

## THE INFLUENCE OF LIVE STREAMING AND ONLINE CUSTOMER REVIEWS ON PURCHASING DECISIONS AT SHOPEE WITH CONSUMER TRUST AS AN INTERVENING VARIABLE

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### ABSTRACT

This research aims to determine the effect of live streaming and online customer reviews on purchasing decisions at Shopee with consumer trust as an intervening variable (case study of Camille skincare products for students at the Faculty of Economics and Business at UMSU). The method used in this research is a quantitative method with a population of active students from the UMSU Faculty of Economics and Business class of 2020. The data collection technique used simple random sampling with 90 samples. The data analysis test technique used in this research is using a variance-based structural equation model (SEM) with partial least squares (PLS) by testing the outer model and inner model. This research succeeded in finding the influence of live streaming on purchasing decisions with consumer trust as an intervening variable for Camille products on Shopee among students at the Faculty of Economics and Business at UMSU. Meanwhile, the online customer review variable is not able to mediate consumer trust as an intervening variable in purchasing decisions. The research results also show the positive and significant influence of live streaming on purchasing decisions, live streaming on consumer trust, online customer reviews on purchasing decisions and consumer trust in purchasing decisions. Meanwhile, the online customer review variable has an effect but is not significant on consumer trust.

**Keywords:** Consumer Trust, Live Streaming, Online Customer Reviews, Purchase Decision.

### INTRODUCTION

Marketing in Indonesia is currently experiencing a deep transformation thanks to the development of information technology, in the era of society 5.0 this is indirectly changing a person's lifestyle. This is because technology and information can be understood easily and quickly enter into aspects of human life. The internet has developed into very fast and effective access, the internet can connect one person to another. With the internet as the main means of marketing has become more interactive, measurable, and focused on providing customer value and opening up great opportunities for businesses to develop and succeed in an ever-changing digital world. Therefore, the internet has now become an important need for most people. An important need that is growing rapidly at the moment is online shopping or online shop, the transformation in shopping methods has shifted the pattern which was initially done face to face to a process that can be done without having to leave the house, just by using a smartphone and an internet connection. This phenomenon is increasingly widespread among the public because it provides the advantage of time efficiency and ease in choosing various items at once. For some consumers, online shops are considered to be a solution, because consumers can get

the goods or services they want by opening an e-commerce website and paying by transferring money to the seller. So, consumers can save time and find it easier to get the goods or services they want because they don't need to rush around and take the goods they purchased (Fahmi et al., 2018). Thus, online shops which we often call e-commerce or online shops are a form of change presented by the internet in terms of innovation in shopping which provides various conveniences in the transaction process (Tirtayasa et al., 2021). Consumers who see convenience will place confidence in a product to make purchasing decisions. Purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to achieve goals as quickly as possible at the most efficient cost possible (Arianty, 2016). In making this decision, consumers will be influenced by several factors, one of which is live streaming and online customer reviews.

Live streaming or live shopping is a way of shopping that is becoming a trend in today's society, because it provides real-time interaction between buyers and sellers so that the shopping process is more enjoyable. Live streaming has grown significantly in recent years. It's nothing new in the digital world, but it has become a fully accepted strategic marketing tool for many businesses and industries. The importance of purchasing decisions is because this determines the company's success in gaining profits. The company's success is based on the internet which we cannot separate from the daily lives of today's young people. The rapid development of internet technology has given rise to changes in behavior among students, including students at the Muhammadiyah University of North Sumatra. With changes in shopping behavior and the increasing number of internet users in Indonesia, there are several e-commerce sites that are often used by sellers with all their advantages and disadvantages. One of the e-commerce platforms that is most widely used in online buying and selling shopping activities is Shopee. Shopee offers various types of goods, one of which is beauty products. The beauty product that is currently being widely discussed by skincare users who use Shopee social media as a way to market their products is Camille Beauty. Camille Beauty is a skincare product that is marketed through Shopee Live. This feature allows sellers to create live streaming sessions by promoting shops and products directly to buyers with the aim of reducing doubts and difficulties regarding the many consumer questions about detailed product information directly to sellers. Based on the latest research from Livestream.com, 80% of customers prefer to watch live streaming of a product rather than read articles about the product. However, because buyers often receive counterfeit and substandard goods, one of the problems faced by live streaming platforms is that it sometimes results in confusion and complaints for consumers, especially regarding Camille products because the product information conveyed is inaccurate or unclear as well as a lack of consumer trust because they often receive poor quality and customer complaints because they cannot try or check the product before buying it and cannot touch it physically (Blessa & Indriani, 2022). So sellers can serve customers better by understanding the demands of their consumers through direct communication with them. This is what differentiates live streaming shopping from shopping via the internet which only offers product catalogs because live streaming shopping is also more interactive. So that with consumer trust it can increase purchases. This is supported by research (Imanudin & Sulhan, 2023) which states that live streaming has a positive and significant effect on purchasing decisions. Another factor that becomes the basis for someone in making purchasing decisions and building consumer trust is online customer reviews.

