



Digital Strategies that Drive Consumer Loyalty: Exploring the Role of Viral Marketing, Live Streaming, and Online Reviews in Skintific's Success

Agista Aulia Fitri ^{1*}, Meylani Tuti ²

^{1, 2} Management, Asa Indonesia University, Indonesia

* Corresponding Author: Agista Aulia Fitri

Article Info

ISSN (online): 2583-8261

Volume: 04

Issue: 03

May-June 2025

Received: 02-04-2025

Accepted: 04-05-2025

Page No: 202-209

Abstract

This study aims to analyze the influence of viral marketing, live streaming, and online reviews on purchasing decisions and repurchase intentions of skin products. The study uses quantitative research by surveying Scientific consumers. The population in this study consists of consumers who have made purchases of scientific products, and the sampling technique used is accidental sampling. With the accidental sampling research technique, the number of respondents can be as many as 214 people. The data analysis method used is SmartPLS. The results of this study indicate that viral marketing affects purchasing decisions. Likewise, live streaming and online reviews influence purchasing decisions, which in turn affect repurchase intentions. This study emphasizes the importance of digital marketing in offering products to consumers and developing better marketing strategies so that consumers can make purchases. This strategy not only increases purchasing decisions but also builds long-term relationships with consumers, thus encouraging higher repurchase rates.

Keywords: Buying Decision, Repurchase Intention, Viral Marketing, Live Broadcast, Online Review

Introduction

The increase in population in Indonesia, especially among teenagers, is one of the causes of the increase in skincare use in Indonesia ^[1]. The use of skincare began to increase drastically when COVID-19 occurred. This is proven in research from Euromonitor, where skincare has always increased every year, especially in 2020 ^[2]. Cleanliness and the beauty of the skin are very important, especially for women. This is because appearance is the most important thing. For this reason, skincare is needed in carrying out skin care such as moisturizing, brightening, and whitening to protect the skin from sunlight ^[3]. The development of this business can be done by utilizing technological developments, balanced with the courage of business actors in marketing their products. Purchasing Decision is a series of customer activities when studying, using, choosing, or even not choosing a product ^[4]. According to Salem, ^[5]. A purchasing decision is said to be a process that consumers go through when they are going to buy a product. Starting from when consumers recognize their needs until deciding to buy the product or service. When consumers make a purchasing decision, they tend to evaluate their actions in buying. When evaluating a product, consumers will assess the results obtained as good or bad. if they are under their wishes, there will be an intention to buy the product again. Repurchase intention is the customer's desire to have more of the products they want ^[6]. The desire to repurchase will be done by consumers if the product obtained is satisfactory and under their needs and desires (Chang *et al.*, 2014). When consumers buy a product and the product has a good influence, the assessment of the product will also be positive, so that consumers have the desire to buy it again.

In today's digital era, a new marketing technique is needed that can be distributed precisely and quickly, namely through *viral marketing techniques*. This technique is a way of distributing information that has been obtained and re-distributed through word of mouth, or it can also be through digital platform services in the form of video, audio, or images, so that other individuals are

interested in getting the product or service (Kotler & Keller, 2012) Previous research conducted by Kuhu *et al.*,^[8] said that there is no significant influence of viral marketing and purchasing decisions. However, it is different from^[9]. In this study, it is explained that there is an influence of viral marketing and purchasing decisions.

The development of social media today has given rise to a new feature known as *live streaming*, which can be an alternative for business actors to attract consumer attention. *Live streaming* is a live activity that involves broadcasters as uploaders of live video and audio in *real time*, and then shared or broadcast to viewers on their channels^[10]. Not only that, viewers can also interact by sending text messages via the comments column in real time, which will then be viewed and answered by the broadcaster. In this case, sellers approach consumers to attract potential buyers (Shih *et al.*, 2024). From previous research conducted by Saputra & Fadhillah (2022), it is explained that there is a significant relationship between live streaming and purchasing decisions.

Online reviews are opinions or comments made and then posted by users on websites. The more good reviews there are, the easier it is to increase consumer desire to buy the product^[13]. *Online reviews* influence purchasing decisions because, before buying, consumers usually look at product reviews first to get products that suit their wishes^[14, 15]. From previous research conducted by Prasetyo *et al.*,^[16] that online reviews have a significant impact on purchasing decisions.

Many previous studies have separated variables such as viral marketing, live streaming, and online reviews without considering the impact of interactions between these variables and how the combination of these three factors synergistically contributes to purchase decisions and repurchase intentions. This study aims to determine whether *viral marketing*, *live streaming*, and *online reviews* can increase purchase decisions and repurchase intentions.

