

THE EFFECT OF LIVE STREAMING, ONLINE CUSTOMER REVIEWS, AND FREE SHIPPING PROMOTIONS ON ONLINE PURCHASE INTENTION AMONG SHOPEE MARKETPLACE USERS IN DENPASAR CITY

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Article Info:**Article History:**

Received: 2026-01-17

Revised: 2026-03-10

Accepted: 2026-04-04

Abstract:**Purpose:**

This study analyzes the effects of live streaming, online customer reviews, and free shipping promotions on online purchase intention among Shopee marketplace users in Denpasar City.

Keywords:

Live Streaming, Online Customer Review, Free Shipping Promotion, Purchase Intention

Methodology:

The study used a quantitative design with 100 respondents selected through non-probability sampling. Data were collected through questionnaires and analyzed using multiple linear regression and partial and simultaneous hypothesis tests with SPSS.

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Findings:

Live streaming, online customer reviews, and free shipping promotions simultaneously have a positive and significant effect on online purchase intention. Each variable also has a positive and significant partial effect on purchase intention.

Paper Type:

Research Paper

**Implication:**

Shopee should improve the attractiveness and interactivity of live streaming, strengthen the credibility and presentation of customer reviews, and design free-shipping promotions that are communicated clearly and early enough to support comfortable purchase decisions.

INTRODUCTION

Shopee is the e-commerce platform most frequently accessed by Indonesian consumers, with a reported share of 53.22%. This dominance indicates strong competitiveness and relatively high consumer trust compared with other e-commerce platforms. The same pattern is relevant in Denpasar City, an economic and tourism center in Bali characterized by relatively high digital literacy and technology adoption. These conditions make Denpasar residents a potential segment for online shopping and digital-consumer behavior.

To maintain and strengthen consumer purchase intention, Shopee continuously develops digital-marketing features such as live streaming, online customer reviews, and free shipping promotions. These features are designed to shape consumer perceptions, attitudes, and purchase interest. Purchase intention reflects consumers' tendency to make purchases based on experience and rational product evaluation (Wardhana, 2024). Together, these features can increase convenience, trust, and the attractiveness of online shopping.

Live streaming enables real-time two-way communication between sellers and consumers. Shopee Live was reported to lead awareness of live-streaming features at 96% relative to competing platforms. The feature functions not only as a promotional medium but also as a mechanism that can encourage transactions and purchase intention (Tonda et al., 2024). Online customer reviews provide information based on previous buyers' experiences and may shape purchase interest. Free shipping promotions can further stimulate purchases by reducing consumer hesitation associated with delivery charges that may sometimes be high relative to the product price (Muhammad Ilham et al., 2024).

Although previous research has examined the effects of live streaming, online customer reviews, and free shipping promotions on purchase intention, differences in consumer characteristics across regions may produce different responses to marketplace digital-marketing strategies. This study therefore examines these relationships specifically among Shopee users in Denpasar City.

METHODS

The study was conducted in Denpasar City, where access to information and technological development make information about the Shopee marketplace readily available. The research population consisted of Denpasar residents. Statistics Indonesia (BPS) of Bali Province reported a Denpasar population of 762,480 in 2025. Non-probability sampling was applied, with a 10% margin of error, producing a sample of 99.9 respondents rounded to 100. The independent variables were live streaming (X1), online customer review (X2), and free shipping promotion (X3), while purchase intention (Y) was the dependent variable. Both quantitative and qualitative data from primary and secondary sources were used. Data were collected through documentation and questionnaires. The analytical procedures comprised descriptive statistics, classical-assumption tests, multiple linear regression, and hypothesis testing.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis Results

Model	Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	Constant	0.249	2.621	-	0.095	0.925	-	-
1	Live Streaming (X1)	0.472	0.096	0.401	4.900	0.000	0.857	1.167
1	Online Customer Review (X2)	0.361	0.121	0.250	2.996	0.003	0.822	1.217
1	Free Shipping Promotion (X3)	0.311	0.097	0.257	3.190	0.002	0.886	1.129

Source: Processed data (2026).

The multiple linear regression equation is:

$$Y = 0.249 + 0.472X_1 + 0.361X_2 + 0.311X_3$$

The constant of 0.249 represents the estimated baseline purchase-intention value when live streaming, online customer reviews, and free shipping promotions are zero. Live streaming has a coefficient of 0.472, indicating that a one-unit increase is associated with a 0.472-unit increase in purchase intention, holding other variables constant. Online customer review has a coefficient of 0.361, and free shipping promotion has a coefficient of 0.311; both coefficients indicate positive relationships with purchase intention.

