
The Effectiveness of Influencer Marketing, Content Marketing, and Electronic Word of Mouth (E-WoM) on Purchasing Decisions for Beauty Products on Shoope Live Streaming

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Abstract:

Selling products via live streaming is something that is increasingly in demand, therefore business actors continue to improve their skills to attract consumers in live streaming sales. This research aims to describe influence of the effectiveness Influencer Marketing, Content Marketing, and Electronic Word of Mouth (E-WoM) on Beauty Product Purchasing Decisions on Shoope Live Streaming. With a sample of 100 Shoope application users who have purchased beauty products via live streaming. This research uses quantitative research with a data analysis method using Partial Least Square (PLS) with the Smart-PLS program. The research results show that Influencer Marketing, Content Marketing and Electronic Word of Mouth (E-WoM) has a positive and significant effect on Beauty Product Purchasing Decisions on Shoope Live Streaming, so that all hypotheses in this research are accepted. So it is revealed that the variables Influencer Marketing, Content Marketing, and Electronic Word of Mouth can be said to have strong implications for Beauty Product Purchasing Decisions on Shopping Live Streaming. With this, it is hoped that business actors will try to improve the quality of their live streaming so they can attract buyers.

Keywords: *Influencer Marketing, Content Marketing, E-WoM, Purchase Decision*

1. Introduction

Shoope e-commerce has become one of the marketing trends for many products and services marketed through the Shoope platform (Nugroho & Hermawan, 2022). One is by using Shoope e-commerce to find information and reviews about the beauty products they want (Sabila, 2020). The beauty industry is growing lately, with many beauty products popping up and competing with each other to grab the public's attention. The beauty products used also come from various regions, ranging from local to international products that have become best sellers in Indonesia due to the public's enthusiasm for beauty products (Ashari & Sinduwiatmo, 2021). By looking at the number of reviews about a product, a consumer ensures that the product they will buy is declared excellent and worth buying so that consumers will not feel

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disadvantaged or disappointed. Businesses, especially in the beauty sector, began to provide product information through Shoope e-commerce (Mahardini et al., 2022). Live Streaming has become a booming tool lately because of the increasing number of Shoope users. Live Streaming also allows consumers to know the informality of the product being sold directly, from the physical to the quality of the product. In carrying out product sales through live streaming, the business person must have the ability to communicate and establish effective communication with the callon buyers who are the consumers of the business person. (Putri Adinda, 2021). Reliable skills and strategic communication so the salesperson's sales pitch can be returned (Mahardini et al., 2022). Promotion can also influence consumers in minimising various communication barriers arising in the ongoing sales process. The salesperson is engaged in leading the customer to a purchase decision through the verbalisation of the information directly in the Live Streaming (Ashari & Sinduwiatmo, 2021).

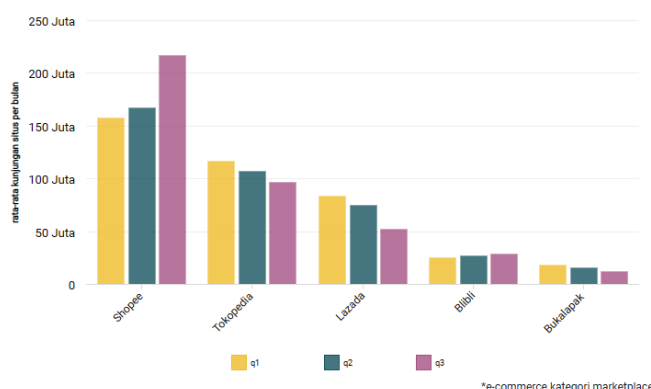


Figure 1. e-commerce category market

Source : SimilalrWeb

According to data from SimilalrWeb, Shopee became the leading online shopping destination with the highest monthly visitors, with 216 million visitors per month during the third quarter (July, August, September) of 2023. This calpain is a 30% increase compared to the coastal visits of the second quarter of 2023 (quarter-on-quarter/qoq). According to data, Shopee is an e-commerce company that is growing in turn. The increasing development of Shopee E-Commerce has encouraged consumer confidence in making a purchase decision about a product, and online shopping is different from offline shopping. Online shopping makes consumers unable to see the sale directly, so consumers need more information about the product to make consumers perceptive in making a purchase decision (D. Kurniawan et al., 2022).