Online customer reviews are positive or negative reviews of products that have been sold in online shops and can also be an evaluation of information about goods and services placed on third-party sites and retailers, which are created by consumers (Rinaja & Udayana, 2022). When consumers want to buy a product through an online shop, they will not be able to see and feel the physical product directly and often cannot be trusted because the reviews given by each consumer are different so it has an impact on purchasing decisions, therefore buyers will try to get product and service information. which they will buy through online customer reviews. The phenomenon that occurs in customer reviews on e-commerce applications is that people today as consumers tend to be more critical before making a purchase. According to the results of previous research (Anggreni et al., 2023) which states that online customer reviews have a positive effect on purchasing decisions. The better the assessment (review) given by consumers to a product, the more it will increase other customers' purchasing decisions for that product. live streaming and online customer review features created by Shopee are a solution for business actors in their efforts to build consumer trust when shopping online. Trust in e-commerce is the willingness of consumers to rely on seller transactions and take action even though the seller's transactions can easily harm them (Gultom et al., 2020) as well as convincing consumers easily of the goodness of online sellers after studying their characteristics. So when there is a mismatch between the product or item ordered and the image displayed on the Shopee application, the consumer's trust is lost. The gap or research gap that occurs is research conducted by (Putra et al., 2021) the results of the research state that Online Customer Reviews do not have a significant effect on Purchasing Decisions through Trust. However, the results of this research are different from the results of research conducted by (Anggraeni et al., 2023) which shows that online customer reviews have a positive effect on purchasing decisions through Trust. The influence of purchasing decisions will be greater if sellers are better able to increase trust in online consumers. Therefore, the researcher added variables that did not exist in previous researchers to be taken into consideration by consumers when making purchasing decisions in online stores. What is needed now is using live streaming for purchasing decisions through consumer trust. From the results of previous research and the phenomena above, it is known that the research results have gaps or differences in the results of different research, therefore in this research the researcher is interested in taking a similar theme with the aim of testing the influence between variables in order to obtain more definite results.

## **LITERATURE REVIEW**

### **Buying decision**

A purchasing decision is a decision due to someone's interest in a product and wanting to buy, try, use or own that product (Arif et al., 2020). A purchasing decision is a choice between two or more alternative options. This decision-making action includes selecting the type and benefits of the product, determining the form of the product, decisions regarding the brand, decisions regarding the number of products, choice of seller, as well as determining the time and method of payment (Nasution & Lesmana, 2018). According to Kotler and Armstrong (2014, pp. 159-174) consumer purchasing decisions can be influenced by several factors, one of which is personal factors such as age, life cycle stage, occupation, economic conditions, lifestyle, personality and a person's self-concept can also influence decisions. purchase. Purchasing decision indicators according to (Tjiptono & Chandra, 2013), are purchasing priority, ease of obtaining, consideration of benefits and confidence in purchasing.

