The Influence of Live Streaming Shopping and Online Customer Reviews on N'Pure Skincare Purchase Decisions on Shopee

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Abstract

Introduction/Main Objectives: This study analyzes the influence of live streaming shopping and online customer reviews on purchasing decisions for N'Pure skincare products on Shopee, as the growing trends of live streaming and online reviews increasingly shape consumer behavior toward local skincare products.

Background Problems: The problem examined in this study is the unstable purchasing decisions for N'Pure skincare products on Shopee. Therefore, the question is formulated: Do live streaming shopping (X_1) and online customer reviews (X_2) individually influence purchasing decisions (Y) for N'Pure skincare products on Shopee?

Novelty: The novelty of this study is that, to date, there has been little research specifically examining the variables of live streaming shopping and online customer reviews on purchasing decisions for N'Pure skincare products on Shopee.

Research Methods: This research was conducted using quantitative methods. Primary data was obtained by distributing a Likert-scale questionnaire (1–5) to 100 female respondents aged 19–23 who had watched live streaming shopping and purchased N'Pure skincare products on Shopee at least twice in the past six months. Incidental sampling was used as the sampling technique. Data were analyzed using multiple linear regression with SPSS version 26.

Finding/Results: The results showed that live streaming shopping and online customer reviews had a positive and significant influence on purchasing decisions for N'Pure skincare products on Shopee.

Conclusion: The implications of these findings suggest that increasing live streaming interactivity and managing informative customer reviews can strengthen trust and drive consumer purchasing decisions.

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Keywords: Live Streaming Shopping; Online Customer Reviews; Purchase Decisions

Introduction

Indonesian consumer behavior has changed significantly as a result of the advancement of digital technologies. Additionally, people's shopping habits are changing from offline to online, as seen by this development (Syahfitri et al., 2024). Online shopping is thought to be more useful, effective, and capable of meeting needs more rapidly and readily, which is why this transition is taking place. According to Yasmine et al., (2025), Indonesia's internet penetration rate is expected to rise from 78% in 2023 to 83% in 2026. E-commerce transactions have increased as a result of this growth, and in 2024, their value will rise by 30.5% over the previous year (Lestari et al., 2024). Because they provide convenience, flexibility, and information that affects the buying process, marketplaces have emerged as the main online shopping destination (Jerab, 2025). With 157 million visits in the first quarter of 2023, 166 million in the second, and 216 million in the third, Shopee Marketplace leads Indonesia's e-commerce market (Yulisetiarini et al., 2024). With 41% of Shopee's sales, the skincare category leads the market (Mangruwa et al., 2025).

This circumstance is consistent with Indonesia's growing skincare trend. Customers use skincare products primarily to preserve healthy skin, avoid premature aging, increase their self-confidence, and follow the younger generation's glowing skin trend (Abdullah, 2023). According to a survey (ZAP Clinic & MarkPlus, 2024), women between the ages of 19 and 23 use skincare products the most frequently. They typically choose items more carefully, considering factors like long-term advantages, ingredient safety, and compatibility with a healthy lifestyle.

Despite the market being oversaturated with imported skincare products, up to 87% of Indonesian consumers use local brands (Yulianti et al., 2025). Due to their guaranteed quality, favorable brand image, and formulations catered to Indonesian skin problems, consumers favor local skincare products (Syaharni & Kesumahati, 2023). This means that N'Pure is one of the local businesses that can draw in customers with its natural skincare concept that uses natural products from Indonesia (Sholikhah & Marlena, 2024). N'Pure has continuously maintained its reputation as a natural skincare product since its 2017 introduction by using extracts of indigenous Indonesian plants, including Centella Asiatica (Cica). With an estimated 45 pegagan leaves per bottle, its flagship product, the N'Pure Cica Series, has successfully drawn customer attention because to its ability to reduce inflammation and be safe for sensitive skin. As consumers' desire to preserve healthy skin and enhance their look grows, this strategy has helped N'Pure establish a reputation as a creative local brand that can compete in the home market. The Npure face toner Centella asiatica's inclusion in the list of the top 7 toners that are profitable in e-commerce serves as evidence of this (Nabillah et al., 2024).

