

The Effect of Price Discount, Live Streaming, and Customer Reviews on the Purchase Decisions of Online Customers at Shopee in the Special Region of Yogyakarta

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Abstract

Keywords

Price discount, Live streaming, Customer review, Purchase decision

This study examines the influence of price discounts, live streaming, and customer reviews on purchasing decisions among Shopee users in the Special Region of Yogyakarta. The rapid growth of e-commerce in Indonesia has intensified competition among online marketplaces, encouraging sellers to adopt various digital marketing strategies to attract consumers. Price discounts, interactive live streaming features, and customer reviews are considered important factors influencing consumer purchasing behavior in online shopping environments. Therefore, this study aims to analyze the partial and simultaneous effects of these variables on purchasing decisions. This research employed a quantitative approach using a survey method. Data were collected through online questionnaires distributed to 123 Shopee users in Yogyakarta selected using purposive sampling techniques. The collected data were analyzed using multiple linear regression analysis with the assistance of SPSS software. Several classical assumption tests, including validity, reliability, normality, and heteroscedasticity tests, were also conducted to ensure data quality. The results showed that price discounts and live streaming have a positive and significant effect on purchasing decisions. Meanwhile, customer reviews have a positive but insignificant effect on purchasing decisions. Simultaneously, the three independent variables significantly influence purchasing decisions among Shopee consumers. In conclusion, digital promotional strategies, especially price discounts and live streaming, play an important role in increasing consumer purchasing decisions in e-commerce platforms.

INTRODUCTION

In Indonesia, internet use as a means of conducting online business is increasing, as evidenced by the rapid growth of e-commerce. E-commerce offers convenience for buying and selling transactions, allowing producers and consumers to interact without geographical or time constraints (Al Tamer, 2021; Aswini & Bama, 2018; Baubonienė & Gulevičiūtė, 2015; Rosário & Raimundo, 2021; Szymański, 2021).

Globally, citing [businessofapps.com](https://www.businessofapps.com), Shopee is used by 295 million users worldwide. Head of Data E-Commerce Business of Apps, David Curry, recorded Shopee's revenue in 2023 at US\$ 9 billion. This figure increased 20 percent compared to the previous year and contributed a total of 70 percent to Sea Limited's revenue (TEMPO.CO, 2024). One platform that experienced significant growth was Shopee. Shopee is an online marketplace that provides a means for consumers and sellers to transact various types of products online. Until now, based

on the latest data, Shopee continues to rank at the top as the most visited (Keke Ferary Anjani Fatmala, 2024) e-commerce application in Indonesia, outperforming other competitors.

Price discounts or price reductions are one of the sales promotion strategies that are widely implemented by sellers on the platform. Shopee e-commerce. This strategy aims to attract consumer interest by offering lower-than-normal prices, thus encouraging consumers to make purchasing decisions more quickly. Logically, the presence of price discounts encourages consumers to believe they can get more products for less money. This perception indirectly influences consumer purchasing behavior, often unconsciously, resulting in faster purchasing decisions (Handrian dan Soliha, 2022).

One effective interactive medium for establishing direct communication between customers and sellers is live streaming. With the presence of live streaming, promotional strategies can achieve significant impact and broad reach. Through this platform, business actors can communicate in real-time in offering products, explaining product information in detail, and interacting with potential buyers through time-limited question and answer sessions (Saputra dan Fadhilah, 2022). According to (Xu et al., 2024), research shows that e-commerce through live streaming can increase customer engagement and have a positive impact on sales performance. Analysis shows that appropriate live streaming scheduling and effective communication can strengthen customer trust in the products offered.

Lack of trust is a significant factor that can deter consumers from shopping online. Consumers often consider a seller's reputation as a way to reduce risk and consider it a crucial factor when making online transactions. Venkatesakumar et al., (2021) Therefore, when making online purchases, consumers seek product reviews from a wider range of trusted buyers. Online reviews act as a key determinant of seller trust and build a seller's reputation. This reputation can influence a buyer's decision to pay the seller's price.

One element that can influence a purchase decision is customer reviews. Customer reviews are information provided by buyers to stores, including their assessment of the product after making a purchase. The importance of online customer reviews is significant, as the more positive reviews there are, the more likely they are to aid consumers' purchasing decisions, and the more likely they are to prompt potential buyers to purchase the product (Sugiarti dan Iskandar, 2021).