**Consumer Confidence**

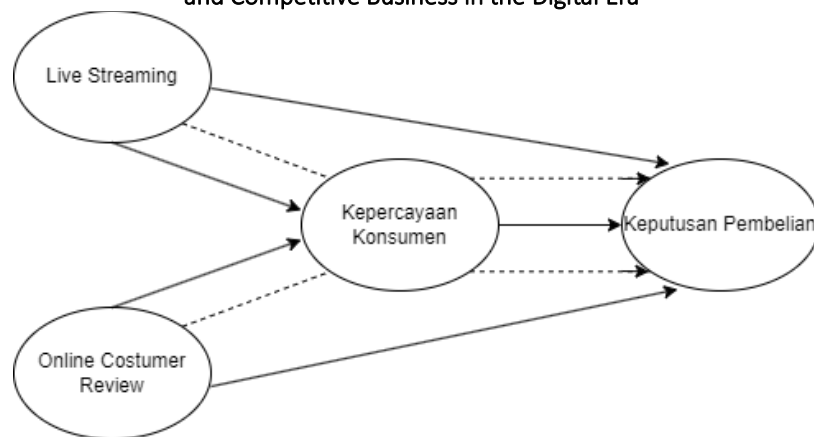
In the online buying and selling environment, trust plays a key role. Business actors who operate online must be able to provide confidence to customers that the transactions carried out are free from fraud, and the goods they buy will be received immediately (Tirtayasa et al., 2021). This trust cannot be immediately recognized by other parties or business partners, but must be built from the start and can be tested in real time (Suprpto & Azzizi, 2020). According to (Mowen, 2002) consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about the object, attributes and benefits of the object, which is formed by connecting consumer trust is the consumer's perception about the extent to which a particular product, person or service provides benefits. The factors that influence trust according to (Peppers & Rogers, 2016) are values, dependence on other parties implies vulnerability and open and regular communication. One of the indicators for knowing consumer trust is according to (Kotler & Keller, 2016), there are three indicators of consumer trust, namely benevolence (seriousness), ability (ability) and integrity (integrity).

**Live Streaming**

Live streaming is a real-time video format that is very different from the conventional online shopping experience, where customers can only receive information through images and text. In contrast, live streaming offers a virtual shopping experience that allows customers to make more informed purchasing decisions, including regarding product quality and other information related to the product or brand (Wongkitrungrueng & Assorut, 2020). According to (Song & Liu, 2021), it is defined as part of a business feature that combines real-time social interactions in e-commerce. Customers can provide comments via the comment column feature, which directly scans the layer to communicate with the seller. According to (Setyawan & Marzuki, 2018) there are 3 factors that influence live streaming, including video, audio and bandwidth. According to (Song & Liu, 2021), live streaming indicators are streamer credibility, media richness and interactivity.

**Online Customer Reviews**

Online customer reviews are evaluations submitted by consumers regarding various aspects of a product, providing important information for potential buyers. By checking reviews and experiences shared by consumers who have made online purchases, consumers can understand the quality of the product they are looking for (Suryani et al., 2022). Product or company reviews provided by consumers can be good or bad, depending on the personal experience on which they base their judgment. (Rahmawati, 2021). Factors that influence online customer reviews on purchasing decisions (Hidayati, 2018) are decisions in deciding to purchase a product, the content of other consumer reviews which have an influence on product selection, the suitability of product information for consumer knowledge, the suitability of reviews given by fellow consumers, product assessment given by consumers post-purchase and consideration of recent reviews given by consumers on a product. There are several indicators of online customer reviews according to (Lackermair et al., 2013), namely awareness, frequency, comparison and effect. Based on the theory that has been explained, the researcher designed a conceptual framework diagram to visually depict the impact of each dependent variable on the independent variable. The following is an illustration of the framework of thinking:


**Figure 1.** Framework for thinking

## METHOD

This research uses a quantitative research method, which is based on the philosophy of positivism, used to examine the population or sample, namely consumers of Camille skincare products at Shopee using research instruments which will be processed with analytical tools, quantitative or statistical in nature, which aims to test the hypothesis that has been established (Sugiyono, 2017:8). The method in this research uses a case study, using an explanatory research approach, which aims to explain the causal relationship between the research variables and the testing hypothesis (Jufrizen et al., 2020). According to (Juliandi & Manurung, 2014) population is the totality of all individuals or elements in a research area. The population in this research is students from the class of 2020, Faculty of Economics and Business, Muhammadiyah University, North Sumatra.