In contrast, N'Pure's market sales have varied, according to (Fernanda, 2025). At 7.8% in 2021, N'Pure's sales share fell to 4.05% in 2022, then rose to 10.1% in 2023 before falling once more to 8.9% in 2024. This variation suggests that consumer choices regarding N'Pure product purchases are still not entirely consistent. This circumstance emphasizes the necessity for more research on the elements of digital marketing that influence consumer choice. When buying a product, consumers must make a decision by selecting one of two or more options to meet their needs or wants (Schiffman & Kanuk, 2021). Four factors—product benefits, product suitability for needs, purchase appropriateness, and repeat business—can be used to gauge decisions about what to buy (Tjahjono, et. al, 2021).

Utilizing Shopee Live is one of N'Pure's marketing tactics on the platform. According to Mutambik (2024), live streaming shopping is a type of digital marketing whereby vendors broadcast live to showcase, present, and advertise products to prospective customers in real time. Customers who watch live streaming shopping are more likely to trust the product since they can understand how to utilize it and its advantages firsthand (Chang & Yu, 2023).

Customers can communicate with the seller during the session to get more details about the goods and complete purchases without ever leaving the live page. By understanding customer demands, retailers are able to provide a more engaging and customized buying experience, which in turn encourages purchases (Chang et al., 2024). Up to 69% of Indonesian consumers utilize Shopee Live more frequently than comparable platforms (Yulianti et al., 2025). This suggests that live streaming has a big chance of influencing people's decisions to buy N'Pure items. Three indicators; interactivity, visualization, and professionalization, are used to gauge live streaming purchasing (Ma et al., 2022).

Online reviews from customers are also very important when buying N'Pure products. Online customer reviews, which include both positive and negative feedback from customers about products offered in online retailers, are a type of electronic word-of-mouth marketing communication, according to (Kevin et al., 2020). While unfavorable reviews may make it more difficult for customers to make purchases, positive reviews can boost a brand's reputation and influence consumer behavior. Customers can read online customer reviews, which are the opinions or experiences of customers regarding things they have previously used, to learn more about the quality and experience of the products they are looking for. The quantity, quality, and accuracy of online customer reviews are the four metrics that can be used to gauge their impact (Yang et al., 2024).

Results from earlier studies have been inconsistent. While Syukur (2024) claimed that live streaming shopping had no discernible impact on purchasing decisions, Kondi (2025) and (Cahyani & Pujiarti, 2025) discovered that live streaming shopping had a considerable impact on decisions. While Khasanah et al., (2023) indicated that online customer reviews had no substantial impact on purchasing decisions, (Simanjuntak & Hasman, 2023) and (Ika et al., 2025) shown that online customer reviews considerably influenced purchasing decisions. This discrepancy in the results points to an empirical gap over how online customer reviews and live streaming shopping affect buying decisions.

In order to resolve the disparity between Shopee's high potential skincare market and the variations in N'Pure product sales, as well as to close the research gap on the impact of live streaming shopping and online customer reviews on N'Pure skincare product purchases on the Shopee platform, this study is essential.

The purpose of this study is to ascertain how online customer reviews and live streaming shopping affect consumers' decisions to buy N'Pure skincare items on the Shopee marketplace. It is anticipated that the findings will offer both theoretical additions to the growing body of literature on digital marketing and useful advice for N'Pure skincare companies on how to use live streaming and customer feedback to enhance decision-making.

Research Methods

A questionnaire created based on the indicators for each research variable was used to collect data for this study, which took a quantitative approach. The questionnaire was scored on a Likert scale from 1 to 5, where 1 denotes strongly disagree and 5 denotes strongly agree.