Buying in this Live Streaming shopee will influence buying a product (Cenora & Hermawan, 2022). *Shopee Live Streaming is very popular with consumers today because it offers a variety of exciting programs such as free shipping, product discounts, monthly discounts and so on. Programmes like these are exciting because*

they support transactions (Tandar, 2022). Attractive and trending content and product promotions are embedded in attractive videos, also known as shoopee videos. Trust often makes consumers more cautious about buying a product when consumers prefer reviews in video testimonials from multiple influencers to other famous videos reviewing products they are embarrassed to buy, avoiding the risk of being misled by marketing content that exaggerates the product, suppose the influencer is allowed to promote the content in a way that does not brag about the content in line with the product that the influencer is selling, in that case, the most relevant hall in the purchase decision is the rating review in Shoopee e-commerce, which can make consumers believe that buying a product in Shopee live streaming is not possible (Wijaya & Ekayasa, 2022). Many problems are sometimes irrelevant to what the seller is selling, for example, the product photos are excellent and decent (Abdel Wahab et al., 2023). THowever, some e-commerce stores do not send balloons according to the product descriptions, leading to many consumers preferring to analyse customer reviews on the Shopee Buyer Decisions feature (Damayanti & Wahyudi, 2022). There are several indicators of buying decisions, Robin in Pramudana (2021) mentions the following. (Sembiring & Sunargo, 2022) (Problem recognition, informal reasoning, product brand internalised reasoning, product brand choice to purchase, post-purchase evaluation).

Influencer Marketing becomes a competitive advantage in attracting audiences to the products offered (Syanita & Ghina, 2023). This appeal allows influencers to be part of a marketing promotion strategy, or what we often hear today is influencer marketing (D. Kurniawan et al., 2022). Influencer marketing is expected to increase product sales because they eventually act as target consumers (Sonie Mahendra & Primasatria Edastama, 2022), influencing people according to their behaviour when buying a product (M. S. Kurniawan & Hermawan, 2022). After seeing and listening to information from influencers (Prasetya & Astono, 2020), influencers will help increase advertising and generate audience interest in seeing advertisements offered by influencers (Rizqullah & Indrawati, 2022). Influencer marketing can also influence a person's purchasing decision because influencers tend to influence their followers on social media (Nugroho & Hermawan, 2022). According to Ki & Kim (2019), Influencer marketing indicators are as follows (Restoran et al., 2022) (Ability to Attract Attention, Influencer Authority, Influencer Expertise, and Influencer Information).

The presence of content marketing is considered to have the benefit of creating closeness with the audience, making it easier for falsifiers to achieve their communication goals (Mahardini et al., 2022). Content marketing can increase customer benchmark value through content sharing and creation created by companies (Rifaldi & Gaffar, 2021). In terms of content marketing, counterfeiters' activities

include content creation, selecting channels that should be uploaded to the market, sharing of posts, and managing content relevant and valuable to the target audience, which in various ways can foster built interactions (Fajar, 2022). This purchase decision is one of the keys to success (Damayanti & Wahyudi, 2022). The quality of the content forger can improve purchasing decisions. Consumer interest in shopping and content forgery based on customer experience has been identified as an essential factor in purchasing decisions (Gunawan et al., 2021). Content Marketing indicators, according to Yalin Pektas and Haluk Salci (2020), are as follows (Purwanto et al., 2022). Conveying correct information, Conveying important information, Conveying informative content, and Conveying helpful information.

