

THE INFLUENCE OF LIVE SHOPPING, DISCOUNTS, AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS ON SHOPEE

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Abstract: This study examines the extent to which live shopping, price discounts, and product quality influence consumer purchase decisions within the Shopee platform. A quantitative approach was employed using a causal research design, with data analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4. The sample consisted of 185 respondents selected through purposive sampling, specifically individuals with prior experience purchasing via Shopee's live shopping feature. Data were collected using a structured questionnaire with a Likert scale. The results reveal that all three variables significantly and positively affect purchase decisions, with path coefficients of 0.519 (live shopping), 0.391 (discounts), and 0.465 (product quality) ($p < 0.05$). Among these, live shopping demonstrates the strongest influence. The model explains 68.8% of the variance in purchase decisions ($R^2 = 0.688$), indicating strong predictive capability. These findings suggest that consumer decisions in digital commerce are increasingly shaped by interactive and experiential factors alongside traditional economic considerations.

Keywords: Live Shopping; Product Quality; Purchase Decision.

Abstrak: Penelitian ini mengkaji sejauh mana live shopping, diskon harga, dan kualitas produk memengaruhi keputusan pembelian konsumen pada platform Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal, serta analisis data dilakukan menggunakan Structural Equation Modeling berbasis Partial Least Squares (PLS-SEM) dengan bantuan SmartPLS 4. Sampel penelitian terdiri dari 185 responden yang dipilih melalui teknik purposive sampling, yaitu individu yang memiliki pengalaman melakukan pembelian melalui fitur live shopping di Shopee. Data dikumpulkan menggunakan kuesioner terstruktur dengan skala Likert. Hasil penelitian menunjukkan bahwa ketiga variabel tersebut berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai koefisien jalur sebesar 0,519 (live shopping), 0,391 (diskon), dan 0,465 (kualitas produk) ($p < 0,05$). Di antara ketiganya, live shopping memiliki pengaruh paling dominan. Model penelitian mampu menjelaskan 68,8% variasi dalam keputusan pembelian ($R^2 = 0,688$), yang menunjukkan kemampuan prediktif yang kuat. Temuan ini mengindikasikan bahwa keputusan konsumen dalam perdagangan digital semakin dipengaruhi oleh faktor interaktif dan pengalaman, selain pertimbangan ekonomi tradisional.

Kata Kunci: Live Shopping; Kualitas Produk; Keputusan Pembelian.

INTRODUCTION

The rapid expansion of digital technology, particularly internet accessibility, has fundamentally reshaped consumer purchasing behavior. Traditional buying patterns are progressively being replaced by digital transactions facilitated through e-commerce platforms (Maulana et al., 2015). One of the dominant platforms in Indonesia is Shopee, which integrates various features to enhance the efficiency and convenience of online shopping. Platform provides a wide range of features designed to simplify the process of searching for and purchasing products, compare, and buy products quickly and practically (Nainggolan & Sitorus, 2023). In the increasingly fierce competition of online business, sellers are required to implement effective marketing strategies to attract consumer interest (Wibowo et al., 2026). One of the strategies that is widely used is the live shopping feature, which is a marketing method through live video broadcasting that allows sellers to introduce products in real-time, provide more detailed explanations, and interact directly with consumers. This feature is considered to be able to increase confidence and buying interest because it provides a more interactive shopping experience (Cai & Wohn, 2019).

In addition to live shopping, other factors that can influence consumer purchasing decisions are the provision of discounts and product quality. Discounts are a promotional strategy that is often used by business actors to attract consumer attention by offering prices lower than normal prices so that they can encourage consumers to make purchases (Putri & Saputro, 2025). On the other hand, product quality is also an important factor because it reflects the ability of a product to meet consumer needs and expectations (Scott, 2018). Products with good quality will provide satisfaction and increase consumer confidence, while low product quality can reduce consumer buying interest (Tandon et al., 2017). Therefore, the combination of promotional strategies such as live shopping and discounts, as well as the provision of quality products, is an important various elements play a crucial role in shaping consumer purchasing decisions within e-commerce environments, especially those related to platform features and user experience. (Sun et al., 2019).

