

Impact of Digital Marketing, Influencer, Live Features, and Reviews Shopee Purchase with Brand Image

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Abstract

The advancement of information and communication technology in the digital era has revolutionized various aspects of human life, including in the realm of business and marketing. Marketing activities that once relied on direct interaction between sellers and buyers have now shifted towards digital marketing that utilizes online platforms. Indonesia, as the largest economy in Southeast Asia, has made an e-commerce as the main driver of socioeconomic growth. Supported by a population of over 270 million people and ever-increasing internet penetration, the development of e-commerce in Indonesia has experienced rapid progress in recent years. This study aims to analyze the impact of digital marketing, influencer marketing, live features, and Online Customer Reviews on online purchase decisions on the Shopee platform with brand image as an intervening variable. This research used a quantitative method with a data collection technique through an online questionnaire to 210 Shopee users in Indonesia. The measurement of construct validity and reliability was carried out using the measurement model (outer model). Then, the structural model (inner model) was used to test the model's strength, predictive ability, model significance, and the direct and indirect influence of independent variables on the dependent variable. The test tool employed SmartPLS 3.0. The results of this study indicate that the variables of Digital Marketing, Live Features, and Brand Image have a significant influence on Purchase Decisions on Shopee e-commerce. Furthermore, the variables of influencer marketing, live features, and Online Customer Review have a significant influence on Brand Image on Shopee e-commerce. Meanwhile, for the indirect influence, the variable live features have a significant influence on purchase decisions on Shopee e-commerce through Brand Image as an intervening variable.

Keywords: Digital Marketing, Influencer Marketing, Live Features, Online Customer Review, Online Purchase Decision, Brand Image.

I. INTRODUCTION

Based on the information quoted, 175 million Indonesians, or around 65,3% of the total population, are connected to the internet. Of this number, 129 million people have utilized e-commerce services in 2020 [1]. This figure shows the high adoption of digital technology in trade transactions in Indonesia. Then, the Indonesia's position in the global context is also quite significant, ranking fourth in the world in terms of the number of people carrying out buying and selling transactions online via e-commerce, only behind China, Japan, and the United States. These data reflect the rapid growth and huge potential of the e-commerce market in Indonesia, and shows the high level of adoption of digital technology in the economic activities of Indonesian society.

The impact of the development of e-commerce in Indonesia has had a major impact on various aspects of people's lives and the economy. On the positive side, e-commerce has provided opportunities for small businesses and entrepreneurs to reach a larger customer base and expand their market presence [2]. By enabling online transactions, e-commerce also makes shopping more convenient and accessible for consumers, especially in remote areas where traditional shops may be limited.

The research found that influencer marketing does not have a significant influence on online purchase decisions, indicating that several factors, such as content quality, influencer image, reach, resonance, and relevance also play an important role in the business field [3]. They argue that although influencers can increase brand awareness, this does not always translate into better perceived product quality. On the other hand, shows different results, stating that influencers have a positive and significant influence on purchase decisions on e-commerce platforms, such as Shopee [4].

Live streaming feature has become a significant trend in the e-commerce world. As stated by [5], this feature allows broadcasting videos directly on social media without requiring editing or post-production processes. Its ease of use, requiring only camera activation, makes it an efficient tool for direct audience interaction. Emphasize that live streaming not only functions as a sales tool, but also as a medium for forming perceptions of brands, products, companies, or even personal branding [6]. The interactive nature of live streaming allows audiences to provide comments in real-time, creating higher

engagement. Further confirms the strong influence of live features on purchase decisions, highlighting the importance of these features in an entrepreneur's business strategy [7].

Online Customer Reviews (OCR) have become a crucial factor in the purchase decision process on e-commerce platforms. Customer reviews, which are reviews from previous buyers about stores or products in online shops, provide valuable information for potential buyers. Emphasized that product reviews from consumers provide in-depth insight into product quality, its advantages and disadvantages, as well as a comparison between the promised specifications and the actual product received [8]. This information allows potential buyers to make more informed and planned purchase decisions. The importance of OCR in influencing consumer purchase decisions is further strengthened which found that customer reviews have a positive and significant influence on purchase decisions on e-commerce platforms in Shopee [4].

Brand image plays a crucial role in building trust in e-commerce users. Defines brand image as a perception about a brand that reflects brand associations in consumer memory [9]. This definition and describe brand image as an information representation that allows someone to select, interpret, and organize their perceptions about a product [10].