Previous research, such as that conducted by Handrian dan Soliha, (2022), shows that price discounts, lifestyle, and consumer trust have a positive influence on purchasing decisions. However, this research did not simultaneously consider live streaming and customer reviews, which are important elements in modern marketing strategies on e-commerce platforms. Many studies have examined the influence of price discounts on purchasing decisions, but often do not link them to other elements such as live streaming and customer reviews. Research by Afrida (2021) shows that price discounts have a significant influence, but there is no in-depth analysis of how these discounts interact with other elements in an e-commerce context.

live streaming feature on Shopee has become a new trend in online marketing, but research examining its impact on purchasing decisions is still limited. Research by [1] (Ferary Anjani Fatmala et al., 2024) shows that live streaming has a positive influence, but does not link it to price discounts and customer reviews, creating a gap in understanding how these three factors interact. Customer reviews from previous customers play a crucial role in building trust and influencing purchasing decisions. However, research combining customer reviews with

price discounts and live streaming in the same context is still rare. This suggests the need for further research to explore how testimonials can strengthen or weaken the influence of price discounts and live streaming.

METHOD

The population used in this study was the people of the Special Region of Yogyakarta (DIY) who have shopped through *the Shopee e-commerce platform* and the population size in this study is unknown. *Nonprobability Techniques The sampling method* used is *purposive sampling*, which is a method of determining samples based on specific considerations (Sugiyono, 2019). The sampling criteria used in this study are individuals domiciled in the Special Region of Yogyakarta (DIY), who have made purchases through the *Shopee platform*, and who are at least 17-40 years old.

Because the population size is not known with certainty, the sample size can be calculated using the Cochran formula (Sugiyono, 2023):

$$n = \frac{Z^2 pq}{e^2} \dots \dots (1)$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 123$$

Research Variables

According to Sugiyono (2023) the definition, a research variable is essentially anything in any form that is determined by the researcher to be studied in order to obtain information about it, and then draw conclusions. In this research, based on the relationship between one variable and another, the various variables in the research can be divided into two types: independent variables and dependent variables.

Independent (Free) Variable

According to (Sugiyono, 2023) the independent variable, it is a variable that acts as a cause or is the cause of changes or the emergence of the dependent variable. In this study, the independent variables identified include price discounts, live streaming, and testimonials.

Dependent Variable (Bound)

According to Sugiyono (2023) the dependent variable, it is a variable that is a bound variable. The bound variable is a variable that is influenced or that is the result of the existence of the independent (free) variable.

Operational definition of variables

Price Discount

The following table presents the operational definition of price discount, including the definition of variables, indicators and statements.

Live streaming

The following table presents the operational definition of live streaming, including the definition of variables, indicators and statements.

Customer Review

The following table presents the operational definition of Customer Review, including the definition of variables, indicators and statements.

Buying decision

The following table presents the operational definition of Purchasing Decisions, including the definition of variables, indicators and statements.

RESULT AND DISCUSSION

Research Data Description

Respondent Characteristics Based on Gender

In this study, the selected respondent data was grouped by gender, namely male and female. To determine the gender proportions, see Table 1.

Table 1. Characteristics Based on Gender

		Gender	
		Frequency	Percentage %
Valid	Man	40	32.5%
	Woman	83	67.5%
Total		123	100%

Source: Data Processing Results (2025)

Based on Table 1, it can be seen that the majority of respondents in this study were women, as many as 83 respondents with a percentage of 67.5%.

Respondent Characteristics Based on Age

Regarding the age of respondents collected from the questionnaire distribution, it has been presented in Table 2 as follows:

Table 2. Respondents by Age

		Age	
		Frequency	Percentage %
Valid	17-20 years	30	24.4%
	21-25 years old	45	36.6%
	26-30 years old	34	27.6%
	31-35 years old	10	8.1%
	36-40 years	4	3.3%
	Total	123	100.0

Source: Data Processing Results (2025)

Based on Table 2, it can be concluded that the age of respondents in the study was dominated by respondents aged 21-25 years with a total of 45 respondents with a percentage of 36.6%.

Respondent Characteristics Based on Last Education

Respondent characteristics based on their highest education in this study are grouped into four levels, namely high school/vocational school, respondents with a diploma, respondents with a bachelor's degree (S1), and respondents with a postgraduate degree (S2/S3). The following groups of respondents based on their highest education from 123 respondents will be displayed in Table 3:

Table 3. Characteristics Based on Last Education

		Last education	
		Frequency	Percentage %
Valid	High School/Vocational School	56	45.5%
	Diploma	23	18.7%
	Bachelor degree)	42	34.1%
	Postgraduate (S2/S3)	2	1.6%
	Total	123	100%

Source: Research data processed by the authors, 2025.

Based on Table 3, it can be concluded that the majority of respondents in this study were respondents with a final education of high school/vocational school with a total of 56 respondents with a percentage of 45.5%.