Live streaming is a medium that enables the real-time transmission of audio and visual content, utilizing one or more communication technologies so that audiences can experience a sense of direct presence (Chen & Lin, 2017). Initially, live streaming was primarily used to broadcast video games and esports content (Erwin et al., 2025). However, over time, its function has expanded beyond gaming into broader applications, including live shopping activities. (Wongkitrungrueng & Assarut, 2018). Live streaming shopping is an economic technological development to offer products in the form of video or audio directly to viewers via the internet. Through live streaming shopping, consumers are able to view products from multiple perspectives and interact directly by asking relevant questions. This creates a more engaging shopping experience and encourages consumers to make purchases online through live streaming features. (Lu et al., 2018).

Discount is that a seller gives to buyer as a reward for particular transaction and customer satisfaction (Rachmawati et al., 2019). According to Baskara (2018), discount is a price reduction strategy used by companies or sellers to increase consumer buying interest in goods or services. The purpose of providing a discount (price discount) according to Squirting (2013) are: a. The effectiveness of discounts, to find out how much impact the discounts are given for the benefit of consumers. b. Increasing the purchase quantity with a large discount can affect the number of items that customers will buy. c. Price, with a direct discount can reduce the amount that customers will pay. d. Binding consumers, discounts may bind or entice buyers to return certain items.

According to Kotler and Keller in (Shidqi & Nurmansyah, 2024) Product value and performance represent a product's ability to consistently deliver expected results while exceeding the standards anticipated by consumers. Product quality can also be defined as a set of product characteristics that provide value and satisfaction to consumers, which in turn can stimulate repeat purchase intentions. Indicators commonly used to measure product quality include aspects such as performance, durability, reliability, and overall product excellence. According to Saleleng et al. (2014), namely: 1. Performance, showing how the characteristics of the product work well. 2. Reliability, showing how well the product is likely to perform well in a certain period of time. 3. Feature, is an additional feature of the basic feature. 4. Serviceability, where the ability of a product to provide services results in conclusions about the quality of the product that are judged subjectively by the user 5. Durability, which indicates how long the product will last until it can no longer be used or until replacement is required.

A purchase decision is an action of what has been thought and considered and as a form of the end result is whether or not to buy a product. According to Andrian et al., (2022) a purchasing decision represents a decision-making process in which individuals assess various available alternatives before determining the product they intend to buy. Several factors are considered to influence purchasing decisions. According to Tjiptono (2015) explains that one of the key determinants is the emotional connection established between consumers and producers after consumers utilize the goods or services offered. This emotional attachment emerges when consumers perceive that the product provides superior value compared to competing alternatives. Furthermore Kotler & Keller (2016), identify three main indicators used to assess purchasing decisions, namely: (1) the level of confidence or stability in choosing a product, (2) habitual behavior in making purchases, and (3) the promptness or speed in deciding to buy a product.

One of the stores that uses e-commerce platforms to market their products is Signore through Shopee. This store uses various marketing strategies such as live shopping, giving discounts, and maintaining product quality to attract consumer interest. However, the extent to which these strategies are able to influence consumer purchasing decisions still needs to be empirically analyzed. Therefore, This research was undertaken to examine the effect of live shopping on consumer behavior, discounts, and product quality on consumer purchase decisions at the Signore store on Shopee.

RESEARCH METHODS

This research adopts a quantitative approach with a causal design to examine the relationships between independent and dependent variables (Sugiyono, 2018). The analysis is carried out using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), processed with SmartPLS 4 software. The study specifically investigates the effects of live shopping, price discounts, and product quality on consumer purchasing decisions on the Shopee platform. The population consists of 189 individuals, of which 185 respondents are selected as the sample using the Slovin formula. A purposive sampling technique is employed, focusing on respondents who have prior experience purchasing through Shopee's live shopping feature. Data collection is conducted through the distribution of questionnaires using a Likert scale. The data analysis is performed in two stages. First, the measurement model (outer model) is evaluated to assess validity and reliability. Second, the structural model (inner model) is tested to analyze the relationships between variables and to examine the proposed research hypotheses.

RESEARCH RESULTS

In this research, several variables are examined as part of the analytical framework of Live Shopping, Discount, Product Quality, and Purchase Decision. To find out the percentage level based on the gender of the 185 respondents, you can see table 1 below.

Table 1 presents the distribution of respondents based on gender

Gender	Quantity	Percentage
Male	126	68,10%
Women	59	31,90%
Quantity	185	100%

Source: SmartPLS Processed Data

Referring to Table 1, it can be observed that the gender male 126 people (68.10%) and female 59 people (31.90%). From this data, it can be concluded that men are more dominant in purchasing Signore products.