Literature review and hypothesis development

Viral marketing

Armstrong *et al.*^[17] defines *viral marketing* as an activity in making videos or animations that can be in the form of content that is disseminated, and information conveyed by word of mouth that is more likely to be trusted by the recipient. *Viral marketing* can be utilized well as a tool to introduce a product and service so that it can be known to the public from various circles, so that information is obtained more easily, and invites the public to make purchases^[18]. Viral marketing can sometimes also occur due to unintentional sharing of information between consumers and marketers, or what is known as buzz marketing or word of mouth marketing^[19]. *Viral marketing* indicators put forward by Kaplan & Haenlein,^[20] include (1) *the messenger*, (2) *the message*, (3) *the environment*.

Purchasing decisions are a process carried out by consumers starting from identifying needs to choosing a product (Salem, 2018). *Viral marketing* is currently an alternative because it is more effective and efficient. Where it does not require more costs and consumers get information more easily and quickly, thus encouraging people to make purchases. Consumers will not know a product if they do not get information from the people around them. If the messenger conveys interesting and appropriate information in their environment, the message will be easily accepted and easily spread to reach a wider target market. This *viral marketing*

can influence the amount of demand for products that are being discussed, making consumers curious and afraid of not being able to taste the product. That causes consumers to make purchases without thinking much. Previous researchers have shown that viral marketing affects purchasing decisions^[21-23],

H1: *Viral marketing* influences purchasing decisions.

Live streaming

Live streaming is an application that is used online to interact using voice, video, and text messages that can then be received by users online and in real time^[24]. The rapid development of technology requires us to adapt to the online market to keep up with current trends^[25]. The presence of live streaming directly on e-commerce sites shows significant progress compared to traditional e-commerce. Because in this way, sellers can interact more strongly and deeply with their customers. E-commerce live streaming has now become a consumer choice for shopping. Because you can see the appearance of real-time, multidimensional products and see their visualization and authenticity^[26]. According to^[27] There are 3 indicators of live streaming, namely: *Streamer's credibility*, *Media richness*, and *Interactivity*.

Purchasing decisions are a series of processes that consumers go through in taking action before making a purchase, starting from identifying needs to choosing and buying the products they need^[5]. Purchases made by consumers are not only made when customers are in the store directly^[28]. However, by holding *live streaming*, it can also provide information about products online and be watched at the same time between sellers and consumers, so that consumers can make purchasing decisions online on the website. The exclusive offers offered will attract the attention of consumers who previously had no intention of buying to become interested in buying them. The influence of live streaming on purchasing decisions has been studied by^[12, 29] H 2: *Live streaming* influences purchasing decisions.

Online Reviews

An Online Review is an assessment of a product produced by another party that is posted on the customer's website or a third party and then published on a special website or customer platform^[30]. This assessment can contain positive or negative things, good or bad, about the product commented on by consumers online^[31]. Consumers' desire to buy a product will be higher after reading reviews from previous customers. Online reviews can help introduce consumers to products or services that they may not have known about before. In addition, it can help consumers compare similar products from different brands or categories. According to^[32] Indicators of *online reviews* include: *Awareness*, *Frequency*, *Comparison*, and *Effect*.

Purchasing decisions are a series of purchases that describe the reasons why someone prefers, chooses, and buys a particular product or service (Firmansyah, 2019). Before making a purchase, customers will usually first look for reviews online as information about the product or service they are going to buy. Therefore, existing reviews will be one of the triggers for purchasing decisions (Wilis & Faik, 2022). Good reviews can strengthen consumers' desire to buy a product, but bad reviews can prevent consumers from buying a product. The influence of online reviews on purchasing decisions has been studied by: (Alena & Hasanah, 2023;

Shafira & Tuti, 2024) .

H 3: *Online reviews* influence purchasing decisions

Purchase Decision

Purchasing decisions are customer activities when studying, choosing, not choosing, or using the product (Kotler & Keller, 2012) . Before making a purchasing decision, some aspects are usually considered in the purchasing decision process, such as: the product to be purchased, how much money is spent, when to make the purchase, and what method is used to make the payment (Salem, 2018) . Purchasing decisions are influenced by how consumers view the current price and what they consider to be the actual price, not the price set by the marketer. According to (Kotler *et al.*, 2017) purchasing decision indicators include: *Need recognition, Information search, evaluation of alternatives, Recommend others to purchase, purchase decision, post-purchase behavior*

Repurchase intention is the desire to repurchase after getting a positive experience from using the product (Setyorini & Nugraha, 2016) . Repurchasing a product will be done depending on the strength or availability of the product used for the first purchase^[38]. When deciding to make a purchase, the consumer's assessment of the product will appear, and the intention to repurchase will exist if the product purchased is under the consumer's expectations. The influence of purchasing decisions on repurchase intentions has been studied by^[39, 40]

H 4: Purchasing decisions influence repurchase intentions.

