The Effect of Live Streaming and Online Customer Review on Purchase Decisions Through Trust as an Intervening Variable (Study on Shopee Users in Malang City)

Agus Salim[1], Moh. Imam Bushiri[2], Nur Hidayati[3]
[1]Islamic University of Malang, East Java, Indonesia, sugamilass321@gmail.com.
[2]Islamic University of Malang, East Java, Indonesia, imammoh793@gmail.com.
[3]Islamic University of Malang, East Java, Indonesia, nurhidayati_fe@unisma.ac.id.

Corresponding Author: sugamilass321@gmail.com[1]

Abstract: The internet has developed into a lifestyle for people. Its use is not limited to obtaining and accessing information only, but to fulfill various needs. The change in people's lifestyles from offline shopping has led to a significant increase in the e-commerce market. Various marketplaces such as Shopee began to offer various kinds of convenience to meet the needs of the community by shopping online. Changes and developments in technology have made changes in customer behavior from purchasing through offline shops to through online shops or through e-commerce and marketplaces, this also affects purchasing decisions in buying a product or service. In this study, researchers used the explanatory method using a quantitative approach. The population of this study were Shopee users in Malang City who had made at least one purchase transaction. The data collection technique is by distributing questionnaires. The sample for this research was taken using purposive sampling technique with Malhotra's formula, which amounted to 70 respondents at Shopee users in Malang City. The variables in this study are Live Streaming (X1), Online Customer Review (X2), Purchase Decision (Y) and Trust (Z). The data analysis method used is validity test, reliability test and PLS test or Partial Least Square with the help of smart PLS software version 3. 0.The results of this study indicate that Live Streaming has a significant effect on Trust, Online Customer Review has a significant effect on Trust, Live Streaming has a significant effect on Purchasing Decisions, Online Customer Reviews has a significant effect on Purchasing Decisions, Trust has a significant effect on Purchasing Decisions. In indirect effects, it was also found that the results that Live Streaming on Purchasing Decisions did not mediate Trust were rejected and Online Customer Review on Purchasing Decisions mediated Trust was accepted.

Keyword: Live Streaming, Online Customer Review, Purchase Decision and Trust.

INTRODUCTION

The Internet has become a necessity for people's lives. Its use is not limited to just getting and just to access information, but to fulfill various kinds of needs needs. Changes in people's lifestyles that were previously accustomed to shop *offline now* This shift become

shopping with *on line,* giving rise to an increase in the *e-commerce market* significantly. Various *marketplaces* such as Shopee have also started offers a variety of conveniences to meet needs society by shopping *online.* Changes and developments Technology has changed customer behavior from purchasing to through *offline shops* to purchases through *online shops* or through *e-commerce* or *marketplaces,* this also influences decisions purchasing in buying a product or service.

Marketplace is a virtual market where seller and buyer meet and do various type transactions. David (2014) stated in his research that *e-marketplace* own benefit for the perpetrators business in create new strategy For do marketing so that impact range marketing become more effective and efficient. It's easy. shopping at *online shop* is reason change behavior customer This happens. Habit the community that previously when want to buy a products, they will in a way automatic will look for information with method see physique product said, quality material, compatibility with price, service and so on can seen and felt in a way directly. Different when public will buy a product through Shopee, they No will Can see and feel in a way direct physique product as well as service the seller, then from That buyer will try get information products and services that will they buy through trust.