**Table 1. Number of Active FEB UMSU Students Class of 2020 Academic 2023/2024**

No	Study program	Level	Class of 2020
1	Management	S1	412 people
2	Accountancy	S1	216 people
3	Economic development	S1	38 people
4	Tax Management	D3	1 person
<b>Total</b>			<b>667 people</b>

Source: UMSU Data and Information Bureau (2024)

Meanwhile, the sample according to (Sugiyono, 2012) states that "the sample is part of the characteristics possessed by the population". The sampling technique in this research is a simple random sampling technique, namely sampling of population members is carried out randomly without paying attention to the strata/groups in the population (Ginting, 2012). Based on this statement, the sample is a portion of the population whose characteristics are considered to represent the entire population. Determining the number of samples in a population can use the Slovin formula (Juliandi et al., 2015).

In this research the formula used is as follows:

$$n = \frac{N}{1 + (N \cdot e)^2}$$

Where :

n = number of samples

N = total population

E = large error tolerance

So, by using the Slovin formula it can be tolerated (1%, 5%, 10%) this research took the total number of students from the class of 2020 at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra as many as 667 people using this formula with an error tolerance of 10% as follows:

$$n = \frac{667}{1 + 667 (0,1)^2} = 86,96$$

Through the Slovin formula calculation, the sample size was 86.96. The questionnaire was rounded up to obtain a sample size of **90** students from the class of 2020 FEB UMSU. The data collection technique used by this researcher is sourced from primary data, namely research data obtained directly from data sources that are collected specifically and are directly related to the problem being studied. The data collection technique in this research used a Google Form questionnaire which was distributed to 2020 FEB UMSU class students and then measured the results using a Likert scale. The analysis technique used in this research uses path analysis, while the data analysis test technique used by researchers in this research is using a variance-based structural equation model (SEM) with partial least squares (PLS) by testing the outer model and inner model.

## RESULTS AND DISCUSSION

### Outer Model Analysis

The outer model is defined as how each indicator block relates to its latent variable. The measurement model (outer model) is used to assess the validity and reliability of the model. This test includes construct reliability and validity and discriminant validity.

### Construct Reliability and Validity

**Table 2.** Outer Loading Test Results

No.	Consumer Confidence (Z)	Purchase Decision (Y)	Live Streaming (X1)	Online Customer Reviews (X2)	Ket
X1.1			0.813		Valid
X1.2			0.798		Valid
X1.3			0.826		Valid
X2.1				0.748	Valid
X2.2				0.810	Valid
X2.3				0.798	Valid
X2.4				0.755	Valid
Y1.1		0.790			Valid
Y1.2		0.778			Valid
Y1.3		0.793			Valid
Y1.4		0.764			Valid

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Y1.5	0.712	Valid
Y1.6	0.786	Valid
Z1.1	0.795	Valid
Z1.2	0.778	Valid
Z1.3	0.736	Valid
Z1.4	0.837	Valid
Z1.5	0.795	Valid
Z1.6	0.836	Valid

Source: SmartPLS Processed Results, 2024

Table 2 shows that the indicators for live streaming, online customer reviews, consumer trust and purchasing decisions have a loading factor  $<0.7$ , meaning that these indicators are valid indicators for the construct.

**Table 3.** Cronbach's Alpha and Composite Reliability Results

Research variable	Cronbach's Alpha	Compost Reliability	Ket
Live Streaming (X1)	0.744	0.752	Reliable
Online Customer Reviews (X2)	0.786	0.795	Reliable
Consumer Confidence (Z)	0.886	0.895	Reliable
Purchase Decision (Y)	0.863	0.865	Reliable

Source: SmartPLS Processed Results, 2024

Based on the table above, it shows that the reliability construct is in Cronbach's alpha and composite reliability has met the criteria whose value is above 0.6. Based on this, it is concluded that all constructs have good reliability and the variables live streaming, online customer reviews, consumer trust and purchasing decisions meet the reliability testing assumptions.

