



The Influence of Live Streaming, Online Customer Reviews, and Viral Marketing on Purchasing Decisions for Purbasari Products by Generation Z on E-Commerce Platforms Tiktok Shop and Shopee

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Abstrak: *This study aims to analyze the influence of live streaming, online customer reviews, and viral marketing on purchasing decisions of Purbasari products by Generation Z on the e-commerce platforms: TikTok Shop and Shopee. The rapid development of information and communication technology, Generation Z are very connected to technology tend to search for information and make transactions online. The research method used is quantitative with primary data collection through questionnaires distributed to 100 respondents. The results of the analysis show that live broadcasts and viral marketing have a positive and significant influence on purchasing decisions, while online customer reviews show a positive but insignificant influence. This study provides insight for business practitioners in optimizing digital marketing strategies, especially in utilizing live streaming and viral marketing features to increase interaction with consumers. The results of this study are expected to be a reference for further research in the field of digital marketing and consumer behavior.*

Keyword: *Live Streaming, Online Customer Reviews, Viral Marketing.*

Introduction

The development of digital technology has driven significant transformations in consumer behavior, particularly among Generation Z, which is highly connected to the internet and social media. E-commerce platforms such as TikTok Shop and Shopee have become the main trend in online shopping activities in Indonesia, offering various innovative features such as live streaming, online customer reviews, and viral marketing, that play an important role in influencing consumer purchasing decisions. TikTok Shop, which was initially known as an entertainment platform, has transformed into an integrated e-commerce platform that allows users to make transactions directly in the app (Sa'adah dkk., 2022). Meanwhile, Shopee continues to strengthen its position as a marketplace with a large user base, particularly among younger generations.

Based on data from *We Are Social* (2025), the number of internet users in Indonesia has reached 212 million, the number of TikTok users is projected to reach 150 million, and is dominated by the 18–35 age group. This phenomenon shows that Generation Z has a strong preference for online shopping and is greatly influenced by digital content and social

interactions in the virtual world (Aribowo, t.t.) The live streaming feature on TikTok Shop and Shopee provides an interactive experience that can enhance consumer trust, while online customer reviews serve as an important reference point before making a purchase. Additionally, viral marketing strategies that leverage the massive dissemination of information on social media further strengthen the appeal of products in young consumers' eyes (Nurliana dkk., 2024).

The shift in consumption patterns requires businesses to adopt more effective and adaptive digital marketing strategies. Consumer purchasing decisions are no longer influenced solely by conventional promotions, but also by interactive experiences, customer reviews, and social media Viral marketing. Therefore, this study aims to examine the influence of live streaming, online customer reviews, and viral marketing on Generation Z's purchasing decisions for Purbasari products on the e-commerce platforms TikTok Shop and Shopee, in order to provide a deeper understanding of the factors influencing consumer behavior in today's digital age.

Methodology

This research uses a quantitative method with an analytical survey approach. This design was chosen to analyze the influence of live streaming, online customer reviews, and viral marketing on Generation Z's purchasing decisions for Purbasari products on the e-commerce platforms TikTok Shop and Shopee. Data was collected cross-sectionally, at a specific point in time, to illustrate the relationship between variables in real time.

Population, Sample, and Sampling Technique

The participants in this research were all individuals belonging to Generation Z (born between 1997 and 2012) who had purchased Purbasari products through TikTok Shop or Shopee. This research sample consisted of 100 respondents using non-probability sampling techniques, specifically purposive sampling. The Lemeshow formula was used to determine this number. The Lemeshow formula is a simple and practical method for determining the minimum sample size in unknown populations, taking into account the desired confidence level and margin of error (Lee dkk., 2024). The inclusion criteria used were: (1) respondents are Generation Z, (2) have purchased Purbasari products on TikTok Shop or Shopee in the past six months, and (3) are willing to participate as respondents by completing the consent form at the beginning of the questionnaire.

The sampling process was carried out by distributing questionnaires online through social media and the researcher's personal network. Of the 120 questionnaires collected, 100 questionnaires met the criteria set by the researcher, while 20 questionnaires were excluded because they were incomplete or did not meet the criteria.