Respondent Characteristics Based on Occupation

Table 4. Characteristics Based on Occupation

		Work	
		Frequency	Percentage %
Valid	Students	49	39.8%
	Businessman	15	12.2%
	Civil servant/private sector	43	35.0%
	Housewife/IRT	15	12.2%
	Other	1	8%
	Total	123	100.0%

Source: Research data processed by the authors, 2025.

Based on Table 4, it can be concluded that the majority of respondents in this study were respondents with student/college jobs with a total of 49 respondents with a percentage of 39.8%.

Characteristics Based on Domicile

Respondent characteristics based on domicile in this study were grouped into five levels. The administrative region of the Special Region of Yogyakarta Province is divided into five regions: Sleman, Bantul, Gunung Kidul, Kulon Progo, and Yogyakarta City. Table 5 shows the groups based on domicile of 123 respondents as follows:

Table 5 Respondents Based on Domicile

		Domicile	
		Frequency	Percentage%
Valid	Sleman	22	17.9%
	Bantul	13	10.6%
	Gunung Kidul	19	15.4%
	Kulon Progo	16	13.0%
	Yogyakarta	53	43.1%

Total	123	100.0%
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Source: Research data processed by the authors, 2025.

Based on Table 5, it can be concluded that the majority of respondents in this study were respondents domiciled in Yogyakarta City with a total of 53 respondents with a percentage of 43.1%.

Respondent Characteristics Based on Daily Shopee Users

Respondent characteristics based on daily Shopee users in this study were grouped into three levels: respondents who used Shopee for 30-1 hour, 2-3 hours, and >3 hours. Table 6 shows the groups based on daily Shopee users with 123 respondents as follows:

Table 6. Characteristics Based on Shopee Daily Users

Shopee Daily Users		Frequency	Percentage%
Valid	30-1 hour	43	35.0%
	2-3 hours	49	39.8%
	>3 hours	31	25.2%
Total		123	100%

Source: Research data processed by the authors, 2025.

Based on Table 6, it can be concluded that the majority of respondents in this study were respondents who used Shopee daily for 2-3 hours with a total of 49 respondents with a percentage of 39.8%.

Instrument Test Results

it can be concluded that all questionnaire statement items used in this study are declared valid, because the calculated r value for each variable instrument is greater than the r-table value of 0.177. Therefore, it can be concluded that each instrument in each variable is said to be valid and can be used for the continuation of the research.

Reliability Test

the results of the reliability test show that all variables in this study, namely price discount, live streaming, customer review, and purchasing decision, are declared reliable. This can be seen from the Cronbach's Alpha value of price discount of (0.780), live streaming of (0.858), customer review of (0.824), and purchasing decision of (0.758). This high Cronbach's Alpha value indicates that each statement item in these variables has good internal consistency and is able to measure the same construct stably.

Classical Assumption Test Results

the results of the normality data processing obtained a significance result of 0.200, which is greater than the significance level used, namely 0.05. Therefore, it can be concluded that the normality test for the price discount, live streaming, and customer review variables is normally distributed, so it can be continued to the next test.

Heteroscedasticity Test

Table 7 Heteroscedasticity Test Results (Glejser Test)

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,169	.485		4,474	.000
	Price discount	0.065	.048	-.186	-1.354	.179
	Live streaming	-0.018	.034	.082	.537	.593
	Customer review	-0.042	.044	-.170	-.965	.337

a. Dependent Variable: Purchasing Decision

Source: Primary data processed using SPSS, 2025

The sig column shows that all significance values are > 0.05 for the price discount (X1), live streaming (X2), and customer review (X3) variables, so it can be concluded that based on the results of the Glejser test, heteroscedasticity does not occur.

Hypothesis Test Results

Table 12. Multiple Linear Regression Test Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.165	.798		6,474	.001
	Price discount	.234	.079	.242	2,968	.004
	Live streaming	.307	.056	.497	5,467	.001
	Customer review	.116	.072	.168	1,608	.111

a. Dependent Variable: Purchase decision

Source: Primary data processed using SPSS, 2025.

Price discount variable (X1) has a calculated t value of 2.968 $>$ t table 1.890 with a significance of 0.04 $<$ 0.05. Therefore, it can be concluded that price discounts have a significant positive effect on purchasing decisions. If the price discount increases, it will increase consumers' willingness to purchase products on Shopee. This means that H1 is accepted.

Live streaming variable (X2) has a calculated t value of 5.467 $>$ t table 1.890 with a significance of 0.01 $<$ 0.05. Therefore, it can be concluded that live streaming has a significant

positive effect on purchasing decisions. If live streaming increases, it will increase consumers to buy products on Shopee. This means that H2 is accepted.

