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From Live to Checkout : Digital Marketing and Gen Z's Local Response to Purchasing on Shopee

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Abstract

The purpose of this research is to test the influence of live streaming selling, discounts, and online customer reviews on purchasing decisions through the Shopee marketplace among Generation Z in the Pule sub-district, to test the influence of live streaming selling on purchasing decisions through the Shopee marketplace among Generation Z in the Pule sub-district, to test the influence of discounts on purchasing decisions through the Shopee marketplace among Generation Z in the Pule sub-district, and to test the influence of online customer reviews on purchasing decisions through the Shopee marketplace among Generation Z in the Pule sub-district. The development of digital technology has changed the way society conducts transactions, including in shopping activities. One of the most popular platforms is Shopee, especially among Gen Z. However, not all digital marketing strategies can influence purchasing decisions. Therefore, an appropriate strategy is needed to attract attention and shape purchasing decisions, including optimizing interactive livestream selling, discounts as an attraction, and online customer reviews as influences and additional information for potential buyers. This study uses a quantitative approach with an associative type. The sample in the study consists of 100 respondents who are Generation Z in Pule District. The sampling technique used is non-probability sampling, and then purposive sampling is chosen according to the established criteria. Data are analyzed using multiple linear regression methods. The research results show that simultaneously the variables of live streaming selling, discount, and online customer review have a significant positive effect on purchasing decisions through the Shopee marketplace among Generation Z

	in Pule district. Live streaming selling has a significant positive effect on purchasing decisions through the Shopee marketplace among Generation Z in Pule district. Discounts have a significant positive effect on purchasing decisions through the Shopee marketplace among Generation Z in Pule district. Online customer reviews have a significant positive effect on purchasing decisions through the Shopee marketplace among Generation Z in Pule district.
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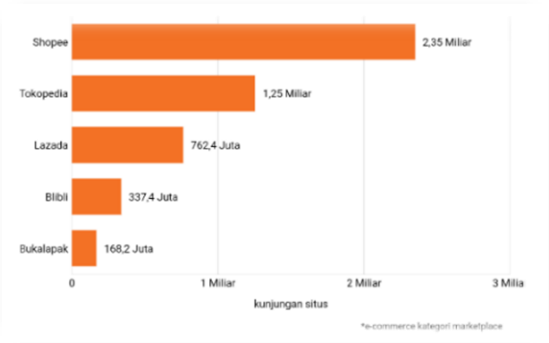
INTRODUCTION

The era of globalization has brought about significant changes in the dynamics of trade (Ahadiani, 2024). This is evident in the increasing shift from conventional (offline) shopping to digital (online) shopping. This shopping trend change is not only felt in big cities but is also starting to reach smaller areas as the internet network expands. The trend of digital (online) shopping has a significant impact on the rapid development of marketplaces. One of the marketplaces with the highest website visitors throughout 2023 is Shopee.

Figure 1 Five E-commerce with the Highest Site Visitors in Indonesia (January-December 2023)



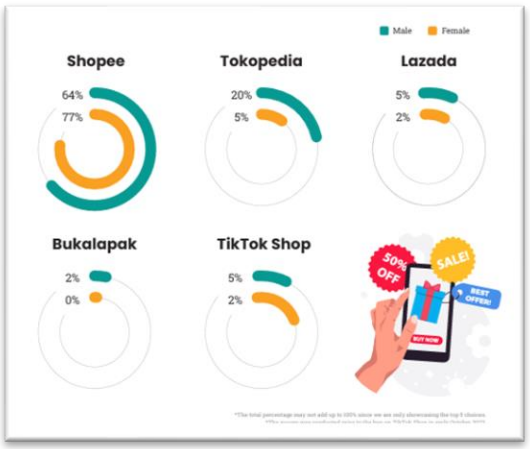
Source: databoks, 2024

According to data from Databoks in 2024, Shopee recorded the highest number of visits during 2023, outperforming oher platforms such as Tokopedia, Lazada, and Blibli. Shopee's success is attributed to the innovations and digital marketing strategies it implements, such as integrated logistics services, secure payment methods, and promotional features that are

relevant to Shopee consumers' needs, offering an easy and safe shopping experience through mobile apps and websites. Shopee uses a B2C business model, allowing various sellers to open online stores and sell products directly to consumers(Khorunisa & Fadilah, 2024).

The popularity of Shopee is also very strong among Gen Z. Generation Z, or Gen Z, also commonly referred to as centennials, is the generation born between 1997 and 2012, precisely after the millennial generation or Generation Y (Sekar Arum, 2023). The latest population census conducted by BPS in 2020 proves that Gen Z is classified as the largest generation, with a total of 75.49 million people or about 27.94% of the total population (BPS, 2021). With a large population and characteristics closely associated with technology, Gen Z tends to use marketplaces for shopping activities.