### Convergent Validity

**Table 4.** Average Variants Extracted (AVE) Test Results

Research variable	Average Variance Extracted (AVE)
Live Streaming (X1)	0.660
Online Customer Reviews (X2)	0.606
Consumer Confidence (Z)	0.635
Purchase Decision (Y)	0.595

Source: SmartPLS Processed Results, 2024

Based on the table above, it shows that the average variance extracted value has met the criteria with a value of more than 0.5. Based on this, it can be concluded that the research variables have met the convergent validity testing criteria, namely live streaming variables, online customer reviews, consumer trust and purchasing decisions.

### Inner Model Analysis

Inner model analysis is an analysis used to predict causal relationships between latent variables or variables that cannot be measured directly (Juliandi et al., 2018) . Structural model analysis (inner model) uses two tests, including:

### R – Square Test Results

**Table 5.** R - Square Test Results

	R- Square	R-Square Adjusted
Consumer Confidence (Z)	0.226	0.208
Purchase Decision (Y)	0.530	0.513

Source: SmartPLS Processed Results, 2024

Based on the table above regarding the test results for the Adjusted R-Square values , the results show that the path model using intervening variables is 0.208 and 0.513. In other words , the ability of variable purchases were 51.3%, thus the model was classified as moderate.

### F – Square Test Results

**Table 6.** F – Square Test Results

Variable	Consumer Confidence (Z)	Purchase Decision (Y)	Live Streaming (X1)	Online Customer Reviews (X2)
Consumer Confidence (Z)		0.169		
Purchase Decision (Y)				
Live Streaming (X1)	0.148	0.170		
Online Customer Reviews (X2)	0.024	0.111		

Source: SmartPLS Processed Results, 2024

Based on table 6, the results obtained are that the Live Streaming variable (X1) on Purchasing Decisions (Y) has a value of 0.170, so there is a moderate or moderate effect of the exogenous variable on the endogenous. The Live Streaming variable (X1) on Consumer Confidence (Z) has a value of 0.148, so the effect is moderate or moderate from the exogenous variable to the endogenous one. The Online Customer Review variable (X2) on Consumer Trust (Z) has a value of 0.024, so the effect of the exogenous variable on the endogenous is low. The Online Customer Review variable (X2) on Purchasing Decisions (Y) has a value of 0.111, so the exogenous variable has a low effect on endogenous variables. The Consumer Confidence (Z) variable on Purchasing Decisions (Y) has a value of 0.169, so there is a moderate effect of the exogenous variable on the endogenous.

### Hypothesis test

This test is to determine the path coefficients of the structural model. The goal is to test the significance of all relationships or hypothesis testing. Hypothesis testing contains three analyses, including: direct effect, indirect effect and total effect. This hypothesis testing is carried out by looking at the T - Statistics value resulting from the bootstrapping process. The results of the SmartPls program bootstrapping process are the result of direct influence (direct effect) and indirect influence (indirect effect). Direct influence analysis aims to test the



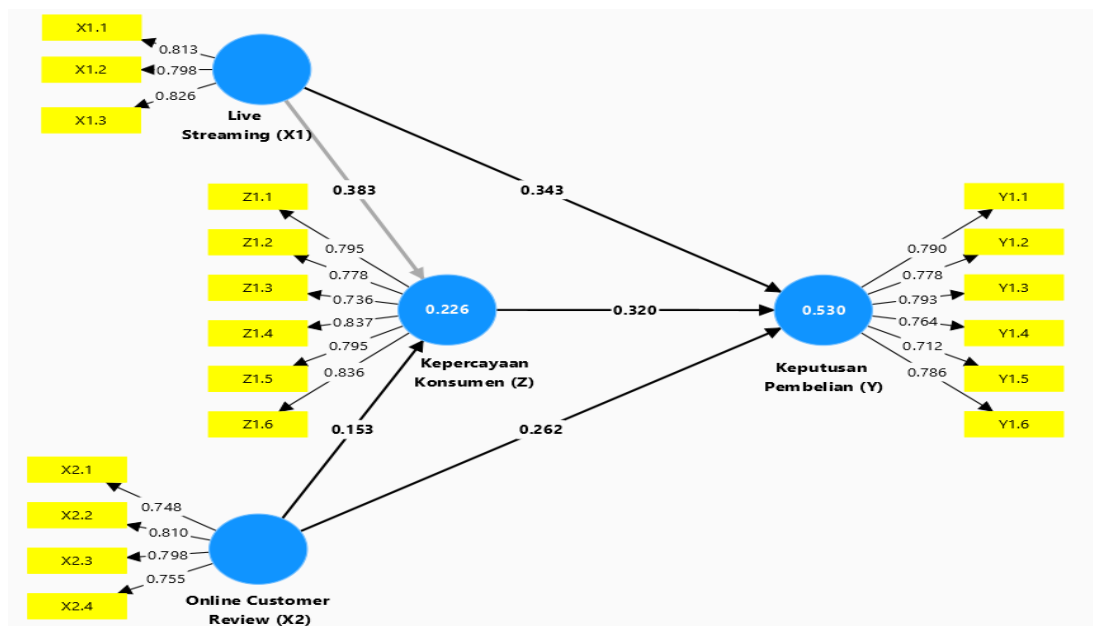
hypothesis of the direct influence of a variable that influences the variable that is influenced. The probability/significance value (P-Value) of direct influence is if the P-Values value is  $<0.05$  then it is significant and if the P-Values value is  $>0.05$  then it is not significant. Indirect influence analysis aims to test the hypothesis of the indirect influence of an influencing variable on the influenced variable which is mediated by a mediator variable. The probability/significance (P-Value) of the direct effect is if the P-Values value is  $<0.05$  then it is significant and if the P-Values value is  $>0.05$  then it is not significant.

