

The Influence of Live Streaming Shopping, Online Customer Reviews, and Brand Image on Online Purchase Intention for Kahf Skincare on Shopee

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Abstract

This study examines the effect of live streaming shopping, online customer reviews, and brand image on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta. This study uses a quantitative method with purposive sampling technique. Data was collected through a survey of 110 Kahf skincare consumers at the Shopee marketplace in the Special Region of Yogyakarta. Data analysis was carried out using SPSS software. The results showed that; 1) live streaming shopping, online customer reviews, and brand image together have a significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta, 2) live streaming shopping have a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta, 3) online customer review have a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta, 4) brand image have a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta.

Keywords: Brand Image, Live Streaming Shopping, Online Customer Review, Online Purchase Intention.

Introduction

Businesses today must adapt to increasingly competitive global developments. Globalization creates both new opportunities and challenges, with the internet as an important platform for marketing. According to Cassie et al. (2024), the use of the internet is not only to obtain information but also to fulfill daily needs, including in the business and economic sectors. By utilizing digital technology, companies can reach a wider audience and increase interaction with consumers. This makes online marketing a key element in modern business strategies, where a digital presence can provide a significant competitive advantage.

The skincare industry is experiencing rapid growth, along with the increasing awareness of the importance of skincare among all groups, including men. PT Paragon Technology and Innovation responded to this trend by launching Kahf, a men-only skincare brand that offers halal and natural products. Although Kahf won

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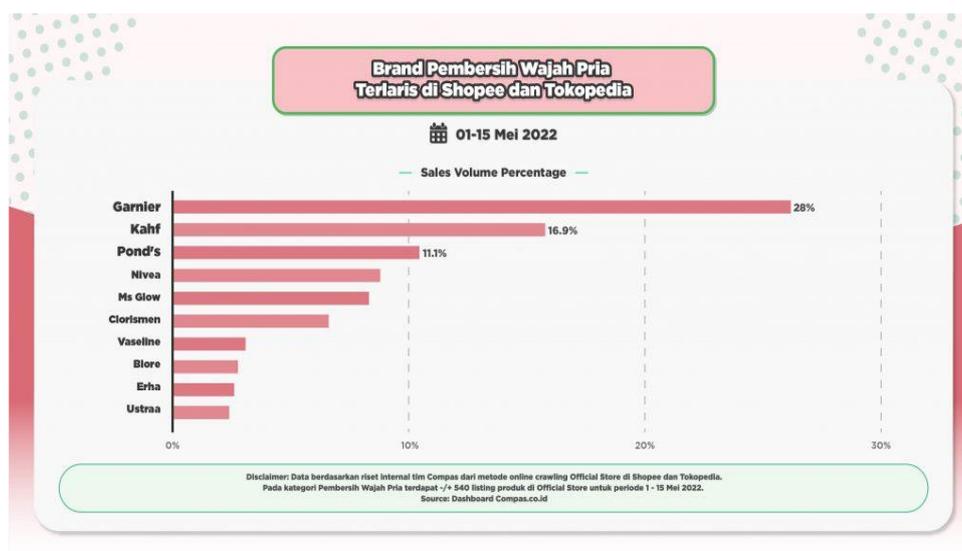


Figure 1. The best-selling men's facial cleanser brand on Shopee and Tokopedia
Source: <https://kompas.co.id/>

prestigious awards such as Tokopedia Beauty Awards 2022, it still lags behind other brands such as Garnier in terms of sales (compass.co.id). This shows that despite having good quality, new brands have to work hard to build trust and recognition in a competitive market. In this case, the right marketing strategy becomes very important to increase visibility and market penetration.

Purchase intention reflects the consumer's tendency to buy a particular product. According to Kotler & Keller (2016), purchase intention is a tendency that leads to purchase action. To increase purchase intent, Kahf needs to understand the factors that drive consumer decisions. This includes analyzing the motivations behind purchases, such as emotional and rational factors that influence consumer behavior. By understanding purchase intent, Kahf can design marketing campaigns that better suit the needs and expectations of the target market.

In the digital era, live streaming shopping has become a popular marketing method, providing real-time interaction and an engaging shopping experience. JakPat (2022) reported that 83.7% of Indonesians have watched online shopping features via live streaming. However, fraud in live streaming can undermine consumer trust, as reported by campus.republika.co.id. Therefore, it is important for businesses to maintain the integrity and quality of their broadcasts. Transparency in business can increase consumer trust and, in turn, increase purchase intent among a wider audience.