Electronic Word of Mouth (E-WOM) is related to individual activities through online media, exchanging positive and negative information and experiences about something that has been experienced (Dwi Wardani & Indayani, 2021). E-WOM (Electronic Word Of Mouth) itself is in the form of dissemination from the consumer (Putri Adinda, 2021). Consumers include customers who have made purchases with positive or negative values about products or business entities that are available with global reach (Fajar, 2022). E-WOM is said to come from netizens to other netizens who are recommendations (López et al., 2022). One example is using the TikTok platform to see product reviews; consumers feel confident that their products are excellent and worth buying, so they feel safe and satisfied (Winarno & Indrawati, 2022). In general, when purchasing a product, consumers look for reviews from previous buyers so that potential consumers know the advantages and disadvantages of the product in the purchasing decision process (Dewi & Sukaatmadja, 2022). According to Setiawan and Mahaputra (2019), E-WOM indicators are as follows: Source of Information, Product Knowledge, Question Quality, and Feedback.

A study conducted by (Indrawati et al., 2023) shows that influencer marketing significantly influences consumer purchasing decisions. However, the research results that mention purchasing decisions in research (Sonie Mahendra & Primasatria Edastama, 2022) show that influencers are not a significant factor in purchasing decisions in the marketplace. Research (Nabilah et al., 2023) also noted that content marketing influenced purchasing decisions significantly for Maybelline products. However, another study (Fajar, 2022) states that Content Marketing has a positive but insignificant effect on viewers. Researchers (Rifaldi & Gaffar, 2021) found that Electronic Word of Mouth significantly influences purchasing decisions for Wardah products. In contrast to research conducted by the researcher (Rahmawati et al., 2023) who found that the Electronic Word of Mouth variable partially did not affect Purchasing Decisions. Based on several previous studies, although there are some discrepancies in the form of research results, the problems that arise in this study will undoubtedly be different from previous studies. In addition, the population studied

can also strengthen the position of the results of this study. The hypothesis found may be different.

From these studies, researchers consistently find gaps, namely research gaps. A research gap is a gap in the results of previous research that contradicts other research. This research is based on research (Nurniati et al., 2023) which examines the Word of mouth and Influencer marketing. however, as the latest research, researchers added a independent variable, namely content marketing with Shopee as a marketplace. This research uses the title "The Effectiveness of Influencer Marketing, Content Marketing, and Electronic Word of Mouth (E-WOM) on Purchasing Decisions for Beauty Products on Shopee Live Streaming". The formulation of this research problem asks questions about the effectiveness of Influencer Marketing, Content Marketing, and Electronic word of mouth (E-WOM) in purchasing decisions for beauty products on Shopee Live Streaming. In addition, *This research aims to analyze and find empirical evidence* Influencer Marketing, Content Marketing, and Electronic Word of Mouth (E-WOM) can achieve goals in the effectiveness of purchasing decisions for beauty products on Shopee Live Streaming.

2. Theoretical Background

Influencer Malrketing (X1)

Influencer marketing has influences and interactions that can cause someone to buy the product. Usually people will see various videos uploaded as testimonials of using the products offered. If the audience positively assesses the product the influencer offers, the audience will likely feel like buying the product (Nugroho & Hermawan, 2022).

Influencers in the marketing world are needed because they have followers. In this way, influencers will build relationships and build trust easily with other people. Influencers who can provide product recommendations with positive reasons will attract consumers to decide to purchase a product. Therefore, companies must be careful in choosing influencers so they can have a positive impact and know their effectiveness in attracting consumers. Influencers who can recommend products with positive opinions will build consumer trust in the product itself. According to Ki & Kim (2019), Influencer Marketing Indicators are as follows (Restoran et al., 2022) :

1. Attention-grabbing ability: the influencer's reading of a source that is considered visually appealing or aesthetically appealing.
2. Influencer's authority: expertise in their field, which allows them to build a brand that runs and reposts their collaborations with influencers.
3. Influencer Expertise: building a reputation by promoting their knowledge and expertise on a particular topic.
4. Influencer Information: How an influencer can exert a certain amount of influence on the audience.