Repurchase intention

Repurchase intention is the consumer's desire to make repeat purchases from the same company because it is based on previous experiences (Hellier *et al.*, 2003) . Making a repeat purchase refers to the customer's evaluation of whether the product obtained performs according to the consumer's expectations (Abubakar *et al.*, 2017) . If the product received by the customer is satisfactory and under expectations, the consumer will likely repurchase the product. In addition, the length of the product's period will affect how quickly the product will be repurchased by^[38]. If that expectation is achieved, the intention to repurchase the product will arise. According to^[7] Repurchase intention indicators include: *Repurchase, Recommend others to purchase.*

From the description above, the following framework of thought can be created:

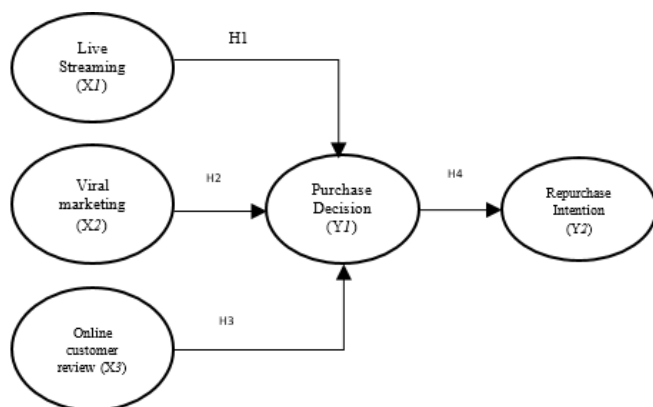


Fig 1: Conceptual framework

Methods

The population in this study was consumers who had purchased and used skin skintific skincare products. This study uses quantitative methodology. In determining the number of samples used, accidental sampling. Researchers distributed questionnaires via Google Forms, which were distributed online and filled in via respondents' cellphones or laptops. The study was conducted in November 2024. Data collection was carried out via Google Forms, with measurements on a Likert scale (1-5) where 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). And the data analysis method uses SmartPLS.

Results

Based on gender, Table 1 shows that 157 female respondents, with a percentage of 73.4%, and the number of male respondents 57 with a percentage of 26.6%. This indicates that the majority of skincare purchases are made by women. The age group with the highest score is 21-30 years with 171 respondents (79.9%), followed by those under 20 years old with 39 respondents with a percentage of 18.2%, then 31-40 years old with 4 respondents (1.9%), and over 40 years old with 0%. Respondents found out about the product through TikTok as many as 127 (43.1%), Instagram 87 respondents with a percentage (29.5%), friends 57 respondents with a percentage (19.3%), and family 24 respondents with a percentage (8.1%). As many as 43.9% of respondents bought products every 2-3 months, then 38.3% made purchases once a month, 17.8% once every 3 months. The types of products purchased were mostly cushions, 106 (49.5%), powder, 50 (23.4%), moisturizer 40 (18.7%), and serum, 18 (8.4%).

Table 1. Respondent Characteristics

Demographic	frequency	Percentage(%)
Gender		
Man	57	26.6%
Woman	157	73.4%
	214	100.0%
Age		
< 20 years	39	18.2%
21 -30 Years	171	79.9%
31-40 Years	4	1.9%
> 40 years	0	0.0%
	214	100.0%
Get to know Skintific products from		
instagram	87	29.5%
tiktok	127	43.1%
Friend	57	19.3%
family	24	8.1%
		100.0%
Frequency of Skintific purchases		
Once a month	82	38.3%
Once every 2-3 months	94	43.9%
Once every 3 months	38	17.8%
	214	100.0%
Type of product purchased		
cushion	106	49.5%
moisturizer	40	18.7%
powder	50	23.4%
serum	18	8.4%
Total	214	100.0%

Source: research questionnaire, 2024

Measurement Model

In this study, viral marketing, live streaming, and online reviews are exogenous variables; in addition, purchase decisions and repurchase intentions are endogenous variables. Convergent validity is ensured by applying external loadings, also known as factor loadings. If the

external pressure value is higher than 0.05, the indicator can be considered to meet the excellent category standard for convergent validity. As evidenced by the data in Figure 2, all variable indicators are suitable for use in future studies. As a result, none have external loading values lower than 0.05.