F Test

Table 2. Simultaneous Significance Test (F Test)

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1089.454	3	363.151	26.074	0.000
1	Residual	1337.056	96	13.928	-	-
1	Total	2426.510	99	-	-	-

Source: Processed data (2026).

Because Fcount is greater than Ftable and the significance value is $0.000 < 0.05$, H_0 is rejected and H_a is accepted. Live streaming, online customer reviews, and free shipping promotions therefore simultaneously have positive and significant effects on purchase intention among Shopee users.

Discussion

Effect of Live Streaming on Online Purchase Intention

The partial t-test produced $t = 4.900$ with $p = 0.000 < 0.05$, and the calculated t-value is greater than the t-table value of 1.984. Live streaming therefore has a positive and significant effect on online purchase intention

among Shopee users in Denpasar City. Effective product explanation and interactive communication can increase consumer interest. From the Stimulus-Organism-Response (SOR) perspective, live streaming functions as a stimulus that influences consumers and generates a purchase-intention response. The finding is consistent with Siswanto et al. (2024), Rahmawaty et al. (2023), and Muhammad Ilham et al. (2024).

Effect of Online Customer Reviews on Online Purchase Intention

The online-customer-review variable produced $t = 2.996$ with $p = 0.003 < 0.05$ and a t-value greater than 1.984, indicating a positive and significant effect on online purchase intention. Consumers tend to use previous buyers' experiences to evaluate product quality and seller credibility (Rohmatulloh & Sari, 2025). Within the SOR framework, online customer reviews act as a stimulus that shapes consumer evaluation and purchase intention. The result is consistent with Rohmatulloh and Sari (2025), Widhianingrum and Octavia (2024), Damanik et al. (2024), and Tonda et al. (2024).

Effect of Free Shipping Promotions on Online Purchase Intention

Free shipping promotions produced $t = 3.190$ with $p = 0.002 < 0.05$ and a t-value greater than 1.984, indicating a positive and significant effect on online purchase intention. Such promotions can stimulate purchases by reducing consumer hesitation related to additional shipping costs (Muhammad Ilham et al., 2024). Within the SOR framework, free shipping acts as a stimulus that reduces cost barriers and supports purchase intention. The finding is consistent with Cahyani Aulia Fitri et al. (2024), Damaiyanti Mulyawan et al. (2022), and Kusnadi et al. (2024).

Simultaneous Effect of Live Streaming, Online Customer Reviews, and Free Shipping Promotions on Online Purchase Intention

The simultaneous F-test produced $F = 26.074$ with $p = 0.000 < 0.05$ and an F-value greater than $F_{table} = 2.70$. The three variables therefore jointly have positive and significant effects on online purchase intention. Within the SOR framework, interactive live shopping, previous-buyer reviews, and reduced shipping costs jointly function as stimuli that shape users' subjective shopping experiences and encourage purchase intention.

CONCLUSION AND RECOMMENDATIONS

Live streaming has a positive and significant partial effect on online purchase intention among Shopee users in Denpasar City. More attractive and interactive live-streaming features are associated with stronger purchase intention. Online customer reviews also have a positive and significant partial effect; more numerous and convincing reviews strengthen purchase intention. Free shipping promotions likewise have a positive and significant partial effect, indicating that more attractive offers increase consumers' willingness to purchase. Simultaneously, the three variables have a positive and significant effect on online purchase intention.

Research Limitations

The study involved only 100 respondents, which may not fully represent overall consumer conditions. In addition, the model examined only live streaming, online customer reviews, and free shipping promotions, so additional factors affecting online purchase intention remain to be explored.

Recommendations for Shopee

Shopee should increase the attractiveness of live streaming by offering exclusive repeat-purchase promotions, such as special cashback for loyal customers, while displaying positive reviews to strengthen trust and purchase intention.

Shopee should improve the management of online customer reviews through purchase-verification features, filtering of irrelevant reviews, and more informative review displays so that the information presented has greater credibility and can be trusted by consumers.

Free shipping promotion strategies should be communicated earlier so users have sufficient time to consider purchases without feeling rushed, thereby making the purchase-decision process more comfortable while remaining commercially attractive.

To support purchase intention, Shopee should provide clearer and more detailed product information, including reviews, descriptions, and return policies.

Recommendations for Future Research

Future studies should extend the model by adding other variables that may influence purchase intention, such as lifestyle, discounts, and consumer psychological factors. The research scope should also include a wider range of Shopee-user segments beyond Denpasar City so that findings can be generalized more broadly.

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