Internet users have increase rapid in a number of year last. Report internet users according to Databox official release results survey user internet in Indonesia has reached 213 million internet users in the period 2023, compared to the period 2022 internet users in Indonesia amounting to 202 million users. Number internet users in Indonesia continue increase each the year in decade last. Number internet users in country recorded increased by 142.5 million from January 2013 which only as many as 70.5 million people.
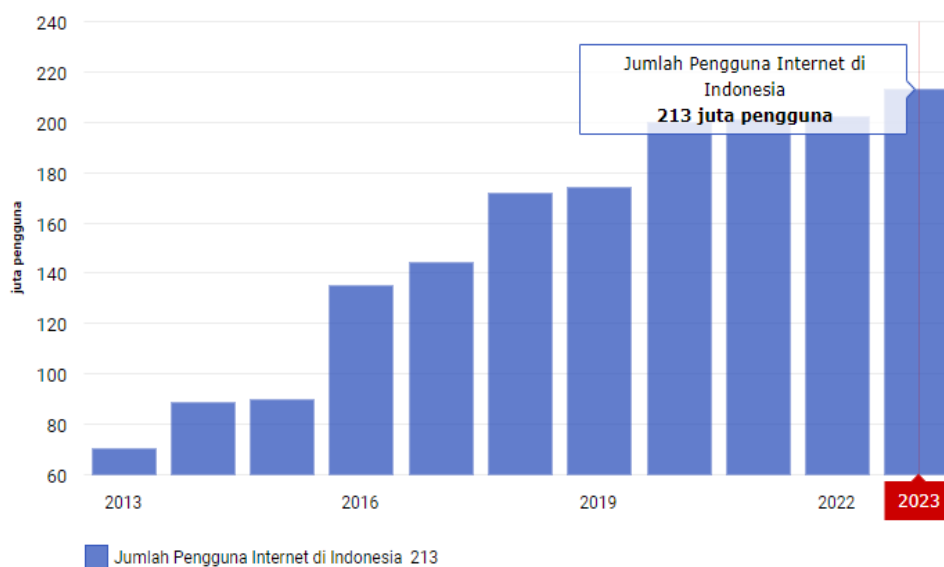

Figure 1. 1 Amount Internet Users According to Databox 2023

Looking at the data, when This No Rarely do business entities develop his efforts to realm *online.* Because for seller This is one of the opportunity For raise amount his income. So from That *e-commerce* is what becomes choice public For shop *on line* moment this. The more height the *development of e-commerce* in Indonesia makes competition between perpetrator business increasingly the more tight, so that sue the perpetrators business For Keep going give the best in fulfil need consumers, things This nothing else for reach level decision purchase consumers.

Of the various *e-commerce* companies in Indonesia, of course just there is something to be prima donna and attractive Lots user wear it. There is a number of the most famous and most popular *e-commerce* searching for Indonesian society today This. All three namely Shopee, Tokopedia, Lazada, and so on.
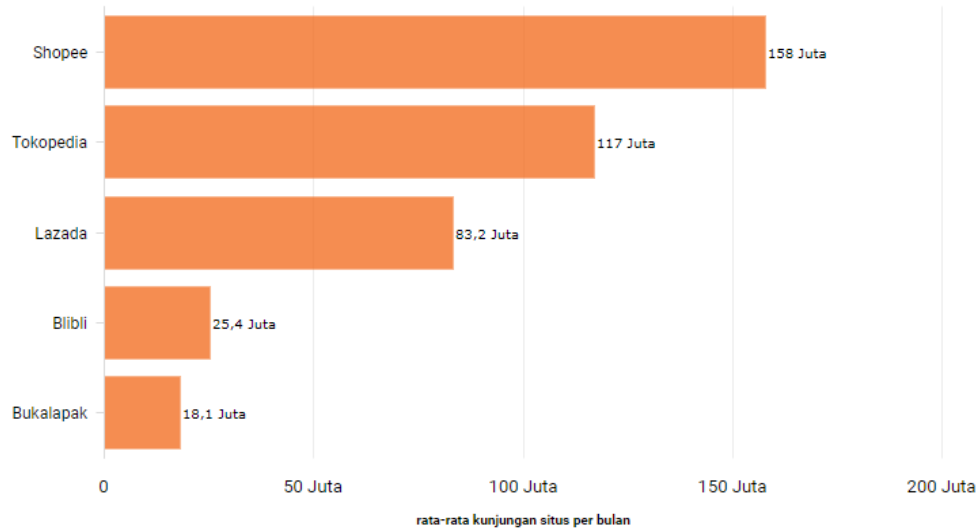