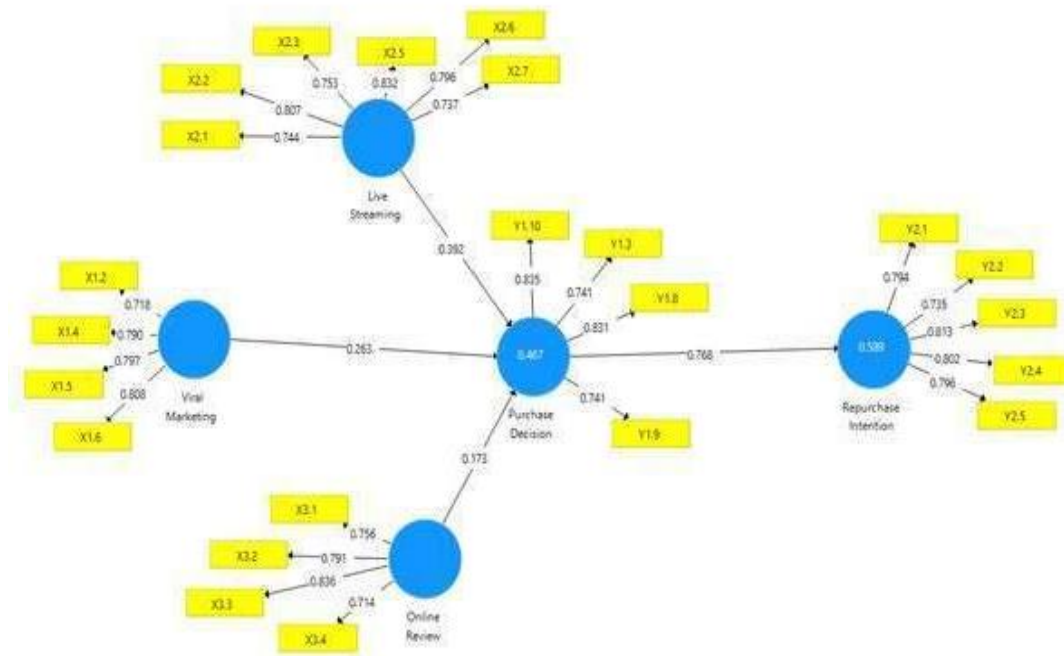


Fig 2: Structural framework

Table 2: Evaluation of Measurement Model

Variables	Indicator	Items	Loading factor	Reliability	AVE
viral marketing (X1)	The Messenger	X 1.2	0.718	0.860	0.607
	The Message	X 1.4	0.790		
	The Environment	X 1.5	0.797		
	[20]	X 1.6	0.808		
live streaming (X2)	Streamer's credibility	X 2.1	0.744	0.902	0.607
	Media richness	X 2.2	0.807		
	Interactivity	X 2.3	0.753		
	[27]	X 2.5	0.832		
		X 2.6	0.796		
		X 2.7	0.737		
Online Review (X3)	Awareness	X 3.1	0.756	0.858	0.602
	Frequency	X 3.2	0.791		
	Comparison	X 3.3	0.836		
	effect	X 3.4	0.714		
	[32]				
Buying Decision (Y1)	Need recognition	Y 1.3	0.741	0.867	0.621
	information search	Y 1.8	0.831		
	Evaluation of alternatives	Y 1.9	0.741		
	Purchase decision	Y 1.10	0.835		
	Post-purchase decision				
Repurchase intention (Y2)		[36]			
	Repetitive consumption behavior	Y 2.1	0.794	0.891	0.622
	Consumers encourage others to consume	Y 2.2	0.735		
	[7]	Y 2.3	0.813		
		Y 2.4	0.802		
		Y 2.5	0.796		

Source: processed from research results, 2024

Table 2 shows that all indicators of viral marketing variables, live streaming, online reviews, and purchasing decisions have

a significant correlation with a value above 0.8, indicating that all variables used in this study meet the validity and

reliability criteria. In addition, the *Average Variance Extracted (AVE)* value of all variables ranges from 0.602 to 0.622, indicating that all meet the *AVE standard*.