All N'Pure Shopee users, of which the exact number was unknown, made up the study's population. With a sample size of 100 female respondents, ages 19 to 23, who had observed live streaming shopping for N'Pure items on Shopee and made at least two N'Pure product purchases on Shopee in the previous six months, incidental sampling was employed. Wibisono's method, which states that the sample size may be computed with a 95% confidence level and a 5% margin of error if the precise population size is unknown, was used to determine the number of respondents in this study. This computation resulted in a minimal sample size
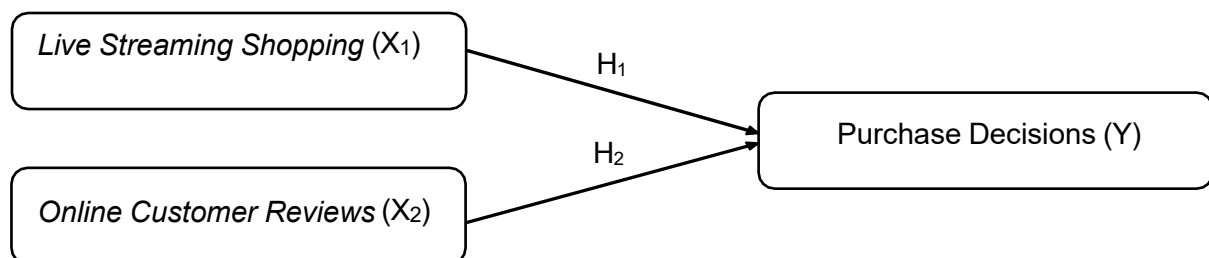
of 96 responders. After then, this figure was rounded to 100 responders. Since Indonesian women between the ages of 19 and 23 are the country's biggest skincare product consumers, they were chosen as the responders. In order to guarantee that the information provided is pertinent and helpful for the study, the minimum requirement of two transactions guarantees that respondents have practical experience making purchases (Campbell et al., 2020). The six-month limit was chosen to minimize recollection errors and guarantee that respondents' shopping experiences were novel and unforgettable (Le et al., 2020).

SPSS version 26 was used for data analysis. The validity of the research tool, the reliability of the respondents' responses, the normal distribution of the data, the absence of multicollinearity, and the absence of heteroscedasticity are among the presumptions that must be fulfilled. The model's viability was examined using the F-test and coefficient of determination (R-Square) once all of these presumptions had been satisfied. After that, hypothesis testing was carried out using the t-test and regression model creation.

Primary and secondary data made up the research data. Google Forms was used to distribute an online survey that provided primary data. Regarding the research variables; live streaming shopping, online customer reviews, and purchase decisions, secondary data was gathered from academic journals and the internet. As a result, the following are the research hypotheses:

H1: Live streaming shopping has a positive and significant effect on purchasing decisions.

H2: Online customer reviews have a positive and significant effect on purchasing decisions.

Source: Author's Work, 2025

Figure 1: Conceptual Model

Result

Table 1. Respondent Data by Status

Status	Frequency	Valid Percent	Cumulative Percent
Student or College Students	62	62.0	62.0
Employed	24	24.0	86.0
Housewife	11	11.0	97.0
Other	3	3.0	100.0
Total	100	100.0	

Source: Processed SPSS Output Data, 2025

The majority of clients (62%) are students or college students, according to the study's findings. This demographic regularly engages in live streaming purchasing, uses social media and e-commerce sites extensively, and takes user evaluations into account when selecting skincare goods.

Table 2. Respondent Data Based on Purchase Frequency in the Last 6 Months

Purchase Frequency	Frequency	Valid Percent	Cumulative Percent
2-3 times	60	60.0	60.0
4-5 times	26	26.0	86.0
> 5 times	14	14.0	100.0
Total	100	100.0	

Source: Processed SPSS Output Data, 2025

According to the study's findings, most participants (60%) bought N'Pure skincare products two or three times throughout the previous six months. The majority of customers are repeat purchases, according to this data. This indicates that customers are happy with the outcomes of using N'Pure products and will continue to buy them to keep up regular skincare regimens.