Customer review variable (X3) has a calculated t value of $1.608 > t$ table 1.890 with a significance of $1.11 < 0.05$. Therefore, it can be concluded that customer reviews have no significant effect on purchasing decisions. This means that H3 is rejected.

This research was conducted in the Special Region of Yogyakarta with 123 respondents who met the sampling requirements using the Slovin formula. The data collection method used a purposive sampling technique, namely individuals domiciled in the Special Region of Yogyakarta. Data collection was carried out by distributing questionnaires via Google Form online, then the collected data were further analyzed. Based on the results of the data analysis that has been done, the following results were obtained:

The Effect of Price Discount (X1) on Purchasing Decisions (Y) Based on the test results in Table 17, the data processing obtained a calculated t of $2.968 > t$ table 1.890 with a significance of $0.04 < 0.05$. Therefore, it can be concluded that price discounts have a significant positive effect on purchasing decisions. If the price discount increases, it will increase consumers' willingness to purchase products on Shopee. Therefore, it can be concluded that H1 is accepted.

Research results (Mandasari dan Susmita, 2025) show that discounts have a positive and significant effect on Shopee customers' purchasing decisions. Furthermore, research conducted by Faramida (2024) states that discounts and customer reviews together substantially increase purchasing decisions.

Influence of Live Streaming (X2) on Purchasing Decisions (Y) Based on the test results in Table 17, the data processing obtained a calculated t of $5.467 > t$ table 1.890 with a significance of $0.01 < 0.05$. Therefore, it can be concluded that live streaming has a significant positive effect on purchasing decisions. If live streaming increases, it will increase consumers' willingness to purchase products on Shopee. Therefore, it can be concluded that H2 is accepted.

Live streaming is content broadcast live by sellers via internet-based media. Many retailers frequently use live streaming to engage consumers in purchasing decisions. Research conducted by Yulianti et al., (2023), found that live streaming has a positive and significant impact on purchasing decisions on Shopee. Furthermore, the research results (Yesni Riana Damanik, 2025) Live streaming has a positive and significant impact, both partially and simultaneously. Live streaming and reviews online significantly influences purchasing decisions Pitaloka Dharma Ayu et al., (2025)

The Influence of Customer Reviews (X3) on Purchasing Decisions (Y) Based on the test results in Table 17, the data processing obtained a calculated t of $1.608 > t$ table 1.890 with a significance of $1.11 > 0.05$. Therefore, it can be concluded that customer reviews have no significant effect on purchasing decisions. Therefore, it can be concluded that H3 is rejected.

Simultaneous Effect of Price Discount (X1), Live Streaming (X2), and Customer Review (X3) on Purchasing Decisions (Y) Based on Table 18, it can be seen that the calculated F value is $73.225 > F$ table of 2.69 and the significance value is $0.000 < 0.05$. Therefore, H4 is accepted, so it can be concluded that the variables of price discount, live streaming, and customer review simultaneously or together have a significant positive effect on purchasing decisions. Therefore, it can be concluded that H4 is accepted.

Fahrul (2024) demonstrated through a regression analysis that these three variables simultaneously have a positive and significant influence on purchasing decisions on Shopee.

This is supported by a study that Lentera BITEP et al., (2024) also Ramadhani et al., (2025) demonstrated a strong correlation between these variables.

CONCLUSION

Based on the analysis conducted in the study entitled "The Influence of Price Discounts, Live Streaming, and Customer Reviews on the Purchasing Decisions of Shopee Online Customers in the Special Region of Yogyakarta," the following conclusions can be drawn: Price discount has a positive and significant effect on purchasing decisions. Live streaming has a positive and significant influence on purchasing decisions. Customer reviews have a positive but not significant effect on purchasing decisions. Price discounts, live streaming, and customer reviews have a positive and significant effect on purchasing decisions. Based on the research results, several limitations can be identified. These limitations are as follows: The research respondents were limited to people living in the Special Region of Yogyakarta, so the results cannot be generalized to other regions. The independent variables used in this study are only price discount, live streaming, and customer review, and there are still other variables, for example product quality, customer loyalty, brand image, and others. Data collection was carried out using an online questionnaire method (Google Form), so it was not possible to directly verify the authenticity of respondents' answers and there was the possibility of perception bias. For further researchers, it is recommended to expand the scope of the research location to areas outside the Special Region of Yogyakarta so that it can be compared between regions and add other relevant variables, such as trust factors, service quality, or other digital promotions.

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