Online customer reviews also play an important role in influencing purchase intention. According to Sari & Mitafitrotin (2020), positive reviews can increase consumer confidence, while negative reviews can reduce purchase intention. The presence of online reviews is considered important in attracting consumers and building new businesses (tirto.id). Authentic reviews can help potential buyers feel more confident in their decisions. By actively managing reviews, Kahf can strengthen its reputation in the market and increase sales opportunities.

Brand image, which is formed from consumer experience and knowledge, has a significant effect on purchasing behavior. Kotler & Keller (2016) state that brand image can influence purchasing decisions. Positive perceptions of a brand will

encourage consumers to choose products from that brand. By building a strong image, Kahf can attract more consumers. Therefore, an effective communication strategy is essential to strengthen the brand image in the minds of consumers and encourage loyalty.

This study aims to explore the influence of live streaming shopping, online customer reviews, and brand image on Kahf skincare consumers' online purchase intention on Shopee marketplace in Special Region of Yogyakarta. Given the importance of these factors, as well as the existing research gap, this study is expected to provide valuable insights for Kahf's marketing strategy. The findings from this study are expected to assist Kahf in formulating more effective measures to increase sales and customer loyalty. With a better understanding of consumer behavior, Kahf can be better prepared to face challenges in this dynamic market.

Literature Review

Online Purchase Intention

Online purchase intention, according to Kotler & Keller (2016), is the desire of consumers to buy and choose the desired product. Yunita et al. (2019) added that this intention includes consideration and recommendation to buy, while Choon Ling et al. (2010) define online purchase intention as consumer readiness to make digital transactions. Some of the factors that influence purchase intentions include the attitudes of others and unanticipated situation factors (Kotler & Keller, 2016). The dimensions of purchase intention are explained through the AIDA model which includes the stages of attention, interest, willingness, and action (Kotler & Armstrong, 2012). Indicators of purchase intention include interest in seeking information, considering a purchase, and the desire to try the product (Schiffman & Kanuk, 2008 in Lestari et al., 2019).

Live Streaming Shopping

Live streaming shopping is an interactive method in e-commerce that integrates live streaming video with social interaction, allowing buyers and sellers to communicate in real time (Song & Liu, 2012). Through this format, sellers can show products and answer audience questions live, increasing consumers' understanding of the product and encouraging purchase intention (Cassie *et al.*, 2024). Some of the factors that influence the success of live streaming shopping include platform stability, the relationship between consumers and streamers, and the professional knowledge of sellers (Ma *et al.*, 2022). The advantage of this method is the ability to provide more complete information and reduce consumer doubts through closer interaction (Zhang et al., 2020). Important indicators in live streaming shopping include streamer credibility, media richness, and the level of interactivity during the session (Song & Liu, 2012 in Erwin Permana et al., 2024).

Online Customer Review

Online customer reviews are consumer opinions and experiences about products or services that are reviewed after purchase, serving as feedback that reflects customer satisfaction (Amelia et al., 2019). These reviews help consumers in decision making by providing information about product quality based on other users' experiences (Mo *et al.*, 2015). The dimensions of online customer reviews include motivation, source,

and content, all of which influence consumer purchasing decisions (Chen *et al.*, 2015). For reviews to be effective, it is necessary to consider the usefulness, reviewer expertise, timeliness, volume, value, and completeness of reviews (Zhao & Wang, 2015). Important indicators in customer reviews include source credibility, opinion quality, review valence, perceived benefits, and number of reviews (Rinyanjaya & Andarini, 2022).

Brand Image

Brand image is a consumer's perception of a brand formed through experience and information obtained, including company image, consumer image, and product image (Tjiptono, 2019). Factors that influence brand image include product quality, reliability, usability, service, risk, and price (Kanuk, 2011). The dimensions of brand image include brand identity, brand personality, brand association, brand attitude and behavior, and the benefits provided (Ahmad *et al.*, 2020). Brand image indicators consist of brand association strength, brand association favorability, and brand association uniqueness, which reflect how well the brand is remembered and accepted by consumers (Keller, 2016).

Hypotheses in this research are as follows:

H1. Live streaming shopping partially has a positive and significant effect on the online purchase intention of Kahf skincare consumers on the Shopee marketplace in the Special Region of Yogyakarta.

H2. Online customer reviews partially have a positive and significant effect on the online purchase intention of Kahf skincare consumers on the Shopee marketplace in the Special Region of Yogyakarta.

H3. Brand image partially has a positive and significant effect on the online purchase intention of Kahf skincare consumers on the Shopee marketplace in the Special Region of Yogyakarta.