Discriminant Validity Measurement

In Table 3, there is information, live streaming (0.779), online

review (0.776), viral marketing (0.779), purchase decision (0.788), and repurchase intention (0.788) that are greater than 0.5. This shows that there is no substantial correlation between variables, and each variable has very good discriminant validity, so that it is possible to distinguish one from another.

Table 3: Discriminant Validity-Fornell Lacker

Variables	Live streaming	Online Reviews	Purchase Decision	Repurchase Intention	Viral Marketing
Live Streaming	0.779				
Online Reviews	0.407	0.776			
Purchase Decision	0.607	0.464	0.788		
Repurchase Intention	0.536	0.471	0.768	0.788	
Viral Marketing	0.552	0.499	0.566	0.558	0.779

Source: processed from research results, 2024

Multicollinearity Results

Based on the VIF value, multicollinearity between constructs is indicated. Table 4 shows that the VIF value of the study,

which did not exceed 5.0, ranged from 1.000 to 1.652. According to the data, multicollinearity is not a problem, and further research can be conducted on this topic.

Table 4: Multicollinearity-Inner VIF Value Results

Variables	Live Streaming	Online Reviews	Purchase Decision	Repurchase Intention	Viral Marketing
Live Streaming			1,487		
Online Reviews			1,377		
Purchase Decision				1,000	
Repurchase Intention					
Viral Marketing			1,652		

Source: processed from research results, 2024

R-Square Results

Table 5 shows that the *R-squared* value for purchasing decisions and repurchase intentions is 0.467 and 0.589, respectively. This shows that the viral marketing, live

streaming, and online review variables have an influence of 46.7% on purchasing decisions and 58.9% on repurchase intentions.

Table 5: R-Square Result

Variables	R Square	R Square Adjusted
Purchase Decision	0.467	0.459
Repurchase Intention	0.589	0.587

Source: processed from research results, 2024

Accuracy Test Results

Table 6 shows the Q^2 values on the purchase decision and repurchase intention variables of 0.267 and 0.354, respectively. These values indicate that each variable has a Q^2 value greater than zero. This indicates that the model used in this study has a fairly good level of predictive accuracy for the variables studied.

Table 6: Prediction Accuracy Test (Q^2)

Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Live Streaming	1284,000	1284,000	
Online Reviews	856,000	856,000	
Purchase Decision	856,000	627,426	0.267
Repurchase Intention	1070,000	691,380	0.354
Viral Marketing	856,000	856,000	

Source: processed from research results, 2024

F Test Results

The F-square test measures the strength of the relationship between the independent variable and the dependent variable. The measurement criteria are $f^2 > 0.02$, indicating a small size, $f^2 > 0.15$, indicating a medium size, $f^2 > 0.35$, indicating a large size, and $f^2 < 0.02$, indicating no effect. Table 7 shows the results of the F test for the structural model used in this study. The F-statistic value for the relationship between purchasing decisions -> repurchase intentions has an F-statistic value of 1.435, indicating a large effect size. Then, for live streaming -> purchasing decisions has the F-statistic value of 0.193, which has a medium effect size. While the relationship between viral marketing -> purchasing decisions, and online reviews -> purchasing decisions has an F-statistic value of 0.079 and 0.041, which means it has a small effect size.

Table 7: F Test

Variables	Live Streaming	Online Reviews	Purchase Decision	Repurchase Intention	Viral Marketing
Live Streaming			0.193		
Online Reviews			0.041		
Purchase Decision				1,435	
Repurchase Intention					
Viral Marketing			0.079		

Source: processed from research results, 2024

Path Coefficients Results

The hypothesis result can be accepted if the p-value is less than 0.05 and the t-table path coefficient is more significant than 1.96. The hypothesis is accepted because the t-statistic value is 5.059 > 1.96 and the p-value is 0.000 < 0.05 for the relationship between live streaming and purchase decision. The hypothesis about the relationship between online reviews and purchase decisions is accepted because the t-statistic

value is 2.801 > 1.96 and the p-value is 0.005 < 0.05. The relationship between purchase decision and repurchase intention is accepted because the p-value is 0.000 < 0.05 and the t-statistic value is 20.259 > 1.96. The relationship between viral marketing and purchase decision has a t-statistic value of 3.451 > 1.96 and a p-value of 0.001 < 0.05, which shows a positive and significant influence. Therefore, the hypothesis is accepted.