Figure 2 Top 5 e-commerce Choices by Generasi Z based on Tiktok Shop in early October 2023



Source: Indonesia Gen Z Report 2024 by IDN MEDIA, 2024

In this context, Shopee has successfully positioned itself as the platform of choice for Generation Z, as evidenced by the results of the Indonesia Gen Z Report 2024 by IDN Media, which places Shopee at the top in terms of preference and popularity among Gen Z. Given Shopee's dominance as the primary marketplace for Generation Z, it is important to study in depth how the digital shopping behavior of this generation is formed within a more specific geographical context. Pule District was chosen as the research location because this area, although it is a non-urban region, shows a high level of technology adoption and online shopping activity among Generation Z, supported by the preliminary survey results below.

Table 1 Results of Pre-Survey

No		Description	Number of Respondents	Percentage
1.	Have ever made a purchase on the marketplace		50	100
2.	Shopee marketplace users		49	98
3.	Reasons for using the Shopee application	Very interesting Live Streaming (Shopee Live)	17	34
		Many discounts	17	34
		Convincing product review	16	32

Source: Data processed by the researcher, 2024

The results of a pre-survey involving 50 Gen Z respondents in Pule District, Trenggalek Regency indicate that 100% of respondents have shopped online through marketplaces, and 98% of them are active Shopee users. In addition to this, the Gen Z population in Pule District is quite large, totaling 11,094 individuals (BPS Kabupaten Trenggalek, 2024). Due to its considerable population, Pule District is a potential area for research. To further understand how Generation Z in Pule District makes decisions when shopping through the Shopee marketplace, it is necessary to study various factors that influence their choices.

According to Tjiptono in Maruly Tua, the purchase decision is a process where consumers recognize their problem, seek information about certain products or brands, and evaluate how well each of these alternatives can solve their problem, which then leads to the purchase decision (Tua, 2022). According to Kotler and Armstrong, there are two factors that influence purchase decisions, namely external factors and internal factors. External factors include cultural factors, social factors, personal factors, and psychological factors. Meanwhile, internal factors include income, service, price, location, product, and promotion (Kotler & Armstrong, 2018).

In this case, promotion plays a strategic role to be examined. One form of promotion that is currently trending is live streaming selling. Live streaming commerce is defined as a subset of e-commerce embedded with real-time social interaction, a feature unique to live streams (Cai & Wohn, 2019). Live streaming selling is a part of electronic commerce that allows sellers to offer

products directly to buyers with real-time social interaction through digital platforms, where sellers can communicate information related to the products to potential buyers..

Kotler in a study conducted by Kharisma states that price cuts, sometimes known as discounts, are price reductions offered by a business to increase product sales within a certain period (Kharisma, 2024) Besides attracting consumer desire to buy, discounts can also prompt consumers to purchase in large quantities and support wholesale trading. Discounts are also used as a promotional tool to attract new customers, retain old customers, or as a way to expedite stock depletion, as well as a corporate strategy to compete competitively with competitors.

According to Filieri & McLeay in a study published by Indahsari, 'Online customer review is a form of word of mouth communication in online sales, where potential buyers obtain information about the product from consumers who have benefited from the product (Sari, 2022). Online customer review becomes an important source for determining product quality because it includes both negative and positive aspects. These aspects are characteristics (strengths and weaknesses) of both the product and the company (seller).

METHOD

The data source comes from primary data. This research uses a quantitative approach with an associative research type. Associative research is research aimed at understanding the relationship between two or more variables (Imam Machali, 2021). Data analysis is conducted quantitatively or statistically with the aim of testing the predetermined hypothesis.

This research uses non-probability sampling with purposive sampling techniques. The samples taken in this research are determined based on several considerations, namely being domiciled in the Pule District, belonging to Generation Z, and having made purchases on the Shopee marketplace at least twice. The population in this study amounts to 11,094 individuals, and the sample is taken using Slovin's formula with a 10% error tolerance. A total of 100 samples were obtained. The data analysis techniques used include Validity Test, Reliability Test, Classical Assumption Test, Multiple Regression Test, and Hypothesis Test. This research uses SPSS Version 29 for Windows.

RESULT AND DISCUSSION

Validity Test

Validity testing is used to measure how accurately a statement measures the variable being studied. Validity testing is carried out by comparing the .r-hitung and r-tabel.