Validity

Convergent validity is assessed by examining the loading factor values of each indicator associated with its respective construct, where the expected threshold value must be achieved of > 0.70



Figure 1 Outer Loadings
Source: SmartPLS Processed Data

Based on the Outer Loadings test Figure 1. In the variables Live Shopping, Discount, Product Quality, and Purchase Decision all are worth > 0.70. These results indicate that all indicators utilized in this study have satisfied the criteria for convergent validity.

Table 2 Average variance extracted (AVE)

	Average variance extracted (AVE)
Live Shopping (X1)	0.839
Discount (X2)	0.860
Product Quality (X3)	0.840
Purchase Decision (Y)	0.712

Source: SmartPLS Processed Data

Based on Table 2, it can be observed that the Average Variance Extracted (AVE) values for the variables Live Shopping (X1), Discount (X2), Product Quality (X3), and Purchase Decision (Y) all exceed 0.50. Therefore, it can be concluded that all constructs in this study meet the required validity criteria.

Table 3 Discriminant Validity Testing: HTMT

	Live Shopping (X1)	Discount (X2)	Product Quality (X3)	Purchase Decision (Y)
Live Shopping (X1)				
Discount (X2)	0.118			
Product Quality (X3)	0.194	0.041		
Purchase Decision (Y)	0.656	0.407	0.663	

Source: SmartPLS Processed Data

Referring to the results of the discriminant validity assessment using the HTMT approach as presented in Table 3, all HTMT values are below the threshold of 0.90. This indicates that each construct has satisfied the criteria for discriminant validity.

Reliability Test

Reliability analysis is carried out to ensure that the instrument consistently measures the intended constructs. This is evaluated using Cronbach's alpha and composite reliability, where values above 0.70 indicate that the construct is reliable.

Table 4 Cronbach's alpha and Composite reliability

	Cronbach's alpha	Composite reliability (rho_c)
Live Shopping (X1)	0.904	0.940
Discount (X2)	0.919	0.949
Product Quality (X3)	0.905	0.940
Purchase Decision (Y)	0.798	0.881

Source: SmartPLS Processed Data

Table 4 indicates that all variables achieve Cronbach's alpha and composite reliability values exceeding 0.70, suggesting that the constructs are reliable and exhibit a strong degree of internal consistency.

R-Square

Table 5 Presents the R-Square values

	R-square	R-square adjusted
Purchase Decision (Y)	0.688	0.683

Source: SmartPLS Processed Data

The results presented in Table 5 indicate that the R-Square value for the Purchase Decision variable (Y) is 0.688, reflecting a high level of explanatory strength.

Hypothesis Test

Path Coefficients

This analysis is performed by examining the level of significance to identify the relationships between variables through the bootstrapping procedure. The significance is determined by evaluating the parameter coefficients and T-statistics of the path coefficients. A research hypothesis is accepted when the T-statistic value is greater than 1.96, which corresponds to a significance level of 5%.

Table 6 Patf Test Coefficients & Significance Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Live Shopping (X1) -> Purchase Decision (Y)	0.519	0.520	0.038	13.707	0.000
Discount (X2) -> Purchase Decision (Y)	0.391	0.391	0.037	10.596	0.000
Product Quality (X3) -> Purchase Decision (Y)	0.465	0.465	0.040	11.662	0.000

Source: SmartPLS Processed Data

First, Live shopping (X1) demonstrates a statistically significant positive impact on purchase decisions (Y), with a coefficient of 0.519, a T-statistic greater than 1.96 (13.707), and a p-value below 0.05. These results indicate that hypothesis (H1) is supported.

Second, Discounts (X2) demonstrate a significant positive impact on purchase decisions (Y), as reflected in a coefficient value of 0.391, a T-statistic greater than 1.96 (10.595), and a p-value below 0.05. These results support the acceptance of hypothesis (H2).

Third, Product quality (X3) demonstrates a significant positive influence on purchase decisions (Y), as reflected by a coefficient of 0.465, a T-statistic greater than 1.96 (11.662), and a p-value below 0.05. These results indicate that hypothesis (H3) is supported.

DISCUSSION

The analysis shows that live shopping, discounts, and product quality contribute significantly and positively to consumers' purchasing decisions on the Shopee platform. Therefore, these three aspects can be considered essential factors in determining consumer behavior in digital commerce.

