variables are held constant. Additionally, the coefficient for online customer reviews is 0.218, suggesting that a 100% increase in online customer reviews will result in a 21.8% increase in purchase intention, with all other factors constant. These findings align with existing literature, which highlights the significant influence of online platforms, such as live streaming and reviews, on consumer behavior (Chen & Hsu, 2021; Lee et al., 2020).

Table below presents the regression coefficients for both independent variables. The significance values for both live streaming and online customer reviews are 0.000 and 0.021, respectively, which are below the typical significance threshold of 0.05, indicating that both variables have a statistically significant impact on purchase intention. This confirms that both live streaming and online customer reviews positively influence consumers' purchasing decisions. The results suggest that e-commerce platforms should prioritize enhancing these features to boost consumer confidence and encourage purchasing behaviors (Kurniawan & Suryadi, 2022).

Table 7. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.189	1.006		1.182	0.240
	Live Streaming	0.657	0.100	0.614	6.589	0.000
	Online Customer Review	0.230	0.099	0.218	2.336	0.021

T-Test

The T-test results presented in Table 2 show the significance of the independent variables, live streaming (X1) and online customer reviews (X2), in influencing purchase intention (Y). The significance value for live streaming is 0.000, which is below the 0.05 threshold, indicating a significant positive effect of live streaming on purchase intention. This suggests that live streaming plays a critical role in encouraging consumers to make purchasing decisions, supporting findings from previous research on the positive impact of live streaming in e-commerce (Huang & Benyoucef, 2017; Liang et al., 2020).

Similarly, the significance value for online customer reviews is 0.021, which also falls below the 0.05 threshold, indicating that online customer reviews have a significant positive impact on purchase intention. This result confirms that customer reviews serve as a key factor in building trust and influencing consumer buying behavior in online shopping platforms like Shopee (Cheung et al., 2008).

Table 8. t-test Result

Variable	Sig.	Explanation
H1: Live streaming has a positive effect on purchase intention	<0.000	H1 accepted
H2: Online customer review has a positive effect on purchase intention	<0.021	H2 accepted

Coefficient of Determination Test (R2)

The coefficient of determination (R^2) is used to measure the influence that independent variables (X) have on the dependent variable (Y), indicating how much of the variance in Y can be explained by the independent variables.

Table 9. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.800[a]	0.640	0.634	2.172

The result of the coefficient of determination test for this study is presented below. Based on the results, the coefficient of determination value is $R^2 = 0.640$, indicating that live streaming and online customer reviews jointly explain 64% of the purchase intention variance among Shopee users in Bandar Lampung. The remaining 36% of the variance is influenced by other variables not explored in this research. This highlights the significant role of live streaming and online customer reviews in shaping consumer purchase intentions on the Shopee Live platform.

The Effect of Live Streaming on Purchase Intention on Shopee Live in Bandar Lampung

This study aims to examine the impact of live streaming on purchase intention on Shopee Live. The hypothesis testing results indicate that live streaming (X1) has a significant effect, with a significance value of 0.000, which is less than the threshold of 0.05, meaning that H1 is accepted. This suggests that live streaming on the Shopee app has a positive and significant influence on consumer purchase intentions. Empirical findings from the research support this conclusion, showing that consumers perceive live streaming as beneficial for gaining detailed product information. During the live stream, streamers provide clear and understandable demonstrations, allowing consumers to better understand the product's advantages. Furthermore, consumers can take advantage of discounts offered during the live stream sessions, enhancing their purchase intentions. However, some consumers reported that the visual elements

of the live streams did not fully meet their preferences, citing a lack of engaging visuals, props, and product presentation during the session.

The findings of this study align with previous research that supports the influence of live streaming on purchase intention. For example, Muhriza et al. (2024) found that live streaming enhances consumer interest and engagement with the product being offered, primarily due to the detailed information available during the live sessions, which helps consumers form a clearer understanding of the product. This increased understanding leads to a higher purchase intention. Similarly, Guo et al. (2021) emphasized that the information shared by sellers during live streams subtly shapes consumer perceptions, and the visual elements of the live stream play a crucial role in helping consumers fully grasp the product's features.

The Effect of Online Customer Reviews on Purchase Intention on Shopee Live in Bandar Lampung

This study investigates the impact of online customer reviews on purchase intention on Shopee Live. The hypothesis testing reveals that online customer reviews (X2) have a significant effect, with a significance value of 0.021, which is below the threshold of 0.05, meaning Ha is accepted. This indicates that online customer reviews within live streaming sessions positively and significantly influence purchase intentions on Shopee Live. The empirical findings demonstrate that consumers perceive online customer reviews as an important factor in boosting their confidence in selecting and purchasing products. Reviews offer insights into previous customers' experiences, providing valuable information that helps consumers make more informed purchasing decisions. However, the research also highlights that some respondents feel limited in their ability to gather sufficient information from online customer reviews, as the availability of reviews in Shopee's live streaming sessions is still limited.

These findings are consistent with previous research. Yaacob et al. (2021) found that online customer reviews have a positive and significant impact on purchase intention by fostering social interaction and information exchange. Consumers can access reviews for specific products or services, which ultimately influences their purchasing behavior. Additionally, Chatterjee et al. (2022) emphasized that online customer reviews are a powerful tool for consumers to share their experiences with products or services offered by sellers on online platforms. These reviews can motivate or influence other potential customers to purchase the product or service, further supporting the role of online customer reviews in shaping consumer purchase decisions.

CONCLUSION

Based on the research findings and discussions regarding the "Impact of Live Streaming and Online Customer Reviews on Purchase Intention on Shopee Live (A Study of Shopee Users in Bandar Lampung)" involving 120 respondents, it can be concluded that the initial hypothesis, which posited a positive and significant effect of live streaming and online customer reviews on purchase intention, is supported. The analysis indicates that live streaming positively influences purchase intention, with the highest-rated indicator being "Shopee live streaming provides detailed explanations that help me understand the product's advantages." This suggests that potential consumers greatly benefit from live streaming, as it allows them to comprehend the products in more depth. Additionally, the variable of online customer reviews also significantly impacts purchase intention, with the highest-rated indicator being "Online customer reviews on Shopee live make me more confident in purchasing products." This implies that online reviews enhance consumer confidence, encouraging them to select and buy the products offered.

In light of these conclusions, several recommendations are proposed. It is suggested that Shopee enhance its platform by integrating features that allow sellers and users to incorporate engaging elements during live streaming, without the need for third-party applications. Furthermore, Shopee could introduce themes or special effects that could be directly applied during live sessions. For sellers, it is recommended

to conduct audience preference research before streaming to ensure that the visuals align with the target market's preferences. Additionally, Shopee is encouraged to optimize the display of customer reviews by integrating them within the live streaming sessions, making them easily accessible to viewers. Sellers should also be encouraged to motivate customers who have made purchases to leave quality, informative reviews during the live sessions, with incentives such as discounts or vouchers for those who participate. Lastly, future research could explore additional variables, such as mediation or moderation factors, to provide a more comprehensive understanding of the factors influencing purchase intention in the context of live streaming and online customer reviews.

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