Methods

Sampling and Procedures

The population in this research were all consumers in the Special Region of Yogyakarta who had the intention of purchasing Kahf skincare online at the Shopee marketplace. The sample in this research is a portion of consumers in the Special Region of Yogyakarta who have the intention to buy Kahf skincare products online at

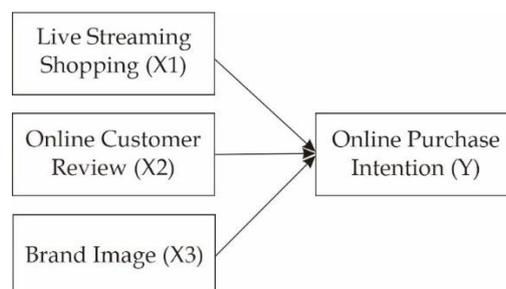


Figure 2. Research Model

the Shopee marketplace, which is 110 respondents chosen using purposive sampling method. Data is collected using questionnaire.

Measures

Live Streaming Shopping is measured using 3 statements. All the statements are valid, with the value of alpha is 0,726 (reliable).

Online Customer Review is measured using 5 statements. All the statements are valid, with the value of alpha is 0,847 (reliable).

Brand Image is measured using 3 statements. All the statements are valid, with the value of alpha is 0,830 (reliable).

Online Purchase Intention is measured using 5 statements. All the statements are valid, with the value of alpha is 0,896 (reliable).

Data Analysis

The data analysis technique in this research uses Multiple Linear Regression.

Result and Discussion

Result

The Goodness of Fit the Model

Based on the results shown in table 1 above, it is known that the amount of adjusted R square is 0.825 or 82.5%. It can be interpreted that 82.5% of the online customer review variable can be explained by 3 independent variables (free), namely live streaming shopping, online customer review, and brand image. While the rest which has a magnitude of 17.5% is explained by other independent variables outside this research model.

Table 3. Result of Multiple Linear Regression

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	.708	1.003		.706	.482
Live Streaming Shopping	.428	.135	.248	3.163	.002
Online Customer Review	.289	.087	.271	3.321	.001
Brand Image	.682	.107	.455	6.380	.000
R Square				.825	
F				172.201	.000

Dependent variable: Online Purchase Intention

Based on the F test results in Table 1, the F-value is 172.201 with a significant level of 0.000. This means that the model is fit. In other words, live streaming shopping, online customer reviews, and brand image together have a significant effect on the online purchase intention of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta.

Based on the data showed in Table 1, the results show that the multiple regression equation in this study is as follows:

$$Y = 0.708 + 0.428X_1 + 0.289X_2 + 0.682X_3$$

The multiple regression equation above shows the effect of live streaming shopping (X1), online customer reviews (X2), and brand image (X3) on online purchase intention (Y) of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta. the following is an explanation of the multiple regression coefficient:

The constant value (α) obtained is 0.708, which means that if the independent variable, namely live streaming shopping (X1), online customer review (X2), and brand image (X3) is equal to zero (0), the online purchase intention (Y) of Skincare Kahf consumers at Marketplace Shopee in the Special Region of Yogyakarta is 0.708.

Live Streaming Shopping Regression Coefficient

In the multiple regression results table above, the regression coefficient value of the live streaming shopping variable is positive, which is 0.428. This means that if respondents' perceptions of live streaming shopping increase, then Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta will experience an increase, and vice versa. If live streaming shopping decreases, the online purchase intention of Skincare Kahf consumers at the Shopee Marketplace in the Special Region of Yogyakarta will decrease.

Online Customer Review Regression Coefficient

In the multiple regression results table above, the regression coefficient value of the online customer review variable is positive, which is 0.289. This means that if the respondents' perceptions of online customer reviews increase, the online purchase intention of Skincare Kahf consumers on the Shopee Marketplace in the Special Region of Yogyakarta will increase, and vice versa. If the online customer review decreases, the online purchase intention of Skincare Kahf consumers at the Shopee Marketplace in the Special Region of Yogyakarta will decrease.

Brand Image Regression Coefficient

In the multiple regression results table above, the regression coefficient value of the brand image variable is positive, which is 0.682. This means that if respondents' perceptions of brand image increase, the online purchase intention of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta will increase, and vice versa. If the brand image decreases, the online purchase intention of Skincare Kahf consumers on the Shopee Marketplace in the Special Region of Yogyakarta will decrease.