Table 2 Results of the Validity Test

Variable	Statement	r hitung	r tabel	Description
Live Streaming Selling (X1)	X1.1	0,897	0,196	VALID
	X1.2	0,846	0,196	VALID
	X1.3	0,921	0,196	VALID
Discount (X2)	X2.1	0,830	0,196	VALID
	X2.2	0,717	0,196	VALID
	X2.3	0, 809	0,196	VALID
Online Customer Review (X3)	X3.1	0,724	0,196	VALID
	X3.2	0,694	0,196	VALID
	X3.3	0,588	0,196	VALID
	X3.4	0,586	0,196	VALID
	X3.5	0,802	0,196	VALID
Purchase Decision (Y)	Y1	0,772	0,196	VALID
	Y2	0,739	0,196	VALID
	Y3	0,705	0,196	VALID
	Y4	0,726	0,196	VALID
	Y5	0,747	0,196	VALID

The df value obtained = 100-2=98 and this validity test use a significance level of 0.05 or 5% so the r-table obtained is 0.196. If r-count is greater than r-table, then the instrument is said to be valid. The results of the validity test in the table above indicate that all statement items are valid for obtaining data.

Reliability Test

Reliability testing is done by comparing the Cronbach's alpha value with the significance level used. The Cronbach's alpha value that can be used to be considered reliable is >0.6.Tabel

Table 3 Results of the Reliability Test

Variable	Cronbach's Alpha	Criteria	Description
***Live Streaming Selling* (X1)**	0,865	0,6	Reliable
***Discount* (X2)**	0,692	0,6	Reliable
***Online Customer Review* (X3)**	0,709	0,6	Reliable

***Keputusan Pembelian* (Y)**	0,790	0,6	Reliable

The table above shows that each variable has a Cronbach's Alpha greater than 0.60. It can be concluded that the measurement tool used in this study is reliable, as the Cronbach's Alpha value for each variable is greater than 0.60.

Coefficient Determination Test

The test of the coefficient of determination is to determine how well the model explains the simultaneous effect of independent factors on the dependent variable, as indicated by the Adjusted R Square value.

Table 4 Results of the Coefficient Determination Test

Model	Adjusted R-Square
Regresi	0,730

The results of the coefficient of determination test in table 4 show that the Adjusted R-Square value is 0.730. This means that the independent variables, namely live streaming selling, discount, and online customer review, are able to explain or influence the dependent variable, which is the purchasing decision, by 73%, while the remaining 27% is influenced by other variables not examined in this study.

Multiple Linier Regression Test

Multiple linear regression analysis is a model equation that explains the relationship between one dependent variable and two or more independent variables.

Table 5 Results of the Multiple Linier Regression Test

Variable	Parameter Coefficient Value
Constant	1.135
Live Streaming Selling	0,581
Discount	0,404
Online Customer Review	0,347

Based on the table above, the multiple regression calculation can be formulated as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

$= 1.135 + 0{,}581\ X_1 + 0{,}404\ X_2 + 0{,}347\ X_3 + 0{,}05$

Based on the multiple linear regression equation above, it can be explained as follows:

1. The constant value of 1.135 can be interpreted that if the values of the live streaming selling (X1), discount (X2), and online customer review (X3) do not change or remain constant, then the purchasing decision variable (Y) is 1.135.
2. The value of the regression coefficient for the live streaming selling (X1) is 0.581, which has a positive value indicating that every increase in the value of live streaming selling (X1) can increase the value of the purchase decision (Y) by 0.581 and conversely
3. The regression coefficient value of the discount (X2) of 0.404 has a positive value indicating that every increase in the discount value (X2) can increase the purchase decision value (Y) by 0.404 and conversely
4. The value of the regression coefficient for the online customer review (X3) of 0.347 has a positive value, indicating that every increase in the value of online customer review (X3) can increase the purchase decision value (Y) by 0.347 and conversely

F-Test (Simultaneous Test)

The F-test is conducted to evaluate the extent to which all independent variables collectively influence the dependent variable within a research model. This can be observed by comparing the calculated F-value (Fcount) with the critical F-value (Ftable), or by examining the significance level (p-value).

Table 6 Results of the F-Test (Simultaneous Test)

f count	f table	Sig
90.420	df 1 = 3 df 2 = 96 f tabel = 2.70	0,001

The F test was obtained with a decision-making criterion of a confidence level of 95% or 0.05. If the sig value <0.05 or the count f > table f, it can be said that the independent variable has an effect on the dependent variable. The result of the calculated f can be determined with:

dfN1 = k-1 = 4-1 = 3

dfN2 = n-k = 100-4 = 96

Thus, the f table is obtained at 2.70.

The significance value for the simultaneous effect of the variables on the purchasing decision (Y) is 0.001<0.05 and the count f value is 90.420>f table 2.70. Therefore, it can be concluded that Ha is accepted and H0 is rejected, which means there is a positive and significant effect between the variables of live streaming selling (X1), discount (X2), online customer review (X3) simultaneously on the purchasing decision variable (Y).

T Test (Partial)

The t test is used to examine the effect of independent variables individually on the dependent variable.