Some of the previous research findings that the authors took in this study include (Nurul ALgustin daln ALmro (2022), research findings related to the influence of influencer marketing and price perceptions on interest in purchasing skin care

products from TikTok Shop. A case study was conducted. The assessment of TikTok account owners in Semarang City shows that the independent variables, namely influencer marketing and price perceptions, simultaneously have a positive and significant effect on the value of skin care products from TikTok Shop (Agustin & Amron, 2022).

Content Marketing (X2)

Content Marketing is a marketing method used to build and distribute content that is always relevant to engage target audiences to promote profitable company activities (Rifaldi & Gaffar, 2021). Content Marketing usually includes strategies for creating and distributing content on websites and social media.

Content marketing is considered one of the marketing models that can attract buying interest and consumers because content marketing can build strong relationships and interactions with consumers. Marketing content is created unique and relevant so that it can compete with competitors. Through content marketing, buyers will get in-depth information about the product so that it can create consumer awareness. Emotions that resonate with consumers through content marketing can increase the chances of high product sales. Content Marketing indicators, according to Yalzgahn Pektals dan Halssaln (2020), are used, namely (Purwanto et al., 2022):

1. Conveying the correct information: Influencers should be able to convey a product offered to the audience correctly and accurately..
2. Conveying important information: The things done should align with the marketed brand or product.
3. Conveying informative content: The delivery process should make the audience feel the value of the content displayed while helping the audience.
4. Conveying useful information: information mutually needed by the audience can make the audience better understand the value that the influencer informs the audience.

Some previous research results that the author found in this study are research conducted by (Swesti Malhalrdini, Virginial Gryffin Singall, Mallik Hidalyalt (2023)). This study shows that content marketing on TikTok social media has an extraordinary impact on Generation Z and Millennials aged between 17 and 25. Content marketing variables are proven to be positive and significant to the purchasing decisions of TikTok application users, especially in the DKI area, indicating that content marketing is part of an excellent strategy to influence consumer product or service purchasing decisions by building interesting content and inspiring consumers with information about products (Mahardini et al., 2022).

Electronic Word Of Mouth (E-WOM) (X3)

Electronic Word Of Mouth or E-WOM is a reference that allows most users to share views, information, and experiences about a brand, improve brand quality, price, and performance, and provide advice and recommendations (López et al., 2022). Electronic Word of Mouth (E-WOM) is a personal activity through online media that aims to exchange information and experiences, both positive and negative, about something that has been experienced by himself or others (Dwi Wardani & Indayani, 2021).

E-WOM is an important marketing strategy in the digital era because in online purchases someone will see reviews and opinions of other people before buying. Through E-Whom, potential buyers will get detailed information about the product because they already have opinions or experiences from other buyers. So, the relationship between E-WOM and purchasing decisions occurs because the information conveyed by other consumers will be taken into consideration and make more appropriate decisions in choosing the product to be purchased (Yulindasar & Fikriyah, 2022). Therefore, a company must be able to manage E-WOM well so that it can have customers who have a positive buying experience. Electronic Word of Mouth (E-WOM) indicators, according to Setiawan and Mahaputra (2019), are as follows (Apriastuti et al., 2016):

1. Information source: a post that contains a brief opinion or evaluation, positive or negative, about the product being sold to consumers based on their experience with the product.
2. Product knowledge: knowledge and experience that has been provided by social media users who have used the reviewed product.
3. Enquiry reply path: The presence of social media as an online information source in providing answers to consumer questions about electronic devices.
4. Review feedback: contains information that is entirely accurate, emotional, more honest, and approachable because the process takes place directly and comes from a trusted source.

Some of the previous research results that the authors refer to in this article are research (Atika & Lilik, 2021). This study examines the results of hypothesis testing, which shows that the E-WOM variable affects consumer purchasing decisions for Sunco cooking oil (Dwi Wardani & Indayani, 2021).