Table 3. Respondent Data Based on Monthly Income

Income	Frequency	Valid Percent	Cumulative Percent
< 2,9 million	63	63.0	63.0
2,91 – 4,9 million	32	32.0	95.0
4,91 – 6,9 million	3	3.0	98.0
> 6,9 million	2	2.0	100.0
Total	100	100.0	

Source: Processed SPSS Output Data, 2025

The majority of respondents earned less than Rp 2.9 million a month, according to the study's findings. This is due to the fact that students in this economic bracket typically do not have a reliable source of income and instead depend on their parents' pocket money. On the other hand, people who earn more money typically select high-end skincare products.

Table 4. Validity Test Results

Item	R- count	R-table	Sig. (2-tailed)	α	Conclusion
X1.1.1	0.875	0.1966	0.000	0.05	Valid
X1.1.2	0.862	0.1966	0.000	0.05	Valid
X1.1.3	0.901	0.1966	0.000	0.05	Valid
X1.2.1	0.857	0.1966	0.000	0.05	Valid
X1.3.1	0.820	0.1966	0.000	0.05	Valid
X1.3.2	0.838	0.1966	0.000	0.05	Valid
X2.1.1	0.749	0.1966	0.000	0.05	Valid
X2.2.1	0.838	0.1966	0.000	0.05	Valid
X2.2.2	0.791	0.1966	0.000	0.05	Valid
X2.2.3	0.751	0.1966	0.000	0.05	Valid
X2.2.4	0.745	0.1966	0.000	0.05	Valid
X2.3.1	0.781	0.1966	0.000	0.05	Valid
X2.3.2	0.675	0.1966	0.000	0.05	Valid
Y1.1	0.802	0.1966	0.000	0.05	Valid
Y1.2	0.870	0.1966	0.000	0.05	Valid
Y2.1	0.770	0.1966	0.000	0.05	Valid
Y2.2	0.818	0.1966	0.000	0.05	Valid
Y3.1	0.857	0.1966	0.000	0.05	Valid
Y3.2	0.883	0.1966	0.000	0.05	Valid
Y3.3	0.891	0.1966	0.000	0.05	Valid

Y$_{4.1}$	0.825	0.1966	0.000	0.05	Valid

Source: Processed SPSS Output Data, 2025

The study's r-table was 0.1966, and the α value utilized in the validity test was 0.05. All of the calculated r-counts in the validity test table are higher than the r-table with a sample size of 100 respondents, as can be observed. When comparing Sig. (2-tailed) and α, it can be seen that the Sig. (2-tailed) value for every item is less than α. This shows that the research tool, in this case, the questionnaire used to gauge online customer reviews, live streaming shopping, and N'Pure skincare purchase selections on Shopee, has been deemed valid.

Table 5. Reliability Test Results

Variables	Cronbach's Alpha if Item Deleted	Provision	Conclusion
Live Streaming Shopping (X$_1$)	0.872	> 0.6	Reliable
Online Customer Reviews (X$_2$)	0.882	> 0.6	Reliable
Purchase Decisions (Y)	0.883	> 0.6	Reliable

Source: Processed SPSS Output Data, 2025

According to Table 5 above, the Cronbach's Alpha values for online customer reviews (0.882), live streaming shopping (0.872), and purchase decisions (0.883) are all higher than 0.6. As a result, the tool employed to gauge the study variables is regarded as Reliable.