**Table 7.** Results of Direct and Indirect Effects

	Hypothesis	T-Statistics	P-Values	Results
<b>Direct Effects</b>	LS -> KP	3,291	0.001	Accepted
	LS -> KK	3,590	0,000	Accepted
	OCR -> KP	2,353	0.019	Accepted
	OCR -> CC	1,356	0.175	Rejected
	KK -> KP	3,379	0.001	Accepted
<b>Indirect Effects</b>	LS -> KK -> KP	2,301	0.021	Accepted
	OCR -> KK -> KP	1,250	0.212	Rejected

Source: SmartPLS Processed Results, 2024

Based on table 7, the results of hypothesis testing show several findings of a direct relationship (direct effect), namely live streaming (LS) has a direct effect on purchasing decisions (KP) with P - Values  $0.001 < 0.05$ , live streaming (LS) has a direct effect on consumer trust (KK) with a P – Values  $0.000 < 0.05$ , online customer reviews (OCR) have a direct influence on purchasing decisions (KP) with P – Values  $0.019 < 0.05$ , online customer reviews (OCR) have an effect directly on consumer trust (KK) with a P – Values of  $0.175 > 0.05$ , consumer trust (KK) has a direct influence on purchasing decisions (KP) with a P – Values of  $0.001 < 0.05$ . So it can be concluded that there is one direct effect that shows a negative and insignificant relationship. Then there are findings on an indirect relationship (indirect effect), namely the influence of live streaming on purchasing decisions with consumer trust as an intervening variable with a P - Values of  $0.021 < 0.05$ , so it can be concluded that there is a positive and significant influence. This indicates that consumer confidence (KK) is able to mediate the influence of live streaming on purchasing decisions. Meanwhile, consumer trust (KK) is not able to mediate the influence of online customer reviews (OCR) on purchasing decisions (KP), because it has a P - Values of  $0.212 > 0.05$ .


**Figure 2 . Path Analysis Results**

### Live Streaming directly influences purchasing decisions

Based on the research results, it shows that there is an influence of live streaming on purchasing decisions, this is proven by the t test results of 3.291 with a significant number of 0.001. This shows that the more Live Streaming is carried out, the higher the Purchase Decision will be. This study is in line with research conducted (Saputra & Fadhilah, 2022) showing that live streaming has a positive and significant effect on purchasing decisions for Instagram application users .

### Live Streaming has a direct effect on Consumer Confidence

Based on the research results, it shows that there is an influence of Live Streaming on Consumer Trust, this is proven by the t test results of 3.590 with a significant number of 0.000. This shows that the better the Live Streaming a Shopee seller has , the higher the Consumer Trust in FEB UMSU students. This research is in line with research (Iisnawati et al., 2022) which states that live streaming has a direct positive and significant effect on consumer trust. Where live streaming creates consumer trust in the minds of customers.