This research is based on the existence of a significant research gap in previous studies, especially regarding the influence of brand image on purchase decisions in the e-commerce context. In research it was stated that brand image has a significant positive influence on purchase decisions [11]. However, different results were shown who concluded that brand image cannot be said to have a significant influence on purchase decisions from a company [12]. These differences in results indicate the need for further research to clarify the role of brand image in the online purchase decision process. "Based on this literature, this research aims to analyze the impact of digital marketing, Influencer Marketing, Live Features, and Online Customer Reviews on Online Purchase Decisions on the Shopee Platform with Brand Image as an Intervening Variable."

II. METHODS

The type of this research used quantitative research. The subjects that have been determined were from the consumers who have experience making online purchase transactions via Shopee e-commerce platform. Types of data sources were primary data and secondary data using a questionnaire. Secondary data came from various sources, including books, research reports, scientific articles, statutory regulations, as well as other printed and electronic sources. The sample selection method used was a purposive sampling technique or random sample. The number of samples used in this research involved 210 respondents. In this research, data analysis was carried out using the Smart PLS program.

III. RESULTS AND DISCUSSION

Shopee is a cross-border e-commerce platform that started in Singapore in 2015, created by Forrest Li. Currently, Shopee operates in seven Southeast Asian countries as well as Taiwan, with its main base in Singapore. As one of the main e-commerce players in the region, Shopee has more than 370 million active users per month.

Decisions in hypothesis testing depend on the statistical T value with a significance level of 0.05. The results of data analysis using SMART PLS 3.0 show the T statistic values listed in Table 4.20 as follows:

Table 1. Direct Effect Test Results

<i>Variable</i>	<i>T-Statistics</i>	<i>P-Values</i>	<i>Results</i>
<i>Digital Marketing (X1) -> Purchase Decision (Y)</i>	2.685	0.0040	Influential
<i>Influencers Marketing (X2) -> Purchase Decision (Y)</i>	0.448	0.3270	No effect
<i>Live Features (X3) -> Purchase Decision (Y)</i>	2.146	0.0160	Influential
<i>Online Customer Reviews (X4) -> Purchase Decision (Y)</i>	1.393	0.0820	No effect
<i>Brand Image (Z) -> Purchase Decision (Y)</i>	1.741	0.0410	Influential
<i>Digital Marketing (X1) -> Brand Image (Z)</i>	1.173	0.1210	No effect
<i>Influencers Marketing (X2) -> Brand Image (Z)</i>	4.961	0.0000	Influential
<i>Live Features (X3) -> Brand Image (Z)</i>	3.714	0.0000	Influential
<i>Online Customer Reviews (X4) -> Brand Image (Z)</i>	1.981	0.0240	Influential

Source: Data processed by SmartPLS 3.0 (2024)

The results in Table 1 show that Digital Marketing influences purchase decisions. These findings have substantial economic implications, underscoring the crucial role of digital marketing in driving consumer purchase decisions in the digital era. Investing in an effective digital marketing strategy can result in a significant increase in sales, expand market reach, and increase marketing cost efficiency compared to traditional methods. Companies that optimize their digital presence have the potential greater market share, increase revenue, and achieve sustainable business growth in an increasingly digitally connected economy. Moreover, Influencers Marketing has no influence on purchase decisions. No strong cause-and-effect relationship was found between influencer marketing activities and purchase decisions. On the other

side, the Live feature influences purchase decisions. These results confirm that consumer experience directly influences purchase decisions. The live feature provides a more interactive, personal and real-time experience, thereby increasing consumer satisfaction. Online Customer Reviews are not significant to Purchase Decisions. Digital Marketing has no effect on Brand Image. The digital marketing strategy implemented may be inappropriate or not implemented well. The impact of digital marketing on brand image can vary depending on the industry and market conditions. It is known that Influencers Marketing influences Brand Image. These results emphasize the importance of influencer marketing as an effective marketing strategy for building a positive brand image. Influencers can shape consumer opinions and perceptions about brands, thereby increasing brand awareness and consumer preferences. Then, the Live feature affects Brand Image. From an economic perspective, these findings suggest that investing in live features can provide substantial financial benefits. Companies that optimize this feature have the potential to increase their brand value, which can have a positive impact on share price and company valuation. Online Customer Reviews also influence Brand Image. From an economic perspective, these findings confirm the importance of online reputation management in modern business strategy. Then, Brand Image influence purchase decisions. Data that have been processed using SMART PLS 3.0 produces the T-Statistics values listed in Table 2 as follows:

Table 2. Indirect Effect Test Results

Variable	T-Statistics	P-Values	Results
Digital Marketing (X1) -> Brand Image (Z) -> Purchase Decision (Y)	0.8110	0.2090	No effect
Influencers Marketing (X2) -> Brand Image (Z) -> Purchase Decision (Y)	1.6410	0.0510	No effect
Live Features (X3) -> Brand Image (Z) -> Purchase Decision (Y)	1.6600	0.0490	Influential
Online Customer Reviews (X4) -> Brand Image (Z) -> Purchase Decision (Y)	1.5580	0.0600	No effect

Source: Data processed by SmartPLS 3.0 (2024)

P-values of Digital indirect effects Marketing on Purchase Decisions (Y) through Brand Image as an intervening variable has a significance level of $0.2090 > 0.05$ then Digital Marketing is not significant in purchase decisions through brand image as an intervening variable. P-values of Influencer's indirect influence Marketing on Purchase Decisions through Brand Image as an intervening variable has a significance level of $0.0501 > 0.05$, then Influencer Marketing has no effect on purchase decisions through brand image as an intervening variable. This means, despite the influencer's efforts marketing can improve brand image, this improvement does not directly lead to increased sales. The selected influencer may not have an audience that is relevant to the product or service being offered. The p-values of the indirect influence of Live Features on Purchase Decisions through Brand Image as an intervening variable have a significance level of $0.0490 > 0.05$, thus Live Features influence Purchase Decisions through Brand Image as an intervening variable. P-values from the indirect influence of Online Customer Reviews on Purchase Decisions through Brand Image as an intervening variable has a significance level of $0.0600 > 0.05$ then Online Customer Reviews have no influence on Purchase Decisions through Brand Image as an intervening variable. This means that even though there are many positive reviews about a product, this does not automatically make consumers more likely to buy that product. If a brand already has a strong brand image beforehand, *online customer reviews* may not have a significant impact.

Results and Discussion

The Influence of Digital Marketing on Online Purchase Decisions

Digital Marketing has an influence on purchase decisions. Digital Influence Marketing on Online Purchase Decisions on Shopee refers to the impact or contribution of digital marketing strategies in influencing consumers' decisions to make purchases online via Shopee platform. This includes various aspects, such as online advertising, social media campaigns, digital promotions, and other marketing activities carried out by Shopee to attract and influence consumer purchasing behavior online.

Digital influence Marketing on online purchase decisions at Shopee is very influential. With a digital strategy and the right marketing, Shopee can increase brand awareness, build trust, provide complete information, offer attractive promos, simplify transactions, build interactions, personalize experiences, and provide good customer service. This research is in line with the results of research conducted which states that digital marketing, especially social media, affects customer engagement and purchase intentions. Digital marketing influences online purchase decisions, considering that the reach to be achieved is very wide [13].

The Influence of Influencer Marketing on Online Purchase Decisions

Influencers Marketing has no influence on purchase decisions. Even though its influencer marketing has become a popular strategy in recent years, research shows that its influence on online purchase decisions is not always influential. Some reasons why the target audience is not right because of lack of authenticity and transparency, too many influencer ads,

social media algorithms are changing, consumers trust organic reviews more, and other factors such price and product quality that are more influential. Even though an influencer marketing can be a useful strategy, it is important to understand that its influence on online purchase decisions does not always matter.

Live Features on Online Purchase Decisions

Live features have an influence on purchase decisions. The Live feature on Shopee has become a popular marketing strategy and has proven to be significant in online purchase decisions on Shopee. Some reasons include increasing interaction and building trust, creating urgency and scarcity, providing a personalized shopping experience, leveraging the power of social proof, and expanding the reach of buyers.

Live Features on Online Purchase Decisions on Shopee refers to the impact of the live broadcast features provided by Shopee on consumers' decisions to make purchases online. This Live feature usually allows sellers or brands to interact directly with consumers, display products directly, answer questions from consumers, and provide special offers or discounts during the broadcast. This aims to increase consumer engagement, build trust, and stimulate purchase decisions directly on the Shopee platform. The results of this research are in accordance with the results of research conducted which show that the Shopee live feature influences purchase decisions, the more the live streaming variable increases, the higher the online purchase decision [14].