Figure 1. 2 Most E-Commerce Visitors In Indonesia

Based on Similarweb data, Shopee is *e-commerce* with amount visit the most in Indonesia in 2023. During January-March 2023 period, the Shopee site reached an average of 157.9 million visits per month, far surpassing its competitors. In the same period, the Tokopedia site reached an average of 117 million visits, Lazada site 83.2 million visits, BliBli site 25.4 million visits and Bukalapak site 118.1 million visit. If seen the trend, visits to the 5 *e-commerce sites* tend decreased in January- February 2023. However, in March 2023 the trend increased again simultaneously with coming month Ramadan 1444 Hijri.
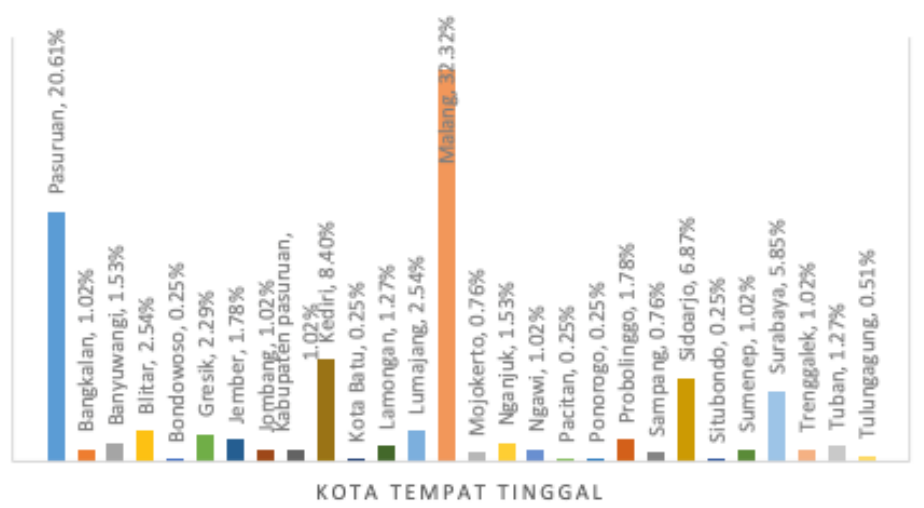

Figure 1. 3Cities Where Shopee Users Live in East Java

According to survey conducted Vitasari, et al (2023), that results from analysis descriptive on the graph above, it is informed that from 393 users Shopee *e-commerce* in East Java area, as many as 0.3% of respondents living in Bondowoso City, Batu City, Pacitan ,

Ponorogo and Situbondo . Then respondents who live in Tulungagung City as many as 0.5% and 0.8% of respondents living in Mojokerto and Sampang cities. Respondents living in Bangkalan City, Jombang, Regency Pasuruan, Ngawi, Sumenep and Trenggalek respectively 1.0% and 1.3% live in Lamongan and Tuban cities. Respondents living in the cities of Banyuwangi and Nganjuk as much as 1.8% and those living in Gresik City as much as 2.3%. Respondents living in Blitar City and Lumajang as much as 2.5% and those living in Surabaya City as much as 5.9%. Furthermore as many as 6.9% of respondents living in Sidoarjo City and 8.4% living in Kediri City. Respondents living in Pasuruan City as much as 20.6% and the remaining 32.3% of respondents living in Malang City. Calculation results obtained that The largest number of Shopee users in the East Java area come from from Malang City.

Shopee company which has been This We know as very diligent *e-commerce* For did a standing promotion in 2015 in Singapore. Not only focus in a country Where he was initiated, it turns out that Shopee has a very big ambition that in the end do expansion to various countries started from neighboring countries Indonesia and Malaysia, Thailand, Taiwan, the Philippines, to with Vietnam.