Purchasing Decision (Y)

Purchasing decisions are problem-solving actions individuals take to choose between two or more alternative actions. They are experienced as the most appropriate purchase action when first going through the stages of the decision-making process. According to Robin and Pramudinal (2021), there are several indicators of purchasing decisions (Sembiring & Sunargo, 2022):

1. Problem Identification: The buying process starts with the buyer's awareness of a particular need or desire..
2. Search for various information: Consumers seek information about the product they want to buy, both from their memories and external information, after knowing their needs or desires.
3. Evaluation of different brand options: This stage involves consumers evaluating several different products and brands according to consumer preferences.
4. Selection of the brand to buy: The process of developing preferences and purchase desires for products and brands that have been evaluated.

Post-purchase evaluation: The process by which consumers feel satisfied or dissatisfied with the product purchased. Consumers make repeat purchases if they feel the product meets their expectations and vice versa.

A conceptual framework

This conceptual framework is defined as a relationship describing many theories between research variables, namely, between the independent variable (X) and the dependent variable (Y), which will be explained through the research conducted. In this study, the conceptual framework presented in the figure above is detailed based on several previous research references. Therefore, based on the theory that has been established, the researcher assumes that the variables Influencer Marketing (X1), Content Marketing (X2), and Electronic Word Of Mouth (E-WOM) (X3) have a simultaneous influence on Purchasing Decisions (Y). Given the influence of theoretical research and findings from previous research, the structure obtained can be considered as follows:

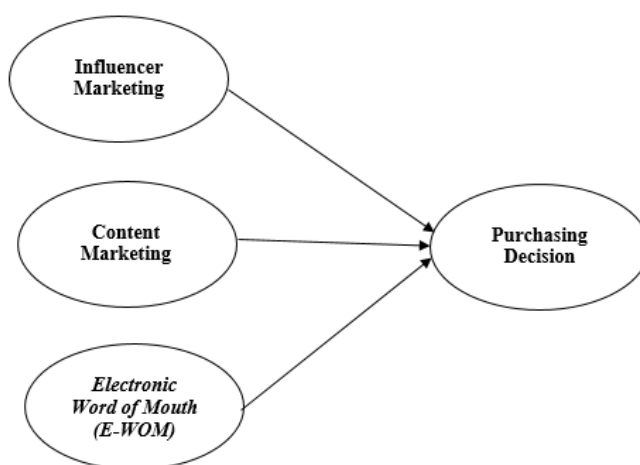


Figure 2. Conceptual Framework

This hypothesis is a temporary conjecture against the formulation of the problem in this study. With a hypothesis, the implementation of research will be more directed to accept or reject these temporary conjectures. The hypothesis in this research was created using relevant theories from previous research. The hypotheses in this study are detailed as follows:

- H1 : Influencer Marketing significantly influences Purchasing Decisions for Beauty Products on Shopee Live Streaming.
- H2 : Content Marketing significantly influences Purchasing Decisions for Beauty Products on Shopee Live Streaming.
- H3 : Electronic Word Of Mouth (E-WOM) significantly influences Purchasing Decisions for Beauty Products on Shopee Live Streaming.

3. Methodology

Quantitative research is a form of research that can be done in this study. Quantitative research is research that relates cause and effect between independent and dependent variables through scientific calculations derived from samples taken (Rizqullah &