Table 8: Path Coefficient

Variables	Original Sample (O)	Sample Mean (M)	Standard Dev. (STDEV)	T Statistics (O/STDEV)	P Values	Results
Live Streaming -> Purchase Decision	0.392	0.383	0.077	5,059	0,000	Accepted
Online Review -> Purchase Decision	0.173	0.177	0.062	2,801	0,005	Accepted
Purchase Decision -> Repurchase Intention	0.768	0.768	0.038	20,259	0,000	Accepted
Viral Marketing -> Purchase Decision	0.263	0.269	0.076	3,451	0,001	Accepted

Source: processed from research results, 2024

Empirical research results or theoretical studies written systematically, critically analyzed, and informatively. The use of tables, images, etc. is only as supporting material to clarify the discussion and is limited to truly substantial supporting materials, for example, tables of statistical test results, images of model test results, etc. The tables presented are not in the form of statistical processing output, but are informative summaries of the results. Images and Tables are placed consistently in the middle of the page, numbered and titled at the top for Tables and below for Images.

Discussion

According to Kaplan & Haenlein, ^[20] *Viral marketing* is marketing related to products that are introduced in several ways, one of which is in the form of messages shared on social media. This technique is considered effective because it can spread information quickly, and the information obtained is also accurate because the person delivering the information is someone who can be trusted. The effectiveness of viral marketing lies in how the message can attract the attention of the audience and encourage them to share it voluntarily. Because that way consumers find it easier to trust to buy the viral product. This finding states that viral marketing has a positive effect on purchasing decisions ^[12], ^[29]. This shows that viral marketing strategies must be designed by paying attention to elements of interactivity, community involvement and good message delivery to easily attract consumer trust to make purchases of Skintific skincare products.

Live streaming is an activity carried out in the form of interaction using voice, video, and text messages, which can then be received by users online and in real time ^[24]. Live streaming carried out by this Skintific brand can increase consumer desire to buy the product. During *live streaming*, consumers can see the product in *real time* and can interact with the seller. Interaction can be done through the comments

column or can sending a direct message to the seller. In addition, active hosts respond quickly and can approach consumers can be a way to build consumer confidence. The findings of this study are in line with research conducted by (Wongsunopparat & Deng, 2021) which states that live streaming affects purchasing decisions. This means that this study shows that the role of live streaming as a marketer carried out online has an impact on purchases made online by consumers.

In addition to live streaming, online reviews will also influence other potential consumers. If the reviews sent are positive, it will increase the desire of potential consumers to buy the product. Likewise, if consumers give negative reviews, it will also create a negative perception of the product. This is because consumers trust reviews from other consumers more than advertisements made by the company. This illustrates that the better the reviews of previous product buyers, the higher the consumer's purchasing decision on the product offered. The influence of online reviews on purchasing decisions has been studied by: (Alena & Hasanah, 2023; Shafira & Tuti, 2024) . This shows that the more positive reviews given to Skintific products, the more convincing other consumers will be to make purchases.

Repurchase intention is the desire to repurchase a product desired by consumers in the same company because it is based on previous experiences (Hellier *et al.*, 2003) . Consumers who are satisfied with their first purchase tend to choose to buy products that are definitely under their needs and desires. In addition, consumers can also recommend products that have been used before to other consumers.

This study aims to see how the influence between viral marketing, live streaming, and online reviews will affect purchasing decisions and, purchasing decisions will affect the intention to repurchase Skintific products. The data above shows that each variable has a significant influence on purchasing decisions, which in turn affects repurchase intentions.

Conclusion

In this digital marketing strategy, it plays a very important role in determining consumer purchasing decisions and repurchase intentions that will be made. However, products sold online cannot be seen directly by consumers, so sellers must be able to convince consumers of the products they sell. This can be done by conducting viral marketing, then supported by live streaming to introduce products in real time, and then increasing reviews from previous consumers online. When consumers have made their first purchase and are satisfied with the product, the intention to make a repurchase will arise because they are satisfied with the product they received. Then satisfied consumers will recommend their products to other consumers, which will lead to new purchasing decisions. The results of this study indicate that live streaming has a positive effect on purchasing decisions. Online reviews have a positive effect on purchasing decisions, viral marketing has a positive effect on purchasing decisions. Then, purchasing decisions have a positive effect on repurchase intentions. For further research, it is recommended to include elements of flexibility by updating the latest data and trends.