Figure 1.4 4Logo

E-Commerce with color this *orange* has two founders, namely Forrest Li and Chirs Feng, who can it is said is the person behind Shopee's success. Along with the walk time, Shopee tries For operate another business model that they also use until moment this, namely *customer to* customer which means a business model that facilitates trading between individual personal (*Hybrid* C2C) and also *Business to Customer* (B2C) where seller service will direct sell its products to consumers end, which is marked with the existence of Shopee *Mall*. Shopee *Mall* itself is gathering from selected shops in a way exclusively by Shopee with notice even the products they sell until services provided to consumers.

Seeing these conditions, companies in carrying out their activities need to pay attention to marketing activities. This is none other than to achieve the level of consumer purchasing decisions. According to Buchari Alma (2016:96) states that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, processes. Purchasing Decision according to Swastha and Handoko (2013:15) is a process of approach to solving problems faced in human activities to make purchases of goods or services to meet their needs and desires. A decision is the selection of an action from two or more alternative choices, consumers who want to make a choice must have an alternative choice. In other words, people

who make decisions must have one choice from several available alternatives. To build a purchasing decision, it is necessary to make several efforts from the parties given by the company.

Factors that can influence decision purchase that is *live streaming* and *online customer reviews* (Zami, 2023). *Live streaming* is a media that can record and broadcast Good voice or picture in real-time, where the transmission use One or more technology communication so that allow the audience can feel that they present in a way directly (CC Chen & Lin, 2018). According to Santoso (2021) there are 3 factors that influence *live streaming*, namely: *live streaming* give method connected new, *live streaming* more easy and economical costs and *live streaming* reach Lots candidate consumers.

This matter in accordance with research conducted by Zami (2023) revealed that *live streaming shopping* is influential positive and significant to decision purchase. Based on research conducted by Amin & Fikriyah (2023) shows that *live* streaming partial own influence in a way significant to decision purchase. With existence feature this *live streaming* make it easier customer get information more details about product Because seller (*streamer)* display product in a way *real time.* Customer feel comfortable buy product at the time *live streaming* vs only see from catalog picture only. That thing make customer the more Certain For do decision purchase when shopping.

Next factor that is *online customer reviews,* which are often also known as OCR, namely opinions expressed by consumers about information review product from various perspective. With existence information said, consumers Can get quality the product he was looking for from reviews and experiences written by other consumers who have buy product from previous online sellers (Mo & Fan, 2023). This The same in line with research conducted by Fakri et al. (2016) who conducted study about *online customer reviews* and *ratings* of trust and interest purchase. The result of study the show that *online customer reviews* and proven *rating* own connection to interest purchase customers and become one an important feature, but No factors that cause increasing trust customer.

A number of studies conceptual about experience Already done, but only verified by several studies empirical. This shows clarification that is not adequate about factors that influence experience customers. So far This experience customer Possible Still considered complex, no consistent, hesitant, and subjective. The differences study This with the previous one that is study This enter intervening variables that make connection between independent variable against variable dependent. The variables used as intervening are *trust.*

METHOD

Based on level explanation. Type of research This is study explanatory with use approach quantitative. Research explanatory is research that aims to to explain position variables studied as well as connection between One variable with others. So that hypothesis test results must supported by studies, which have been repeated with other less favorable conditions more the same (Sugiyono, 2015:21). Taking technique sample use method *purposive sampling.* *Purposive sampling* method is One technique from taking sample based on data sources with considerations and characteristics certain. While according to Sukmadinata (2011:250) said that population is group large and the area that becomes scope study we. Population from study This is Shopee users in Malang City who have do transaction purchases on Shopee.