Indrawati, 2022). Scale used by the author is a Likert scale through 5 alternative answers to the scale Disagree, Disagree, Neutral, Agree, and Strongly Agree (Wijaya & Ekayasa, 2022). According to Sugiyono (2016: 160), the sampling technique is a sampling technique. So, good research must consider and use a technique in determining the sample to be taken as a research subject. The sampling technique used in this study is Probability Sampling, where each item in the population has the same opportunity to be included in the sample by using the simple random sampling method and sampling based on the opinion of the theory, which states that the number of research subjects is less than 100, it is better to take all so that the research is population research. However, if the number of research subjects is more than 100, the researcher can take 10-15% and 20-25%. The sampling in this study is 20% of the existing population because the population exceeds 100, around 500 people. That is, 20% of 500 is 100. So, the sample in this study amounted to 100 Shopee application users who have purchased beauty products on Shopee Live Streaming (D. Kurniawan et al., 2022). The data obtained will be analysed using PLS (Partial et al.) PLS is a powerful analysis method because it can be applied to all data scales, does not require many assumptions and measurements. The sample doesn't have to be large, otherwise it can be used as confirmation of the theory can also be used to build that relationship. There is no theoretical basis yet or for testing proposition. PLS can also be used for structural modeling with characteristic indicators reflective or formative. The reason researchers use PLS-SEM is because it is considered an appropriate method with the best assessment so as to produce a detailed study.

4. Empirical Findings/Result

PLS Model Analysis Measurement (Outer Model)

Convergent Validity Test

The initial measurement results in the algorithm showed that no indicators were eliminated because the outer loading value was > 0.70 . The measurement results get an outer loading value that has fulfilled the convergent validity test with the results of the values presented in Table 1.

Influencer Marketing		Content Marketing		E-WOM		Purchasing Decision	
X1.1	0.829	X2.1	0.797	X3.1	0.821	Y.1	0.883
X1.2	0.881	X2.2	0.769	X3.2	0.831	Y.2	0.814
X1.3	0.741	X2.3	0.769	X3.3	0.904	Y.3	0.713
X1.4	0.852	X2.4	0.838	X3.4	0.875	Y.4	0.843
						Y.5	0.895

Table 1. Outer Loading Score

Source: Smart-PLS output data processed (2023)

Composite Reability, Cronbach' alpha Test & Average Variance Extracted

In Table 2, it can be seen that the value of all constructs has a Composite Reliability value and Cronbach's Alpha > 0.7, so it can be said that all latent variables are reliable. (AVE) is also one method for measuring convergent validity. The criteria for a model that has been recalculated if each construct has an AVE value > 0.5. Based on Table 2, it can be seen that the AVE value of each variable is above > 0.5, so the constructs in this study can be said to have suitable residual variables.

Table 2. Composite Reability, Cronbach' alpha test results & Average Variance Extracted

	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	<i>Average Variance Extracted (AVE)</i>
<i>Influencer Marketing (X1)</i>	0.896	0.684	0.844
<i>Content Marketing (X2)</i>	0.872	0.630	0.805
<i>Electronic Word Of Mouth (X3)</i>	0.918	0.737	0.884
<i>Purchasing Decision (Y)</i>	0.918	0.692	0.887

Source: Smart-PLS output data processed (2023)

Discriminant Vallidity Test

The discriminant validity value is the correlation between the indicators of each variable and other variables. This test can be seen from the cross loading results. The cross loading value of each group must be greater than the measured latent variable to be said to fulfil the discriminant validity test (Darwin & Umam, 2020). Based on the analysis results in Table 3, the cross-loading value of all indicators follows the provisions of the discriminant validity value.

Table 3. Discriminant Value (Cross Loading)

	Influencer Marketing (X1)	Content Marketing (X.2)	E-WOM (X.3)	Purchasing Decision (Y)
X1.1	0.829	0.686	0.106	0.594
X1.2	0.881	0.845	0.041	0.569
X1.3	0.741	0.473	0.104	0.543
X1.4	0.852	0.768	0.006	0.539
X2.1	0.542	0.797	0.071	0.519
X2.2	0.450	0.769	0.216	0.642
X2.3	0.858	0.769	0.002	0.544
X2.4	0.847	0.838	0.041	0.543
X3.1	0.018	0.056	0.821	0.142
X3.2	0.060	0.052	0.831	0.171
X3.3	0.042	0.118	0.904	0.269