### Online Customer Reviews directly influence purchasing decisions

Based on the research results, it shows that there is an influence of Online Customer Reviews on Purchasing Decisions, this is proven by the t test results of 2.353 with a significant number of 0.019. These results show that the better the Online Customer Review on Shopee, the higher the Purchase Decision on Shopee by FEB UMSU Students. This research is in line with previous research by (Latief & Ayustira, 2020) which found that online customer reviews (X1) have a significant effect on purchasing decisions (Y) for cosmetic products at Sociolla.

**Online Customer Reviews do not have a direct effect on Consumer Trust**

Based on the research results, it shows that there is no influence of Online Customer Reviews on Consumer Trust, this is proven by the t test results of 1.356 with a significant number of 0.175. These results show that the lower the Online Customer Review, the lower the Consumer Trust. Because many sellers commit fraud, such as giving fake reviews by involving people close to them to give positive reviews of their shop. And there are few reviews on the shop and there are negative reviews, resulting in reduced consumer trust in the shop. This research is in line with previous research by (Putra et al., 2021) that OCR does not have a significant influence on consumer trust. This was further strengthened by research results (Umma & Nabila, 2023) which stated that online customer reviews do not affect consumer trust.

**Consumer Trust directly influences Purchasing Decisions**

Based on the research results, it shows that there is an influence of Consumer Trust on Purchasing Decisions, this is proven by the t test results of 3.379 with a significant figure of 0.001. These results show that if consumer confidence can continue to be increased, consumer purchasing decisions by UMSU Faculty of Economics and Business students will also increase. This research is in line with research that has been used (Sobandi & Somantri, 2020) which states that consumer trust has a positive effect on online purchasing decisions.

**Live Streaming has a direct effect on Purchasing Decisions with Consumer Trust as an intervening variable**

Based on the research results, it shows that there is an indirect influence of Live Streaming on Purchasing Decisions with Consumer Trust as an Intervening Variable. This is proven by a statistical test of 2.301 with a significant figure of 0.021. This shows that the hypothesis is accepted that there is an influence of Live Streaming on Purchasing Decisions with Consumer Trust as an Intervening Variable. Based on research results by (Zami, 2023), consumer trust is able to mediate the relationship between live streaming shopping and purchasing decisions and research results (Saputra & Fadhilah, 2022) state that purchasing decisions are able to mediate live streaming on consumer trust in Instagram users.

**Online Customer Reviews have no indirect effect on Purchasing Decisions with Consumer Trust as an intervening variable**

Based on the results of this research, it shows that there is an indirect influence of Online Customer Reviews on Purchasing Decisions with Consumer Trust as an Intervening Variable. This is proven by a statistical test of 1.250 with a significant figure of 0.212. This shows that the hypothesis is rejected that there is no influence of Online Customer Reviews on Purchasing Decisions with Consumer Trust as an Intervening Variable. Many of the reviews given by various consumers are inconsistent, some give very positive reviews and some are very negative so that the inconsistency of the reviews given cannot convince consumers' confidence in buying the product and can thwart their decision to purchase. The results of research (Umma & Nabila, 2023) show that consumer trust is unable to mediate and does not influence online customer reviews on purchasing decisions. This is further strengthened by research results (Putra et al., 2021) that consumer trust is unable to mediate OCR on purchasing decisions.

**CONCLUSIONS AND SUGGESTIONS**

This research was successful in finding the partial influence of live streaming on purchasing decisions with consumer trust as an intervening variable in Camille products on Shopee among UMSU Faculty of Economics and Business students. However, the different results in online customer reviews cannot be mediate consumer confidence in purchasing decisions. The research results also show the positive and significant influence of live streaming on purchasing decisions, live streaming on consumer trust, online customer reviews on purchasing decisions and consumer trust in purchasing decisions. Meanwhile, the results of online customer reviews have an influence but are not significant on consumer trust. Suggestions for sellers to improve the quality of live streaming by displaying products in good detail, conveying information about products clearly and completely and increasing their active interaction with the audience and consumers who have purchased are expected to provide reviews by displaying photos before and after use. product for a clearer picture so that potential consumers will be confident in the product.

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