Analysis *Inner Model* or what is usually called called with Structural Model This used For predict connection causal between tested variables in the model. Analysis *inner model* can evaluated that is with use *R-square* For construction dependent. In the evaluation *inner model* with PLS *(Partial Least Square)* started with method see *R-square* For every variable *latent* dependent.
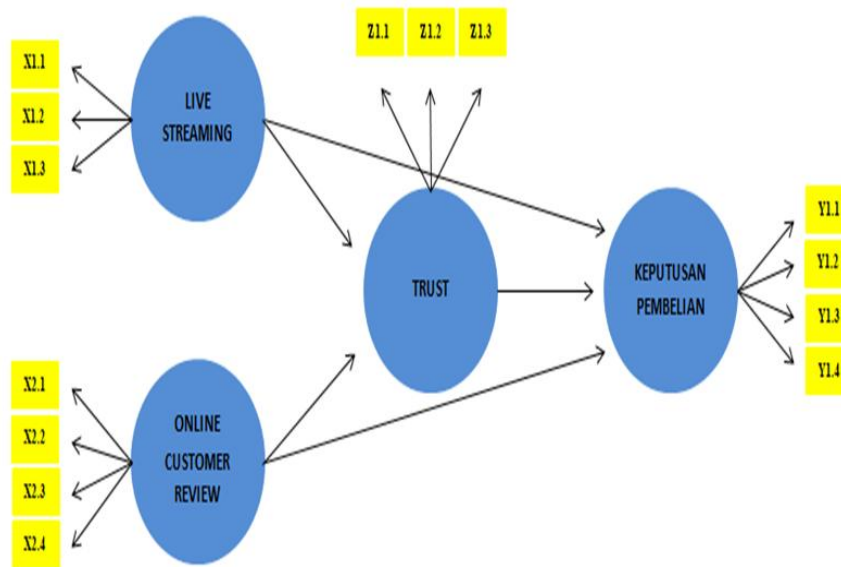
Figure 1 *Inner Model Structural*

RESULTS AND DISCUSSION
Testing Influence Direct

Testing influence straight to research This conducted on 5 hypotheses namely hypothesis 1 (H1) to with hypothesis 5 (H5). The criteria used in testing This based on Hair, et al.'s (2014:171) statement where Hypothetical accepted when t - value more big from t *table*. For study This with level significant 5% or 0.05. Test results influence direct in testing This served in table 3.1 below:

Table 3.1 Test Results Hypothesis Influence Direct

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
Live Streaming -> Purchase Decision	0.183	0.188	0.118	1,542	0.014	Accepted
Online Customer Review -> Purchase Decision	0.158	0.167	0.125	1,260	0.008	Accepted
Live Streaming -> Trust	0.090	0.094	0.119	0.757	0.009	Accepted
Online Customer Review -> Trust	0.474	0.480	0.111	4,277	0,000	Accepted
Trust -> Purchase Decision	0.488	0.480	0.119	4,113	0,000	Accepted

Source : Data processed 2024

Test results The hypothesis in table 4.15 is explained as following:

Testing Hypothesis Variables *Live Streaming* (X1) vs. Variables *Trust* (Z)

Based on results *output* t- table - statistics For variable *live streaming* (X1) against variable *trust* (Z) is 0.757 < t- table (1.996). The original sample estimate value shows mark positive of 0.090 which shows that direction connection variable *live streaming* (X1) against variable *trust* (Z) is positive. While the P Values have mark of 0.009 > 0.05 which shows variable *live streaming* (X1) has an effect significant to *trust* (Z). With thus study This

accepted. This means that the latent variable *live streaming* (X1) with the indicators influential in a way significant to latent variable *trust* (Z) with the indicators.

Testing Hypothesis Variables *Online Customer Review* (X2) against Variables *Trust* (Z2)

Based on t- table output results - statistics For variable *online customer review* (X2) against variable *trust* (Z) of 4.277 > t- table (1.996). The original sample estimate value shows mark positive of 0.474 which shows that direction connection variable *online customer review* (X2) against variable *trust* (Z) is positive. While the P Values have mark of 0.000 < 0.05 which indicates variable *online customer review* (X2) has an effect significant to *trust* (Z). With thus study This accepted. This means that the latent variable *online customer review* (X2) with the indicators influential in a way significant to latent variable *trust* (Z) with the indicators.