X3.4	0.050	0.038	0.875	0.152
Y.1	0.639	0.623	0.182	0.883
Y.2	0.550	0.637	0.191	0.814
Y.3	0.503	0.516	0.220	0.713
Y.4	0.496	0.579	0.198	0.843
Y.5	0.627	0.610	0.166	0.895

Source: Smart-PLS output data processed 2023

Inner Model Measurement

R-Square Test

From Table 4, the Influencer Marketing (X1), Content Marketing (X2), and Electronic Word of Mouth (X3) variables can explain their influence by 57.0% on the Purchasing Decision Variable (Y). However, it can be concluded that other variables outside this study influence the remaining influence of 43.0%. The value of 0.570 indicates that the structural model of this study is considered a moderate or moderate structural model because it has an R-squared value > 0.33.

Table 4. R-Square Test Results

	<i>R Square</i>
Purchasing Decision (Y)	0.570

Source: Smart-PLS output data processed (2023)

Q-Square Test

Based on the data listed in Table 5, it can be concluded that this study has a Q-Square value > 0, which is 0.382. This value shows the most significant percentage in this study, 38.2%. Therefore, it can be concluded that this study has a relevant predictive value, which indicates that the model used can explain the information in the research data by 38.2%.

Table 5. Q-Square Test Results

	<i>SSO</i>	<i>SSE</i>	<i>Q² (=1-SSE/SSO)</i>
Purchasing Decision (Y)	500,000	309,106	0,382

Source: Smart-PLS output data processed (2023)

F-Square Test

From the F-Square test results listed in Table 6, it can be concluded that this study does not have an F-Square value with a large effect size of > 0.35. The F-Square value with a moderate effect has little influence between X2 and Y because it has an F-Square value between 0.15 and <0.35. Meanwhile, X1 to Y and X3 to Y show small effect sizes, with F-Square values between 0.02 and 0.15. Based on the data listed in Table 6, it can be concluded that this study has a Q-Square value > 0, which is 0.382. This value shows the most significant percentage in this study, 38.2%. Therefore, it can be concluded that this study has a relevant predictive value, which indicates that the model used can explain the information in the research data by 38.2%.

Table 6. F-Square Test Results

	Purchasing Decision (Y)
<i>X.1 Influencer Marketing</i>	0.072
<i>X.2 Content Marketing</i>	0.117
<i>X.3 E-Wom</i>	0.087

Source: Smart-PLS output data processed (2023)

Path Coefficient Test

In Table 7, the Original Sample, T-Statistic, and P-Values results from bootstrapping are obtained, which conclude that all variables (X) in this study, namely the Influencer Marketing (X1), Content Marketing (X2), and Electronic Word Of Mouth (X3) variables, have a positive and significant effect on purchasing decisions for beauty products on Shopee live streaming.

Table 7. Path Coefficient Test Results

	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	Hipotesis
<i>Influencer Marketing (X1) -> Purchasing Decision (Y)</i>	0.329	2.470	0.014	Signifikan
<i>Content Marketing (X2) -> Purchasing Decision (Y)</i>	0.422	3.131	0.002	Signifikan
<i>Electronic Word Of Mouth (X3) -> Purchasing Decision (Y)</i>	0.197	2.840	0.005	Signifikan

Source: Smart-PLS output data processed (2023)

5. Discussion

Influencer Marketing Affects Purchasing Decisions

Based on the analysis results, it is proven that influencer marketing affects purchasing decisions. In addition, the effect is positive and significant. Consumers believe that influencers have expertise in providing reviews on beauty products, and the number of positive reviews helps consumers determine purchasing decisions for a beauty product. This research is supported by research (Indrawati et al., 2023) that influencer marketing can provide information about a product to consumers as a consideration when purchasing. This indicates that influencers can build trust in a brand and create a positive brand image among consumers. Reviews and statements about the good or bad of products provided by influencers can help consumers make purchasing choices, the more positive reviews will increase consumer confidence in purchasing a product (Agustin & Amron, 2022).