First, the findings confirm that live shopping plays a significant positive role in shaping purchasing decisions. With a coefficient of 0.519, a T-statistic of 13.707 (> 1.96), and a p-value of 0.000 (< 0.05), the results demonstrate that interactive and appealing live shopping experiences tend to encourage consumers to proceed with their purchase decisions. This feature enables consumers to observe products directly, receive real-time information, and interact with sellers, which ultimately strengthens consumer trust. These findings are consistent with the study by Wongkitrungrueng & Assarut (2018) which highlights that live streaming shopping enhances consumer engagement and encourages purchasing behavior. Similarly, Chen & Lin (2017) found that real-time interaction within live streaming environments can increase consumer trust and purchase intention.

Second, discounts are also found to have a positive and significant impact on purchasing decisions. This is demonstrated by a coefficient value of 0.391, a T-statistic of 10.595 (> 1.96), and a p-value of 0.000 (< 0.05). These results indicate that discount strategies are effective in attracting consumer attention and motivating quicker purchasing decisions. Discounts create a perception of greater value, as consumers feel they receive more benefits relative to the price paid. These findings are in line with Rachmawati et al. (2019) who concluded that discounts significantly influence purchasing decisions. In addition, Wulandari et al. (2025) also reported that discount offerings can increase purchase intention and accelerate the decision-making process.

Third, product quality is shown to have a positive and significant effect on purchasing decisions. This is reflected in a coefficient value of 0.465, with a T-statistic of 11.662 (> 1.96) and a p-value of 0.000 (< 0.05). These results suggest that higher product quality leads to increased consumer trust and satisfaction, which in turn drives purchasing decisions. Product quality remains a

fundamental factor, as it directly relates to the consumer's post-purchase experience. This finding is consistent with Kotler & Keller (2018), who emphasize that product quality is a key determinant of consumer purchasing decisions. Furthermore, Akbar (2019) Moreover, the results demonstrate that the level of product quality strongly contributes to purchasing decisions, especially in the e-commerce sector.

Simultaneously, the three variables, namely live shopping, discounts, and product quality, made a strong contribution to consumer purchasing decisions, which was shown by the high R-Square value. Overall, these results indicate that the proposed research model demonstrates strong predictive capability in explaining consumer purchasing behavior on the Shopee platform. Thus, it can be concluded that the combination of interactive marketing strategies through live shopping, providing attractive discounts, and providing good quality products is a key factor in improving consumer purchasing decisions in today's digital era.

CONCLUSION

The analysis using SEM-PLS demonstrates that live shopping, discounts, and product quality contribute positively and significantly to consumer purchase decisions on Shopee, with respective coefficients of 0.519, 0.391, and 0.465, all meeting the required statistical thresholds (T-statistics above 1.96 and p-values below 0.05). The dominance of live shopping indicates a transformation of consumer behavior from a utilitarian model to an experiential consumption, where interactivity and emotional involvement are the main determinants in the decision-making process. Discounts, while significant, represent more of a short-term stimulus that has the potential to create price-driven behavior if not balanced with a sustainable value strategy. Instead, product quality serves as a crucial post-purchase legitimacy mechanism in building consumer trust and loyalty. Simultaneously, these three variables are capable of explaining the variation in purchasing decisions, as indicated by an R-Square value of 0.688, which can be categorized as having strong explanatory power. But had not reached the optimal explanatory level, thus indicating the existence of other latent constructs such as trust, electronic word of mouth (e-WOM), and perceived ease of use that had not been accommodated in the model. Thus, these findings confirm that the effectiveness of digital marketing strategies is no longer partial, but rather demands the simultaneous integration of experiential marketing (live shopping), economic value (discounts), and core product value (product quality) to create purchasing decisions that are not only transactional, but also sustainable.

ADVICE

Referring to the overall findings of this research, e-commerce players are advised to integrate experiential marketing strategies through live shopping optimization as a means of building emotional engagement and consumer trust, with a value-based pricing approach in the use of discounts so as not to create behavior that is too price-sensitive, and still make product quality the main foundation in creating long-term satisfaction and loyalty. From a theoretical perspective, future studies are recommended to develop a more comprehensive research model by incorporating additional variables such as consumer trust, electronic word of mouth (e-WOM), perceived value, and user experience, either as mediating or moderating variables, in order to enhance the model's explanatory capability. Moreover, subsequent research may consider employing more advanced methodological approaches, such as multi-group analysis or longitudinal designs, to better capture the dynamics of consumer behavior over time and provide a more substantial contribution to the advancement of digital marketing literature.

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