Testing Hypothesis Variables *Live Streaming* (X1) vs. Purchase Decision Variable (Y)

Based on t- table output results - statistics For variable *live streaming* (X1) against variable decision purchase (Y) of 1.542 < t- table (1.996). The original sample estimate value shows mark positive of 0.183 which shows that direction connection variable *live streaming* (X1) against variable decision purchase (Y) is positive. While the P Values have mark of 0.014 < 0.05 which shows variable *live streaming* (X1) has an effect significant to decision purchase (Y). With thus study This accepted. This means that the latent variable *live streaming* (X1) with the indicators influential in a way significant to latent decision variables purchase (Y) with the indicators.

Testing Hypothesis Variables *Online Customer Review* (X2) against Purchase Decision Variable (Y)

Based on t- table output results - statistics For variable *online customer review* (X2) against variable decision purchase (Y) of 1.260 < t- table (1.996). The original sample estimate value shows mark positive of 0.158 which shows that direction connection variable *online customer review* (X2) against variable decision purchase (Y) is positive. While the P Values have mark of 0.008 < 0.05 which shows variable *online customer review* (X2) has an effect significant to decision purchase (Y). With thus study This accepted. This means that the latent variable *online customer review* (X2) with the indicators influential in a way significant to latent decision variables purchase (Y) with the indicators.

Testing Hypothesis Variables *Trust* (Z) towards Purchase Decision Variable (Y)

Based on t- table output results - statistics For variable *trust* (Z) towards variable decision purchase (Y) of 4.113 > t- table (1.996). The original sample estimate value shows mark positive of 0.488 which shows that direction connection variable *trust* (Z) towards variable decision purchase (Y) is positive. While the P Values have mark of 0.000 < 0.05 which indicates variable *trust* (Z) has an effect significant to decision purchase (Y). With thus study This accepted. This means that the latent variable Online Customer *trust* (Z) with the indicators influential in a way significant to latent decision variables purchase (Y) with the indicators.

Testing Indirect Influence

Testing influence No direct conducted on hypothesis 6 (H6) and hypothesis 7 (H7). Testing done use sobel text for know mark significant influence No direct between variables . Criteria testing influence No direct No different with influence directly, namely see t- value. If the t- value is more big from t table with level significant 5% then hypothesis accepted, in other words there is influence significant in a way No direct from variable exogenous to endogenous variables through variable mediation. Test results hypothesis No direct presented in table 3.2 as following:

Table 3.2 Test Results Hypothesis Indirect Influence

			Specific Indirect Effects			
Variables	**Original Sample (O)**	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Information**
Live Streaming -> Purchase Decision *-> Trust*	0.044	0.047	0.060	0.737	0.462	Rejected
Online Customer Review -> Purchase Decision *-> Trust*	0.232	0.231	0.078	2,954	0.003	Accepted

Source : processed data , 2024

Test results The hypothesis in table 4.19 is explained as following :

Testing Hypothesis Variables *Live Streaming* (X1) against Variables Buying decision (Y) via *Trust* (Z)

Based on results t- statistic table *output* For variable *live streaming* (X1) against variable decision purchase (Y) via *Trust* (Z) of 0.737 < t- table (1.996). The *original sample estimate value* shows mark positive of 0.044 which show that direction connection *live streaming* (X1) against variable decision purchase (Y) via variable *trust* (Z) is positive. While the value *P Values* own mark of 0.462 > 0.05 which shows variable *live streaming* (X1) has an effect positive and negative significant to variable decision purchase (Y) via *trust* (Z). With thus study This rejected. This means that the latent variable *live streaming* (X1) with the indicators influential in a way No significant to variable decision purchase (Y) via variable *trust* (Z) with the indicators.