The study data was then subjected to a number of tests to see if it satisfied the classical presumptions of; no heteroscedasticity, no multicollinearity between independent variables in multiple linear regression, and normal distribution.
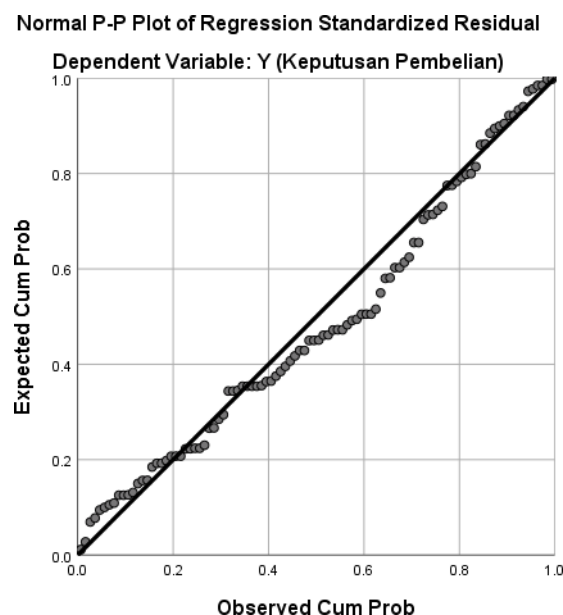

Figure 2. Figure P-P Plot Normality Test

Source: Processed SPSS Output Data, 2025

The data points in the study are dispersed around the regression line, according to Figure 1's data normalcy test using the P-P plot above. This suggests that there is a normal distribution of the research data.

Table 6. Results of the Test of Normality

Variables	Kolmogorov-Sminorv[a]			Conclusion
	Statistic	df	Sig.	
Live Streaming Shopping (X_1)	.079	100	.126	Normal
Online Customer Reviews (X_2)	.087	100	.057	Normal
Purchase Decisions (Y)	.084	100	.077	Normal

Source: Processed SPSS Output Data, 2025

For the live streaming shopping variable, the Kolmogorov-Smirnov Sig. value is 0.126, which is higher than the 0.05 significance level; for the online customer reviews variable, it is 0.057, which is higher than the 0.05 significance level; and for the purchase decisions variable, it is 0.077, which is higher than the 0.05 significance level, according to Table 6 above. This indicates that all variables' data follow a normal distribution.

Table 7. Multicollinearity Test Results

Model	Collinearity Statistics		Conclusion
	Tolerance	VIF	
1 (Constant)			There is no multicollinearity between live streaming shopping and online customer reviews
Live Streaming Shopping (X_1)	.374	2.673	
Online Customer Reviews (X_2)	.374	2.673	
Dependent Variable: Purchase Decisions			

Source: Processed SPSS Output Data, 2025

Table 7 above shows that the VIF value is less than 10 and that all tolerance values in the online customer reviews and live streaming shopping variables are more than 0.1. Therefore, there is no multicollinearity in the variables pertaining to online customer reviews and live streaming shopping.
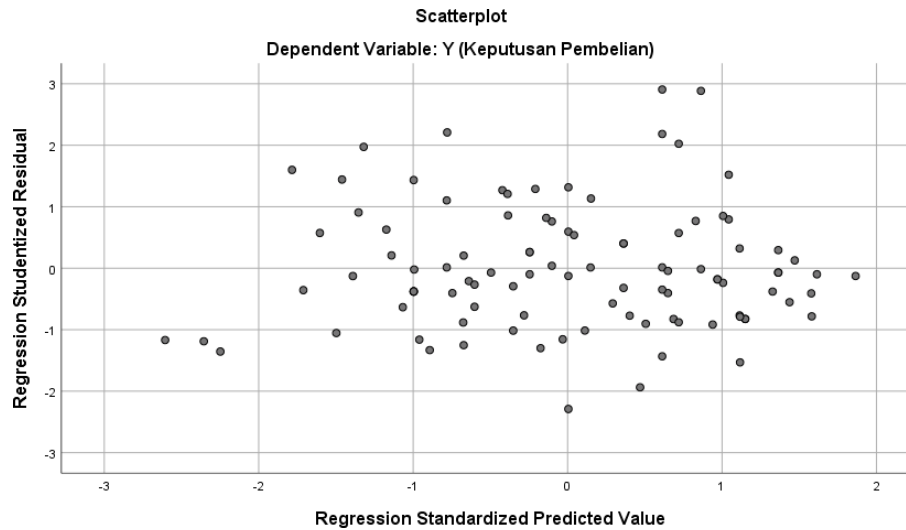
Figure 3. Scatterplots

Source: Processed SPSS Output Data, 2025

If there is no discernible pattern among the data points, the residual data is considered to be heteroscedastic. As can be seen from Figure 2 above, there appears to be a pattern in the residual data points, making them challenging to understand. Heteroscedasticity is tested using the Glejser test to eliminate uncertainty. The independent variables are regressed on the absolute value of the main regression residual in the Glejser test. If the Sig.t value obtained from the regression of the independent variables on the absolute residual value (RES_2) is higher than the significance threshold employed (Sig.t > 0.05), the residual data is considered to be heteroscedastic.