Table 7 Result of the T Test (Partial)

Variable	t	Sig.
***Live Streaming Selling* (X1)**	6.333	0,001
***Discount* (X2)**	4.114	0,001
***Online Customer Review* (X3)**	5.835	0,001

The t-test results were obtained with decision-making criteria at a confidence level of 95% or 0.05. If the sig value < 0.05 or the calculated t > table t, it can be said that the independent variable has an effect on the dependent variable. The results of the table t can be determined using the formula:

t table = t (a/2:n-k-1) = t (0,05/2:100-3-1) = t(0,025:96) = t (1,985)

The results of the t-test in this study for each of the independent variables are as follows:

1. Live Streaming Selling (X1)

   The significance value of the Live Streaming Selling variable is 0.001 < 0.05 and the calculated t is 6.333 > the table t which is 1.985, therefore it can be concluded that H1 is accepted and H0 is rejected. This means that the Live Streaming Selling variable (X1) has a positive and significant effect on the purchasing decision variable (Y).

2. Discount (X2)

   The significance value of the discount variable (X2) is 0.001 < 0.05 and the calculated t is 4.114 > the table t which is 1.985, therefore it can be concluded that H2 is accepted and H0 is rejected. This means that the discount variable (X2) has a positive and significant effect on the purchasing decision variable (Y).

3. Online Customer Review (X3)

The significance value of the online customer review variable (X3) is 0.001<0.05 and the t-count is 5.835 > t-table which is 1.985, thus it can be concluded that H3 is accepted and H0 is rejected. This means that the online customer review variable (X3) has a positive and significant effect on the purchase decision variable (Y).

Multicollinearity Test

The multicollinearity test is conducted by comparing the tolerance value and VIF with the condition that the tolerance value is greater than 0.10 and VIF is less than 10.00.

Table 8 Result of the Multicollinearity Test

Variabel	Tolerance	VIF
Live Streaming Selling	0,588	1,701
Discount	0,610	1,639
Online Customer Review	0,767	1,304

The table above shows that the variables of live streaming selling, discount, and online customer review have a tolerance value greater than 0.10 and a VIF value less than 10.00. It can be concluded that there is no multicollinearity symptom in the regression model.

Heteroscedasticity Test

Heteroscedasticity test is a test to determine whether the variance of residuals in a linear regression model differs from one observation to another. To check for the presence of heteroscedasticity, a Glejser test can be performed.

Table 9 Result of the Heteroscedasticity Test

Variable	Sig
Live Streaming Selling	0,329
Discount	0,066
Online Customer Review	0,733

The table above shows that for the variables of live streaming selling, discount, and online customer review, the Sig values are 0.329, 0.066, and 0.733 > 0.05. Therefore, it can be concluded that in the regression there are no symptoms of heteroscedasticity.

Autocorrelation Test

To determine whether a regression model is free from autocorrelation issues, one compares the DW value with the dL (lower limit) and dU (upper limit) values found in the Durbin-Watson table. If the DW value is between dU and 4-dU, it can be concluded that the regression model does not experience autocorrelation.

Table 10 Result of the Autocorrelation Test

Variabel	Durbin Watson (DW)	dL	dU	4-dL	4-dU
***Live Streaming Selling* (X1)**	1.939	1.631	1.736	2.369	2.263
***Discount* (X2)**	1.939	1.631	1.736	2.369	2.263
***Online Customer Review* (X3)**	1.939	1.631	1.736	2.369	2.263

The table above shows that the results of the autocorrelation test using the Durbin-Watson method indicate that the Durbin-Watson (DW) value of 1.939 is located between the dU value of 1.736 and 4-dU value of 2.263, or 1.736 < 1.939 < 2.263. Therefore, it can be concluded that there is no autocorrelation in the regression model. Thus, the regression model is considered to meet the assumption of no autocorrelation.

Normality Test

The normality test is a test to determine whether the data follows a normal distribution or not. This study uses the Kolmogorov-Smirnov method.

Table 11 Result of the Normality Test

	Unstandarized Residual
Asymp. Sig. (2-tailed)	0.200

The results of the normality test using the Kolmogorov Smirnov method show that the Asymp. Sig. (2-tailed) value for Unstandardized Residual is 0.200. This value is greater than the established significance level of 0.05. Therefore, it can be concluded that the residual data in this model is normally distributed.

CONCLUSION

Live streaming selling, discounts, and online customer reviews have a positive and significant impact on purchasing decisions through the Shopee marketplace among Generation Z in the Pule sub-district both simultaneously and partially. This indicates that when live streaming is presented attractively, the discounts offered are greater, and customer reviews are more positive, the tendency for Generation Z to purchase a product will be higher. These three factors create a strong appeal in influencing their purchasing decisions.

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