Influencer Marketing and live streaming platforms significantly impact beauty product purchase decisions. These findings suggest that beauty brands and companies can benefit from collaborating with influencers and using live streaming to interact

with consumers and drive product sales. This information can help beauty product marketers develop effective marketing strategies and utilise the potential of influencer collaboration and live streaming platforms to increase consumer engagement and sales.

Content Marketing Affects Purchasing Decisions

Based on the analysis results, it is proven that content marketing affects purchasing decisions. In addition, the effect is positive and significant. Content marketing feature helps them assess the product to be purchased. Consumers also recognise the usefulness of Shopee's Content Marketing feature, which provides product information to other consumers, and recognise the positive effects of the Content Marketing feature, such as helping them assess the good and bad of a product. This research is supported by research (Nabilah et al., 2023). which proves that content marketing has an influence on product purchasing decisions because marketing content can create memories in consumers about the existence, information and advantages of a product. Research conducted by (Rifaldi & Gaffar, 2021) also obtained results that with marketing content, consumers will be more easily interested in a product and know the product's effectiveness. Content marketing can expand the target market so that it can reach more consumers to buy products.

The findings of this study provide insight into how content marketing and collaboration with influencers can influence the purchase intention of beauty products among consumers. In addition, understanding live streaming as a sales medium is essential in creating an emotional connection with consumers and influencing their purchasing behaviour. This demonstrates the potential of live streaming in content marketing strategies to engage consumers and drive product sales. Considering this study's findings, beauty brands and companies can utilise content marketing strategies to increase consumer engagement, shape brand perception, and ultimately drive purchase decisions on live streaming platforms.

Electronic Word Of Mouth Affects Purchasing Decisions

Based on the analysis results, it is proven that electronic word of mouth (E-WOM) affects purchasing decisions. In addition, the effect is positive and significant. Consumers also realise that E-WOM is accurate, namely knowledge about Shopee Live Streaming, thus increasing consumer confidence in buying products. This research is supported by research (Yulindasar & Fikriyah, 2022) which found that E-WOM is considered capable of increasing interest in purchasing decisions through reviews provided by previous users or consumers. This indicates that W-WOM plays a role in conveying detailed information about products based on experience so that consumers can consider their purchasing decisions (Dwi Wardani & Indayani, 2021).

In the context of beauty products on Shopee, the influence of live streamers can increase consumer confidence in the product, thus influencing their purchasing decisions. E-WOM can also provide adverse feedback and harm the brand image and purchasing decisions if not appropriately managed. If E-WOM increases, purchasing decisions on live streaming e-commerce will also increase. Consumers trust the

information they get about products during live streaming, improving their shopping experience.

6. Conclusions

Based on the results of the research that has been conducted, the Influencer Marketing variable (X1) affects purchasing decisions. This shows that the Online Customer Review proves that consumers consider the quality of the arguments provided by other consumers and are considered to provide correct information about the good and bad of beauty products in Shopee's live streaming. Furthermore, the Content Marketing variable (X2) affects purchasing decisions. This shows that consumers recognise that the Content Marketing feature can help other consumers assess a product to be purchased. The Electronic word of mouth variable (X3) affects purchasing decisions. This shows that consumers believe that Electronic Word Of Mouth has the power to help other consumers buy products on Shopee Live Streaming through information related to the product being conveyed.

Based on the research results and discussion, there are recommendations that can be given from this research. For sellers of beauty products on Ecommerce Shopee, they should consider more factors that lead to purchasing decisions, such as building brand trust through influencers, content marketing and also conveying product information. For further research, researchers hope to be able to add other independent variables not examined in this research to increase literacy regarding the causes of purchasing decisions at Shopee. Apart from that, further research is expected to increase the number of respondents in order to obtain more concrete data.

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