Table 8. Table of Glejser Test Results

Model	t	Sig.	Conclusion
1 (Constant)	3.302	.001	
Live Streaming Shopping (X_1)	-.413	.680	There is no
Online Customer Reviews (X_2)	-.369	.713	heteroscedasticity

Dependent Variable: Res_2

Source: Processed SPSS Output Data, 2025

The findings of the Glejser technique, which involves regressing the independent variables against the absolute residual values of the main regression, are displayed in Table 8 above for the heteroscedasticity test. The Sig. value for the online customer reviews variable is 0.713 and the Sig. value for the live streaming shopping variable is 0.680, both of which are more than 0.05, according to the Glejser test table above. This suggests that heteroscedasticity is not supported by any data.

The research data is normally distributed and free of heteroscedasticity and multicollinearity, according to the analysis above. Regression analysis can be used to test the hypothesis because this study data possesses the BLUE (Best Linear Unbiased Estimator) quality.

Table 9. Determination Test Results (R-Square)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842^a	.708	.702	2.788

Source: Processed SPSS Output Data, 2025

According to Table 9 above, the R-Square value is 0.708, which indicates that live streaming shopping and online customer reviews account for 70.8% of the N'Pure skincare purchase decisions made on Shopee. Other independent factors not included in this study account for the remaining 29.2%, which is obtained from 100%-70.8%.

Table 10. F-Test Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1830.157	2	915.079	117.730	.000^b
	Residual	753.953	97	7.773		
	Total	2584.110	99			

Source: Processed SPSS Output Data, 2025

The following criteria are used to make decisions:

- If the F-count value ≤ F-table and Sig. > α, then H0 is accepted and H1 is rejected; the regression model that is created does not satisfy the goodness of fit criteria or is not practical and cannot be used to forecast the dependent variable.
- If the Sig. < α and the F-count value > F-table, then the regression model generated fulfills the goodness of fit model or is feasible and can be used to forecast the dependent variable, then H0 is rejected and H1 is accepted.

Table 10 indicates that the F-count value is 117.730 with a 0.000 significance level. For α = 0.05, df1 = 2, and df2 = 97, the F-table value is 3.09. As a result, H0 is rejected and H1 is accepted, when the F-count value > F-table (117.730 > 3.09) with Sig. < α (0.000 < 0.05). This indicates that the regression model is dependable and suitable for predicting the dependent variable since it satisfies the Goodness of Fit Model.

Table 11. Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	Dependent Variabel
		B	Std. Error	Beta	
1	(Constant)	4.365	1.602		Purchase
	Live Streaming Shopping (X_1)	.617	.111	.500	

Online Customer Reviews (X_2)	.460	.106	.389	Decisions

Source: Processed SPSS Output Data, 2025

The following is the multiple linear regression model based on the B value in Table 11 above:

$$Y = 4.365 + 0.617X_1 + 0.460X_2 + \varepsilon$$

The regression constant, at 4.365, is positive according to the regression model. This suggests that buying decisions are already favorable even in the absence of live streaming shopping and online consumer evaluations. Other factors that have a big impact on decisions to buy could be the cause of this. Additionally, the live streaming shopping variable has a coefficient value of 0.617, which indicates that for every unit increase in live streaming shopping, the value of the purchase will rise by 0.617 units. The online customer reviews variable has a coefficient value of 0.460, which indicates that for every unit increase in online customer reviews, the value of the purchase decision will rise by 0.460 units.

