

## The Effect of Live Streaming and Service Quality on Purchase Decisions at Ekyushop Store on the Shopee Marketplace

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### ABSTRACT

This study examines the effect of live streaming and service quality on purchase decisions at Ekyushop store on the Shopee marketplace, both partially and simultaneously. A quantitative associative method was used with 96 respondents determined via the Slovin formula from a population of 2,744 consumers. Data were analyzed using instrument testing, classical assumption testing, regression, correlation, determination, and hypothesis testing (SPSS version 20). Results show that live streaming has a positive and significant effect on purchase decisions, contributing 53.2% (t-count 10.168; sig. 0.000); service quality has a positive and significant effect, contributing 43.0% (t-count 8.293; sig. 0.000); and both simultaneously have a significant effect of 57.3% (F-count 60.364; sig. 0.000). The study recommends that Ekyushop improve the quality of its live streaming and service to strengthen consumers' purchase decisions.

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## INTRODUCTION

### *Background*

The development of information and communication technology has brought significant changes to consumer shopping behavior, particularly through the use of online marketplaces. Shopee recorded the highest number of visits among marketplaces in Indonesia, reaching 132 million visits in April 2025 and an average of 152.6 million visitors worldwide in February 2025, far exceeding competitors such as Tokopedia, Lazada, and Blibli (Databoks, 2025). One of Shopee's leading features is live streaming, which allows sellers to interact directly with prospective consumers in real time.

Ekyushop, which has been operating since 2017 and focuses on polaroid photo prints, calendars, and photo albums, has expanded its sales from offline channels to the Shopee marketplace and actively utilizes the live streaming feature to reach consumers. However, a pre-survey of 30 respondents showed that the number of live viewers during Ekyushop's live streaming sessions remains low (only 10% answered "Yes" for high viewer numbers), even though viewer interaction was fairly active (86.7%). Ekyushop's live streaming viewer data also showed a fluctuating and declining trend, from a total of 3,205 viewers in 2023 to 2,744 viewers in 2024.

In addition to live streaming, service quality is also an important factor shaping consumers' purchase decisions in the online shopping environment, given that consumers cannot interact directly with sellers as they would in a physical store. The service quality pre-survey results showed that store appearance and transaction safety were already rated well (>70% answered "Yes"), while response speed and order accuracy still needed improvement (40-47%). This condition also affected Ekyushop's sales performance, which has not yet reached its targets: Rp388,400,000 (97% of target) in 2023, declining to Rp337,900,000 (84% of target) in 2024.

Based on this phenomenon, this study aims to examine the extent to which live streaming and service quality affect consumers' purchase decisions at Ekyushop store on the Shopee marketplace, both partially and simultaneously.

### *Problem Formulation*

1. Does live broadcasting influence consumers' decisions to buy at the Ekyushop store on Shopee?
2. Does the level of service at the Ekyushop store on the Shopee marketplace influence customers' decisions to buy?
3. Do live broadcasting and service quality influence customers' decisions to buy at the Ekyushop store on Shopee at the same time?

### *Research Objectives*

1. To determine the partial effect impact live streaming on choices to buy at Ekyushop store on the Shopee marketplace.
2. To ascertain how much service quality influences customers' decisions to buy at the Ekyushop store in the Shopee marketplace.
3. To ascertain how live broadcasting and service quality affect customers' decisions to buy at the Ekyushop store on the Shopee marketplace.

## **LITERATURE REVIEW**

### ***Live Streaming***

Live streaming is a technology that distributes compressed video data over the internet and broadcasts it in real time, allowing viewers to feel present during the broadcast (Nurivananda & Fitriyah, 2023; Chen & Lin, 2021). According to Solomon (2020), live streaming indicators include: the number of live viewers, interaction (likes, comments, shares), direct conversion, watch time, and follower growth.

### ***Service Quality***

According to Tjiptono in Indri (2019), service quality is a dynamic state pertaining to goods, services, human resources, procedures, and settings that can either meet or beyond customer expectations. Kotler and Keller (2016) list tangibles, certainty, responsiveness, empathy, and dependability as the five measures of service quality.