References

1. Inang. Industri kosmetik nasional tumbuh fenomenal, pemerintah dorong hasilkan produk berdaya saing global [Internet]. 2024 [cited 2024 Feb 20]. Available from: <https://money.kompas.com/read/2024/02/20/211327326/industri-kosmetik-nasional-tumbuh-fenomenal-pemerintah-dorong-hasilkan-produk>
2. Rachmawati D. Kesadaran merawat wajah masyarakat Indonesia makin meningkat, survei: pembersih wajah prioritas [Internet]. 2023 [cited 2023 Oct 26]. Available from: <https://www.suara.com/lifestyle/2023/10/26/114428/kesadaran-merawat-wajah-masyarakat-indonesia-makin-meningkat-survei-pembersih-wajah-prioritas>
3. Dewi RK, Nugroho RS. Mengenal skincare, manfaat, dan jenis-jenisnya [Internet]. 2023 [cited 2023 Jan 21]. Available from: <https://www.kompas.com/tren/read/2023/01/21/21000165/mengenal-skincare-manfaat-dan-jenis-jenisnya>
4. Kotler P, Keller KL. Marketing management. 14th ed. United States: Prentice Hall; 2012.
5. Armstrong G, Kotler P, Opresnik M. Marketing an introduction. 13th ed. England: Pearson Education; 2017.
6. Firmansyah MA. Pemasaran (dasar dan konsep). 1st ed. CV Penerbit Qiara Media; 2019.
7. Kotler P, Armstrong G, Harris LC, Piercy N. Principles of marketing. 7th ed. United Kingdom: Pearson; 2017.
5. Salem MZ. Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Manag Decis*. 2018;56(8):1748-68. doi: 10.1108/MD-04-2017-0363.
6. Cronin JJ, Taylor SA. Measuring service quality: a reexamination and extension. *J Mark*. 1992;56(3):55-68.
7. Chang SC, Chou PY, Wen-Chien L. Evaluation of satisfaction and repurchase intention in online food group-buying, using Taiwan as an example. *Br Food J*. 2014;116(1):44-61. doi: 10.1108/BFJ-03-2012-0058.
8. Kuhu TT, Tumbel AL, Wenas RS. Pengaruh viral marketing, celebrity endorser, dan brand trust terhadap keputusan pembelian di Sang Pisang Manado. *J Manaj*. 2019;7(3):2801-10.
9. Ganisasmarana NS, Mani L. The effect of celebrity endorsement, review, and viral marketing on purchase decision of X cosmetics. *Solid State Technol*. 2020;63(5):1-20.
10. Hu M, Zhang M, Wang Y. Why do audiences choose to keep watching on live video streaming platforms? *Comput Human Behav*. 2017;75:594-606. doi: 10.1016/j.chb.2017.06.006.
11. Shih IT, Silalahi ADK, Eunike IJ. Engaging audiences in real-time: The nexus of socio-technical systems and trust transfer in live streaming e-commerce. *Comput Hum Behav Rep*. 2024;13:100363. doi: 10.1016/j.chbr.2023.100363.
12. Saputra GG, Fadhilah. Pengaruh live streaming shopping Instagram terhadap kepercayaan konsumen online dan dampaknya pada keputusan pembelian. *Ekon Keuangan Investasi Syariah*. 2022;4(2):442-52. doi: 10.47065/ekuitas.v4i2.2353.
13. Cheung CMK, Thadani DR. The impact of electronic word-of-mouth communication. *Decis Support Syst*. 2012;54(1):461-70. doi: 10.1016/j.dss.2012.06.008.
14. Shafira A, Tuti M. Pemasaran online: keputusan konsumen dipengaruhi oleh diskon dan ulasan online. *J Pemasaran*. 2024;5(2):174-87.
15. Mo Z, Li YF, Fan P. Effect of online reviews on consumer purchase behavior. *J Serv Sci Manag*. 2015;8(3):419-24. doi: 10.4236/jssm.2015.83043.
16. Prasetyo CE, Silitonga P, Nurwati E. Increasing the influence of product quality and price perception on purchase decisions. *EduTurisma*. 2023;8(1):1-20.
17. Sigar D, Soepeno D, Tampenawas J. Pengaruh brand ambassador, viral marketing dan brand trust terhadap keputusan pembelian sepatu Nike. *J Manaj Bisnis*. 2021;9(4):841-50.
18. Phelps JE, Lewis R, Mobilio L, Perry D, Raman N. Viral marketing or electronic word-of-mouth advertising. *J Advert Res*. 2004;44(4):333-48. doi: 10.1017/S0021849904040371.
19. Kaplan AM, Haenlein M. Two hearts in three-quarter time: how to waltz the social media/viral marketing dance. *Bus Horiz*. 2011;54:253-63. doi: 10.1016/j.bushor.2011.01.006.
20. Agesti N, Ridwan MS, Budiarti E. The effect of viral marketing, online customer review, price perception, trust on purchase decisions. *Int J Multicult Multirelig Underst*. 2021;8(3):496-507. doi: 10.18415/ijmmu.v8i3.2526.
21. Ristanian N, Justianto JS. Analisa pengaruh harga, promosi dan viral marketing terhadap keputusan pembelian pada 'online shop' S-Nexian melalui facebook. *J Manaj Pemasaran*. 2013;5(2):131-61.
22. Lestari AC, Tuti M. Using technology to increase sales: influencer marketing and viral marketing. *J Sosioteknologi*. 2024;23(1):120-32. doi: 10.5614/sostek.itbj.2024.23.1.9.
23. Lu Y, He Y, Ke Y. The influence of e-commerce live streaming affordance on consumer's gift-giving and purchase intention. *Data Sci Manag*. 2023;6(1):13-20. doi: 10.1016/j.dsm.2022.10.002.
24. Tong X, Chen Y, Zhou S, Yang S, Jiang H. Do atmospheric cues matter in live streaming e-commerce?