Table 12. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Dependent Variabel
	B	Std. Error	Beta			
1 (Constant)	4.365	1.602		2.724	.008	
Live Streaming Shopping (X_1)	.617	.111	.500	5.574	.000	Purchase Decisions
Online Customer Reviews (X_2)	.460	.106	.389	4.335	.000	

Source: Processed SPSS Output Data, 2025

Conditions for making decisions:

- If the t-count value is between -t-table and +t-table and Sig.t > 0.05, H0 is accepted and H1 is rejected.
- If the t-count value is not between -t-table and +t-table and Sig.t < 0.05, then H0 is rejected and H1 is accepted.

For α = 0.05 and df = 97, the t-table value is 1.984723. In contrast, the Live Streaming Shopping variable has a t-count value of 5,574 and a Sig.t of 0.000. This indicates that Sig.t < α (0.000 < 0.05) and the t-count value for the Live Streaming Shopping variable is not in the range -t-table to +t-table (5.574 is not in the range -1.984723 to +1.984723). In this instance, purchase decisions are positively and significantly impacted by live streaming shopping. Consequently, the study's first hypothesis (H1) is approved.

Similarly, the Online Customer Reviews variable has a t-count value of 4.335 and a Sig.t of 0.000. This indicates that Sig.t < α (0.000 < 0.05) and the t-count value for the Online Customer Reviews variable is not in the range -t-table to +t-table (4.335 is not in the range -1.984723 to +1.984723). This indicates that online customer reviews positively and significantly influence purchase decisions. As a result, the study's second hypothesis (H2) is approved.

Discussion

The Influence of Live Streaming Shopping on Purchasing Decisions

According to the study's findings, live streaming shopping positively and significantly influences purchase decisions. This means that by giving live product information, presenting usage instructions, and promptly responding to customer inquiries, live streaming activities might draw in potential customers. Customers are more confident in the provided products as a result of this real-time contact, which motivates them to buy. Therefore, the more people choose to buy N'Pure skincare items on the Shopee marketplace, the better the live streaming buying experience is.

This result is consistent with studies by (Kondi, 2025) and (Cahyani & Pujiarti, 2025), which discovered that live streaming shopping has a big impact on people's decisions to buy. Additionally, studies by (Izumi & Nengsih, 2024) and (Amin & Taufiqurahman, 2024) demonstrated that live streaming shopping positively and significantly influences purchase decisions.

The Influence of Online Customer Reviews on Purchasing Decisions

According to the study's findings, internet customer reviews positively and significantly influence purchase decisions. This implies that prospective customers are more likely to trust N'Pure products if they read reviews that are both favorable and educational. Potential customers can more easily determine whether a product is appropriate for their skin needs when reviews are supported by images or videos of the product in use. Consequently, the availability of high-quality online user evaluations greatly aids prospective buyers in their decision-making process when it comes to N'Pure skincare product purchases on Shopee. As a result, online customer evaluations are very important in forming the opinions and trust of consumers as well as affecting their decisions to buy.

These findings corroborate earlier studies by (Ika et al., 2025) and (Simanjuntak & Hasman, 2023), which discovered that online customer reviews have a major impact on purchase decisions. Likewise, studies by (Martini et al., 2022) and (Graciafernandy & Almayani, 2023) demonstrated that online customer reviews significantly and favorably influence purchasing decisions.

Conclusion

It is clear from the research findings and discussion that live streaming shopping positively and significantly influences purchase decisions to buy N'Pure skincare products. Purchase decisions for N'Pure skincare products on Shopee are also positively and significantly influenced by online customer reviews.

Among the suggestions is for N'Pure to use both new and old tactics to enhance customer buying choices. This entails preserving and enhancing live streaming shopping performance and paying close attention to customer reviews to steer clear of deceptive claims that can harm the business or goods. It is suggested that future researchers broaden this investigation by include additional factors that affect purchasing decisions but were not covered in this study. The subjects of this study can be expanded to allow for additional research.

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