### ***Purchase Decision***

A purchase decision is the process by which a person chooses to acquire an item or service, taking into account a number of factors prior to the purchase (Satriadi et al., 2021; Hadita et al., 2020). Kotler and Keller (2016) list the following as indications of purchasing decisions: product selection, brand selection, distribution channel selection, time of purchase, amount purchased, and mode of payment.

### ***Conceptual Framework and Hypotheses***

The study's conceptual framework shows how live streaming (X1) and service quality (X2) relate to purchasing decision (Y) as the dependent variable, both partially (H1, H2) and concurrently (H3). This framework serves as the foundation for the following research hypotheses:

1. H1: Live streaming has a significant effect on purchase decisions at Ekyushop store on the Shopee marketplace.
2. H2: Service quality has a significant effect on purchase decisions at Ekyushop store on the Shopee marketplace.
3. H3: Live streaming and service quality simultaneously have a significant effect on purchase decisions at Ekyushop store on the Shopee marketplace.

## METHODOLOGY

### *Research Design*

In order to investigate the correlations between variables using numerical data and statistical analysis, this study uses a quantitative technique using a descriptive-associative approach (Sugiyono, 2019).

### *Location and Time*

The research was conducted at Ekyushop's business location in Parigi Village, Parigi District, Pangandaran Regency, from September 2025 to July 2026.

### *Population and Sample*

The population of this study consists of all Ekyushop consumers, totaling 2,744 people. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 96 respondents selected using probability sampling through the simple random sampling method.

### *Research Variables*

Table 1. Operational Definition of Variables

| Variable              | Indicators                                                                                                                  | Source                 |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------|
| Live Streaming (X1)   | Number of live viewers, interaction, direct conversion, watch time, follower growth                                         | Solomon (2020)         |
| Service Quality (X2)  | tangibles, dependability, certainty, responsiveness, and empathy                                                            | Kotler & Keller (2016) |
| Purchase Decision (Y) | Product selection, brand selection, distribution channel selection, time of purchase, amount purchased, and mode of payment | Kotler & Keller (2016) |

### *Instruments and Data Collection*

Primary data were collected through a Likert-scale questionnaire distributed online to Ekyushop consumers, supplemented with observation and interviews. Secondary data were obtained from Ekyushop's sales records and live streaming viewer data.

### *Data Analysis Techniques*

SPSS version 20 was used to analyze the data in the following stages: (1) validity and reliability testing of the instrument; (2) testing of classical assumptions (normality, multicollinearity, autocorrelation, heteroscedasticity); (3) analysis of simple and multiple linear regression; (4) analysis of correlation and determination coefficients; and (5) testing of hypotheses (t-test and F-test) at a 5% significance level.

## RESEARCH RESULT AND DISCUSSION

### *Respondent Characteristics*

Of the 96 respondents, the majority were female (65.6%), aged 15-25 years (71.9%), and worked as students (52.1%), followed by private employees (26.0%).

### *Instrument Testing*

The validity test results showed that all statement items for the three variables had r-count values greater than the r-table value (0.2006), indicating that they were valid. The reliability test results are presented in Table 2 below.

Table 2. Reliability Test Results

| Variable              | Cronbach's Alpha | Standard | Description |
|-----------------------|------------------|----------|-------------|
| Live Streaming (X1)   | 0.832            | 0.60     | Reliable    |
| Service Quality (X2)  | 0.751            | 0.60     | Reliable    |
| Purchase Decision (Y) | 0.891            | 0.60     | Reliable    |

### *Classical Assumption Tests*

The results of the Kolmogorov-Smirnov normality test showed that the data was normally distributed, with a significance value of 0.361 ( $>0.05$ ). For both independent variables, the multicollinearity test revealed a tolerance value of 0.508 ( $>0.1$ ) and a VIF value of 1.970 ( $<10$ ), suggesting no multicollinearity. There was no autocorrelation, as indicated by the Durbin-Watson autocorrelation test result of 1.775, which fell between 1.550 and 2.460. For the two independent variables, the Glejser heteroscedasticity test revealed significant values of 0.918 and 0.076 ( $>0.05$ ), respectively, suggesting that the regression model is free of heteroscedasticity and appropriate for usage.