- Electron Commer Res Appl. 2023;62:101334. doi: 10.1016/j.elerap.2023.101334.
25. Hu M, Chaudhry SS. Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Res.* 2020;30(3):1019-41. doi: 10.1108/INTR-03-2019-0082.
 26. Song C, Liu YL. The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. 23rd Bienn Conf Int Telecommun Soc. 2021. Available from: <http://hdl.handle.net/10419/238054>
 27. Stahlberg M. Shopper marketing. How to increase purchase decisions at the point of sale. United Kingdom: Kogan Page Limited; 2010.
 28. Nurivananda SM, Fitriyah Z. The effect of content marketing and live streaming on purchase decisions on the social media application TikTok. *Manag Stud Entrep J.* 2023;4(4):3664-71. Available from: <http://journal.yrpiiku.com/index.php/msej>
 29. Mudambi SM. What makes a helpful online review? *MIS Q.* 2010;34(1):185-200. doi: 10.2307/20721420.
 30. Park C, Lee TM. Information direction, website reputation and eWOM effect. *J Bus Res.* 2009;62(1):61-7. doi: 10.1016/j.jbusres.2007.11.017.
 31. Lackermair G, Kailer D, Kanmaz K. Importance of online product reviews from a consumer's perspective. *Adv Econ Bus.* 2013;1(1):1-5. doi: 10.13189/aeb.2013.010101.
 32. Willis RA, Faik A. The effect of digital marketing, influencer marketing and online customer review on purchase decision. *Petra Int J Bus Stud.* 2022;5(2):155-62. doi: 10.9744/ijbs.5.2.155-162.
 33. Alena VN, Hasanah YN. Analysis of online customer review on purchase decisions with customer trust as intervening. *Almana J Manaj Bisnis.* 2023;7(2):201-11. doi: 10.36555/almana.v7i2.1791.
 34. Setyorini R, Nugraha RP. The effect of trust towards online repurchase intention with perceived usefulness as an intervening variable. *Asian J Technol Manag.* 2016;9(1):1-7.
 35. Tung Moi NOC. Customers behavioural responses to sales promotion. *Asia Pac J Mark Logist.* 2005;17(1):32-49.
 36. Wijaksono AT, Tuti M. The influence of taste and packaging on purchase decisions and repurchase intentions. *INCOME Innov Econ Manag.* 2024;12(1):59-65. doi: 10.32764/income.v3i3.4965.
 37. Asmoro IP, Tuti M. Satisfaction with packaging and price to purchase decision and repurchase intention. *J Din Manaj Bisnis.* 2023;6(1):66-79. doi: 10.21009/jdmb.06.1.5.
 38. Hellier PK, Geursen GM, Carr RA, Rickard JA. Customer repurchase intention. *Eur J Mark.* 2003;37(11-12). doi: 10.1108/03090560310495456.
 39. Abubakar AM, Ilkan M, Al-Tal RM, Eluwole KK. eWOM, revisit intention, destination trust and gender. *J Hosp Tour Manag.* 2017;31:220-7. doi: 10.1016/j.jhtm.2016.12.005.
 40. Wongsunopparat S, Deng B. Factors influencing purchase decision of Chinese consumer under live streaming e-commerce model. *J Small Bus Entrep Dev.* 2021;9(2):1-15. doi: 10.15640/jsbed.v9n2a1.