The Influence of Online Customer Reviews on Online Purchase Decisions

Online Customer Reviews have no influence on Purchase Decisions. Online customer reviews do not have a significant impact on online purchase decisions on Shopee. Although customer reviews are able to provide additional information to potential buyers, it turns out that this factor does not influence their final decision to make a purchase on the Shopee platform. Despite the product review feature in the marketplace allows consumers and potential consumers to obtain more in-depth information about the quality, advantages and disadvantages of a product from the experiences of other users, there is not enough evidence in this study that online customer reviews able to have a significant impact on purchase decisions [15].

The Influence of Digital Marketing on Brand Image

Statistical t-values and p-values of the direct influence of Digital Marketing (X1) on Brand Image (Z) has a significance level of $0.1210 > 0.05$ and a t-statistics value of $1.173 < 1.96$. The conclusion from these results indicates H_0 is accepted and H_5 is rejected. Then, Digital Marketing (X1) has no significant influence on Brand Image (Z). Although digital marketing strategies, such as online advertising, social media campaigns, and digital promotions can increase brand awareness and exposure, in this context, they do not significantly influence the brand perception or image that consumers have of the brand.

The Influence of Influencer Marketing on Brand Image

Influencers Marketing has an influence on Brand Image. Influencer refers to the impact of collaboration between brands and influencers in influencing brand perception or image in the eyes of consumers. This strategy involves utilizing influencers who have a large presence on social media to recommend or promote products or brands to their audience. By involving influencers who are relevant and have a large follower base, this strategy can help strengthen brand image, increase brand awareness, and build positive relationships with consumers.

Live Features on Brand Image

Live feature has an influence on Brand Image. The Influence of Live Features on Brand Image refers to the impact of live broadcast features available on platforms, such as Shopee on brand perception or image among consumers. The Live feature allows brands or sellers to interact directly with consumers in real-time, showing products directly, providing additional information, and responding to questions or feedback directly from consumers.

Live features streaming is a powerful tool for increasing engagement, building trust, creating unique shopping experiences, strengthening positive brand associations, increasing engagement, and measuring results. Brands that want to build a strong and successful Brand Image in the digital era must take advantage of live features stream effectively. Leveraging Live Features effectively, brands can strengthen their image in a more personal and direct way. This can increase consumer trust in the brand, creating the impression that the brand cares and is transparent in communicating with consumers [16]. Through the live feature, it is expected that it can build a good brand image as it can provide helpful descriptions of product details.

The Influence of Online Customer Reviews on Brand Image

Online Customer Reviews have an influence on Brand Image. Online Customer Reviews are one of the important factors that influence Shopee's Brand Image. Those who want to be successful in the digital era must understand and utilize

the power of Online Customer Reviews to build a strong and positive Brand Image. The influence of online customer reviews on Shopee's brand image refers to the impact of reviews provided by consumers about products, services, and shopping experiences on the platform. Online customer reviews can influence the perception or image of the Shopee brand in the eyes of potential buyers.

If the majority of customer reviews are positive, this can increase Shopee's reputation as a platform that is trustworthy, user-friendly, and provides quality products and satisfactory services. Conversely, negative reviews can damage a brand's image by giving the impression that Shopee has problems with products, delivery, or customer service. Overall, the influence of online customer reviews on Shopee's Brand Image is crucial because it can influence consumer trust and loyalty to the platform. Brands must actively manage and respond to customer reviews to maintain or improve their brand image in the public assumption.

The Influence of Brand Image on Online Purchase Decisions

Brand Image has an influence on Purchase Decisions, which refers to how the perception or image that consumers have of the Shopee brand influences their decision to make online purchases on the platform. Brand Image includes reputation, product quality, trust, and the general impression associated with the Shopee brand among consumers.

If Shopee's Brand Image is considered positively by consumers, for instance, as a brand that is trustworthy, innovative, and provides a good shopping experience, this tends to increase the likelihood that consumers will choose to make purchases on Shopee rather than on other platforms. On the other hand, if Shopee's Brand Image is negative or unfavorable, consumers may prefer to shop elsewhere, which is considered to have a better image. Thus, Shopee Brand Image management has an important role in influencing consumer online purchase behavior. Effective branding strategies and efforts to maintain a positive brand image can contribute significantly to increasing sales and overall Shopee business growth.