### *Regression, Correlation, and Determination Analysis*

Table 3. Summary of Regression, Correlation, and Determination Results

| Model                | Regression Equation     | Correlation Coefficient (r) | Coefficient of Determination ( $R^2$ ) |
|----------------------|-------------------------|-----------------------------|----------------------------------------|
| X1 $\rightarrow$ Y   | $Y = 11.940 + 0.925X1$  | 0.732 (strong)              | 53.2%                                  |
| X2 $\rightarrow$ Y   | $Y = 11.780 + 0.943X2$  | 0.656 (strong)              | 43.0%                                  |
| X1, X2 $\rightarrow$ | $Y = 6.336 + 0.698X1 +$ | 0.757 (strong)              | 57.3%                                  |

| Model | Regression Equation | Correlation Coefficient (r) | Coefficient of Determination (R <sup>2</sup> ) |
|-------|---------------------|-----------------------------|------------------------------------------------|
| Y     | 0.371X2             |                             |                                                |

### Hypothesis Testing

Table 4. Summary of Hypothesis Test Results

| Test                              | Calculated Value | Table Value | Sig.  | Decision                   |
|-----------------------------------|------------------|-------------|-------|----------------------------|
| t-test: Live Streaming (X1) → Y   | 10.168           | 1.661       | 0.000 | H01 rejected, Ha1 accepted |
| t-test: Service Quality (X2) → Y  | 8.293            | 1.661       | 0.000 | H02 rejected, Ha2 accepted |
| F-test: X1, X2 → Y (simultaneous) | 60.364           | 3.09        | 0.000 | H03 rejected, Ha3 accepted |

Live streaming's impact on purchasing decisions. According to the analysis results, 53.2% of purchase choices are positively and significantly impacted by live streaming, with the remaining 46.8% being influenced by elements not included in this study. This result is in line with the findings of Furianto and Kusnawan (2023), who discovered that live streaming and promotions influence Shopee customers' decisions to buy.

The impact of service quality on the decision to buy. Purchase decisions have also been shown to be positively and significantly impacted by service quality, accounting for 43.0%. This demonstrates that in the context of online purchasing, customer trust and purchase decisions are significantly influenced by response time, delivery dependability, and vendor empathy.

Live streaming and service quality have a simultaneous impact on purchasing decisions. Concurrently, 57.3% of purchase decisions are positively and significantly impacted by live streaming and service quality; the remaining 42.7% are influenced by factors not included in this survey, such as price, brand trust, or product reviews.

## CONCLUSIONS AND RECOMMENDATIONS

### *Conclusion*

1. At the Ekyushop store in the Shopee marketplace, live streaming had a 53.2% positive and substantial partial impact on purchase choices (t-count 10.168 > t-table 1.661; sig. 0.000).
2. Purchase decisions at the Ekyushop store in the Shopee marketplace are positively and significantly influenced by service quality (t-count 8.293 > t-table 1.661; sig. 0.000), accounting for 43.0% of the total.
3. At the Ekyushop store on the Shopee marketplace, live streaming and service quality concurrently have a favorable and large impact on purchase decisions (F-count 60.364 > F-table 3.09; sig. 0.000), contributing 57.3%.

### *Research Limitations*

1. The number of respondents was limited to 96, so the research results cannot fully represent all Shopee users or other online stores.
2. This study was conducted only at Ekyushop store, so the results cannot be directly generalized to other stores.

### *Recommendations*

1. Ekyushop needs to improve the quality and frequency of its live streaming and create more interactive and engaging content to strengthen its effect on purchase decisions, given that the number-of-viewers indicator received the lowest average score.
2. Ekyushop needs to improve service quality, particularly store appearance during live streaming, response speed, friendliness, and understanding of consumer needs.
3. Ekyushop needs to improve payment convenience, including Cash on Delivery (COD) options, to support consumer comfort in transactions.

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