Discussion

The effect of Live streaming shopping (X1) on Online Purchase Intention of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta

Based on the calculation results described above, it can be stated that the test results show that hypothesis 2 is proven. This means that live streaming shopping has a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in the Special Region of Yogyakarta.

The results show that the use of live streaming shopping can increase consumer purchase intention online because live streaming can display products in real-time, answer consumer questions, and demonstrate products directly so that it helps answer consumer problems in several situations. The interaction in live streaming allows consumers to interact directly with the broadcaster, providing a more personalized experience that can strengthen online purchase intentions. In the face of fierce competition in today's digital selling world, implementing a live streaming strategy is crucial. Live streaming provides transparency and a level of engagement that no other digital marketing method can offer. Given the changing consumer behavior that increasingly relies on social media to increase purchase intent, companies need to optimize their live streaming shopping strategy to drive increased online sales.

The effect of Online customer review (X2) on Online Purchase Intention of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta

Based on the calculation results described above, it can be stated that the test results show that hypothesis 3 is proven. This means that online customer reviews have a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in the Special Region of Yogyakarta.

It can be concluded that online customer reviews play an important and significant role in determining the purchase intention of consumers in the Special Region of Yogyakarta for Kahf skincare products. Consumers tend to pay a lot of attention to reviews from other buyers when deciding to buy Kahf skincare products. Positive reviews from previous consumers can increase consumers' trust and perceptions of the quality, benefits and value of Kahf skincare products, thus encouraging them to make online purchases. Therefore, the more positive and credible reviews given by other consumers, the higher the consumer's purchase intention for Kahf skincare products.

The effect of Brand image (X3) on Online Purchase Intention of Kahf Skincare consumers on the Shopee Marketplace in the Special Region of Yogyakarta

Based on the calculation results described above, it can be stated that the test results show that hypothesis 4 is proven. This means that brand image has a positive and significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in the Special Region of Yogyakarta.

The results obtained indicate that the stronger the brand image of Kahf skincare products, the higher the consumer confidence in their purchase intention to buy Kahf skincare products on the Shopee marketplace in the Special Region of Yogyakarta. A positive brand image is often associated with good product quality that can create an emotional bond with consumers, so it can be said to be an important and real factor in determining consumer purchase intentions for Kahf skincare products.

Consumers who have a strong brand image view tend to have a positive perception of the Kahf brand, thus encouraging them to make online purchases.

Conclusion

Based on the results of research and discussion regarding the influence of live streaming shopping, online customer reviews, and brand image on the online purchase intention of Kahf skincare consumers on the shopee marketplace in the Special Region of Yogyakarta conducted by researchers, it can be concluded as follows:

- ☑ Live streaming shopping, online customer reviews, and brand image together have a significant effect on the online purchase intention of Kahf skincare consumers on the shopee marketplace in the Special Region of Yogyakarta. It can be concluded that hypothesis one in this study is proven.
- ☑ Live streaming shopping has a positive and significant effect on the online purchase intention of Kahf skincare consumers at the shopee marketplace in the Special Region of Yogyakarta. It can be concluded that hypothesis two in this study is proven.
- ☑ Online customer reviews have a positive and significant effect on the online purchase intention of Kahf skincare consumers on the shopee marketplace in the Special Region of Yogyakarta. It can be concluded that hypothesis three in this study is proven.
- ☑ Brand image has a positive and significant effect on the online purchase intention of Kahf skincare consumers on the shopee marketplace in the Special Region of Yogyakarta. It can be concluded that hypothesis four in this study is proven.

Limitation

Based on the results of this study, researchers are limited to only three independent variables, namely live streaming shopping, online customer reviews, and brand image. Therefore, the authors suggest that future researchers add or use other variables that may have an influence on online purchase intention either independently, mediation, or moderation, because there are still other variables that have an influence outside the variables used in this study. In addition, the object used is only limited to Kahf skincare consumers in the Shopee marketplace. Therefore, future researchers are expected to develop the object of this research so as to produce comprehensive research.

Management Implication

The results show that brand image has the greatest influence on the online purchase intention of Kahf skincare products, so it is important for the Kahf brand to maintain and optimize marketing strategies to strengthen brand identity and consumer experience through satisfactory service. In addition, live streaming shopping also contributes to purchase intention, so Kahf needs to maintain the quality standards of interactions and be responsive to consumer queries during live streaming sessions. Although online customer reviews show a significant influence, the impact is lower, so Kahf is advised to improve customer experience by providing clear information about product advantages and providing positive feedback on consumer reviews.

These steps are expected to increase consumer buying interest in the Shopee marketplace.

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