Testing Hypothesis Variables *Online Customer Reviews* (X2) against Variables Buying decision (Y) via *Trust* (Z)

Based on results t- statistic table *output* For variable *online customer reviews* (X2) against variable decision purchase (Y) via *trust* (Z) of 2.954 < t- table (1.996). The *original sample estimate value* shows mark positive of 0.232 which show that direction connection variable *online customer reviews* (X2) against variable decision purchase (Y) via variable *trust* (Z) is positive. While the value *P Values* own mark of 0.003 < 0.05 which indicates variable *online customer reviews* (X2) has an effect positive significant to variable decision purchase (Y) via *trust* (Z). With thus study This accepted. This means that the latent variable *of online customer review* (X2) with the indicators influential in a way significant to variable decision purchase (Y) via variable *trust* (Z) with the indicators.

Influence Live Streaming (X1) Against Trust (Z)

Based on results partial least square data analysis, live streaming provides influence to trust so that can concluded that Hypothesis 1 (H1) is accepted. Hypothesis accepted to signify that live streaming influential to trust. A soaring trend This important For recognized more continued by the perpetrators business. This is to describe implications for the perpetrators business take advantage of live streaming in aligning effective strategies For increase purchase impulsive Consumers. Contribution influence the Enough big For make live streaming as alternative strategies for actors business For increase trust Consumers. Content live streaming more authentic, and more easy For get trust consumer Because No edited (M. Zhang et al., 2020).

Study This in line with Zami research (2023) Research results prove that live streaming shopping is influential positive and significant to decision purchase and trust. Online customer reviews are direct influential positive and significant to decision purchase , but connection online customer review no There is influence to trust . While research by researchers , live streaming (X1) has an effect to trust (Z).

The Influence of Online Customer Reviews (X2) on Trust (Z)

Based on results *partial least square* data analysis, *online customer reviews* influential positive and significant to *trust* can concluded that Hypothesis 2 (H2) is accepted. It means from results testing can concluded that variable *online customer reviews* influence in a way significant to *trust*. Therefore That results study show that *online customer reviews* influential positive to *trust* of the candidates buyers on the Shopee *marketplace* where the more Lots *online customer reviews* posted by consumers who have purchased product said, then the more big possibility influence candidate buyer For do purchase.

Study This in line with study Gesitera (2020). The research results obtained in study This is *online customer reviews* have influence positive and significant to trust consumers in stores *online* bukalapak. *Online customer review* and trust consumer bakalapak , each has influence positive and significant to intention shopping their *online* .

Influence Live Streaming (X1) on Purchase Decisions (Y)

Based on results *partial least square* data analysis, shows that *live streaming* give influence significant to variable decision purchase so that can concluded that Hypothesis 3 (H3) is accepted. The accepted hypothesis to signify that *live streaming* displayed by Shopee is capable make consumer interested and influential in a way significant to decision purchase consumers. Good live *streaming* Not yet Of course make consumer For do decision purchase. *Live Streaming* also has Lots things to offer For can interact, create especially in matter market product.

Study This in line with Zami research (2023) Research results prove that *live streaming shopping* is influential positive and significant to decision purchase and *trust. Online customer reviews* are direct influential positive and significant to decision purchase, but connection *online customer review* no There is influence to *trust*. While *trust* is influential positive and significant to decision purchase.

Influence Online Customer Review (X2) Against Purchasing Decision (Y)

Based on results *partial least square* data analysis, *online customer reviews* have an influence positive to decision purchase can concluded that Hypothesis 4 (H4) is accepted. Therefore That results study This show that *online customer reviews* influential positive to decision purchase consumers on the Shopee *marketplace*. The more Lots *online customer reviews* given by consumers who have purchased product said, then the more big possibility influence candidate consumer For do purchase.