The Influence of Digital Marketing on Online Purchase Decisions with Brand Image as an Intervening Variable

Digital Marketing has no influence on purchase decisions through brand image as an intervening variable. Digital marketing strategies does not have a significant indirect impact on online purchase decisions with brand image as an intervening variable. In this context, although Digital Marketing can increase brand awareness and exposure among consumers, this strategy does not significantly influence how Shopee's Brand Image mediates or influences consumers' decisions to make online purchases.

This means that even though Digital Marketing can be successful in increasing brand awareness or getting consumer attention, consumers do not see Shopee's Brand Image as a factor that influences their decision to buy directly. Other factors may be more dominant in influencing consumers' online purchasing behavior on Shopee, such as price, product quality, user experience and direct promotions. Thus, in this setting, digital marketing strategies do not indirectly influence online purchase decisions through the Shopee Brand Image.

The Influence of Influencer Marketing on Online Purchase Decisions with Brand Image as an Intervening Variable

Influencers Marketing does not have a significant influence on purchase decisions through brand image as an intervening variable. In this context, although Influencers Marketing can influence the perception or image of a brand in the eyes of consumers through collaboration with influencers who have large followers, but this does not significantly mediate or influence consumers' decisions to make online purchases at Shopee.

This means that although Influencers Marketing can be successful in increasing brand awareness or building a positive image through influencer endorsements, consumers do not see Shopee's Brand Image as a factor that influences their decision to buy directly. Other factors, such as price, product quality, user experience and promotional policies may be more dominant in influencing consumers' online purchasing behavior on Shopee. Thus, in this context, Influencer strategy Marketing does not have a significant indirect impact on online purchase decisions with brand image as an influencing variable on the Shopee platform.

Live Features on Online Purchase Decisions with Brand Image as an Intervening Variable

Live feature has an influence on purchase decisions through Brand Image (Z) as an intervening variable refers to the impact of live broadcast features available on platforms, such as Shopee on consumers' decisions to make online purchases. The Live feature allows brands or sellers to interact directly with consumers, display products in real-time, provide additional information, and answer questions or feedback directly from consumers. By involving Live Features, brands are able to strengthen their Brand Image in a more personal and interactive way. For example, they can build a brand image as innovative, transparent, and caring about consumer needs because they can directly demonstrate products, explain features, and respond to questions in real-time.

The Influence of Online Customer Reviews on Online Purchase Decisions with Brand Image as an Intervening Variable

Online Customer Reviews has no influence on Purchase Decisions through Brand Image as an intervening variable. In this context, although customer reviews can influence consumer perceptions of a product or brand, this influence does not significantly mediate or influence consumers' decisions to make online purchases on Shopee through mediated brand image.

This indicates that despite customer reviews can provide additional information and insight to potential buyers, their purchase decisions are more influenced by direct factors, such as price, product quality, current promotions, and direct user experience with the Shopee platform. Brand Image may have a more dominant role in influencing consumer decisions, but customer reviews do not significantly mediate this influence in the context of online purchase decisions. Thus, in this assessment, online customer reviews have no indirect influence on online purchase decisions through brand image as an intervening variable on the Shopee platform.

IV. CONCLUSIONS

Digital Marketing and Live Features significantly influence Purchase Decisions on Shopee e-commerce, while Influencer Marketing and Online Customer Reviews do not. However, Influencer Marketing, Live Features, and Online Customer Reviews do impact Brand Image on Shopee e-commerce, whereas Digital Marketing does not. In addition, Brand Image significantly affects Purchase Decisions on Shopee e-commerce. The Live Feature also impacts Purchase Decisions on Shopee e-commerce through Brand Image as an intervening variable. In contrast, Digital Marketing, Influencer Marketing, and Online Customer Reviews do not influence Purchase Decisions on Shopee e-commerce when Brand Image is considered an intervening variable. The implications of this research suggest that Shopee's digital marketing strategies and live features play a critical role in shaping user purchase decisions. Future research could investigate differences in purchasing behavior across product categories, explore the use of emerging technologies such as AR/VR to enhance user experience, and compare the impact of these factors across different e-commerce platforms. Additionally, analyzing consumer data to predict purchasing behavior and studying the effectiveness of digital marketing campaigns is crucial for gaining a deeper understanding of online purchasing dynamics on Shopee.

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