Study This in line with study Fikriyah (2023) Research results show that *live streaming* and *online customer review* have influence to decision purchase product *fashion* Muslim TikTok Shop customers in Surabaya.

Influence Trust (Z) in Purchasing Decisions (Y)

Based on results *partial least square* data analysis, *trust* has an effect positive and significant to decision purchase can concluded that Hypothesis 5 (H5) is accepted. *Trust* become Topic main in create decision purchase. So from results processing of the data can conclude that variable *trust* affects in a way significant to decision purchase. Therefore That results study This show that *trust* influential positive to decision purchase of candidates consumers on the Shopee *marketplace* where the more both *trust* strategies offered with quality that is trusted by sellers on the Shopee *marketplace platform* will make consumer like so that they Want to do purchase product.

Study This in line with study Kusnanto (2020) The results of his research that is variable *trust* (X1) has an effect significant to decision purchase (Y) *E-service quality* (X2) has an effect significant to decision purchases (Y) are influenced by other variables that are not investigated in study This.

Influence Live Streaming (X1) on Purchase Decisions (Y) Via Trust (Z)

Based on results exam mediation variable *live streaming* to decision purchase mediate *trust* is stated No accepted can concluded that Hypothesis 6 (H6) is rejected. This is due to Because *live streaming* includes perception, host credibility and discounts or piece price. Although this *live streaming* important, its impact on decisions purchase No always visible. Because of various reasons, such as quality delivery, credibility Host and Security transaction. Research result This in line with Rahman et al.'s research (2024) stated that that *trust* no can mediate between *live streaming* against decision purchase.

Influence Online Customer Review (X2) Towards Purchasing Decisions (Y) Through Trust (Z)

Based on results exam mediation *Online Customer Review* variable to decision purchase mediate *trust* is stated accepted can concluded that Hypothesis 7 (H7) is accepted. This means *online customer reviews* is reviews made by consumers will own preference different unique, background behind Exposure different technical, level knowledge will different products , and conditions different uses , various information this is what makes information provided by consumers become more relevant for various type consumer others . *Online customer review* have connection between decision purchase to *trust* between variable study This reinforced by the results research by Sianipar, Frederick, and Yoestini (2021) with get results *online customer reviews* influential positive to decision purchase.

Study This in line with research conducted by Fikriyah (2023), research show that *live streaming* and *online customer review* have influence to decision purchase.

CONCLUSION

Based on results discussion that has been discussed above, then can concluded that:
1. *Live streaming* in study This proven influential significant to *Trust* in Shopee consumers.
2. *Online customer review* in study This proven influential significant to *Trust* in Shopee consumers. Increase *online customer review* is very good, with implement strategies that can interesting attention customers, so that the products created can known and purchased by consumers.
3. *Live streaming* in study This proven influential significant to decision purchases on Shopee consumers. Increase The resulting live *streaming* is very influential

capable create decision purchase felt by customers to applications offered, so can create trust for consumers and do purchase.

4. *Online Customer Reviews* in study This proven influential significant to decision purchases from Shopee consumers. Which means, if Shopee is capable maintain and improve purchasing strategies will increase in Shopee customers, increasingly Good services provided by shopee so decision purchase consumer will the more increase.

5. *Trust* in study influential to decision purchase It means if consumer have trust to products available on shopee then the purchase decision will increase.

6. *Live steaming* no capable mediate influence between decision purchase to *trust.* Need improved Again quality service so that consumers feel believe and do purchase.

7. *Online customer review* capable mediate influence decision purchase to *trust.* It means matter This show that Where public realize benefit with existence feature review consumer about product the in accordance as expected as well as fulfilled in a way Good It means existence level high customer satisfaction Shopee *marketplace* influenced by variables *online customer review*. The more Good *online customer reviews* or benefits provided through Shopee *marketplace* then consumer will the more satisfied.

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