The Research Instrument

The research instrument used was an online questionnaire developed from previous studies and adapted to the context of this study. The questionnaire consisted of five main sections: (1) respondent identity, (2) items related to live streaming, (3) items related to online customer reviews, (4) items related to viral marketing, and (5) items related to

purchase decisions. All statement items were measured using a 1–5 Likert scale (1 = strongly disagree to 5 = strongly agree) (Ulan dkk., 2022).

Following data collection, the questionnaire was tested for validity and reliability on 30 respondents with characteristics similar to those of the research sample. Validity was tested using Pearson's correlation analysis, and all items were deemed valid with an r value > 0.05 . The reliability test was conducted using Cronbach's Alpha, with an alpha value for all variables above 0.60, indicating that the instrument has a good level of reliability.

Data Validity, Reliability, and Credibility

The validity of the instrument can be assessed through an analysis of the significance value (Sig.) in relation to the person correlation with the Alpha value set at 0.05. If the significance value (Sig.) is found to be < 0.05 , then the statement items in the questionnaire are declared valid or valid. However, if the significance value (Sig.) is > 0.05 , the items in the questionnaire are considered invalid. The reliability of the instrument is tested using Cronbach's Alpha, and all research variables have an alpha value above 0.60, indicating high reliability. Data reliability is maintained through data verification and double-entry processes prior to analysis.

Data Analysis Method

The collected data were analyzed descriptively. Descriptive statistics can also function as an independent analysis that presents data (Martias, 2021). Descriptive analysis was used to describe the characteristics of the respondents and the distribution of answers. Before conducting inferential analysis, the data were tested using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was used to assess the extent to which independent variables influence dependent variables (Sriningsih dkk., 2018). Multiple linear regression analysis was used to test the influence of live streaming, online customer reviews, and viral marketing on purchasing decisions. Statistical tests, also known as t-tests, were used to assess the difference in means between two samples to identify whether there were statistically significant differences in a process that affected the population (Janna & Herianto, 2021).

The t-test is used to test the partial influence of each independent variable, while the F-test is used to test the simultaneous influence of all independent variables on the dependent variable. A significant F-test result indicates that the independent variables simultaneously have a significant influence on the dependent variable (Tesalonica dkk., 2024). The coefficient of determination (R^2) is used to determine the extent of the contribution of independent variables to purchasing decisions. All analyses were conducted using the latest version of SPSS statistical software.

Finding and Discussion

Descriptive Statistics

This research collected data from 100 respondents, consisting of 34% male and 66% female, who had purchased Purbasari products. In terms of occupation (76% students or college students, 12% employees, 6% entrepreneurs, and 6% working in other fields), the

majority of respondents were aged 20-22 years (54%), followed by respondents aged 23-25 years (36%), with a small proportion aged 17-19 years (5%) and 26-28 years (5%).

The research was limited to Purbasari product users residing in the Special Region of Yogyakarta, with the majority of respondents residing in Sleman Regency (42 respondents, or 42%), followed by Yogyakarta City (37%), Bantul Regency (11%), Gunung Kidul Regency (5%), and Kulon Progo Regency (5%).

Validity and Reliability Tests

1) Validity Test

Validity can be assessed through analysis of the significance value (Sig.) in relation to the person correlation with the Alpha value set at 0.05. If the significance value (Sig.) is found to be < 0.05, then the statement items in the questionnaire are deemed valid or reliable. However, if the significance value (Sig.) is > 0.05, then the items in the questionnaire are considered to be invalid. The validity test calculations involving 100 respondents were conducted using the IBM Statistics SPSS application.

Table 1 Validity Test Results

No.	Variable	Items	Results		Error Rate	Notes
			Sig.	R-count		
1	<i>Live streaming (X1)</i>	X1.1	0.001	0.729	0.196	Valid
		X1.2	0.001	0.734	0.196	Valid
		X1.3	0.001	0.718	0.196	Valid
		X1.4	0.001	0.675	0.196	Valid
		X1.5	0.001	0.682	0.196	Valid
2	<i>Online customer review (X2)</i>	X2.1	0.001	0.632	0.196	Valid
		X2.2	0.001	0.630	0.196	Valid
		X2.3	0.001	0.693	0.196	Valid
		X2.4	0.001	0.737	0.196	Valid
		X2.5	0.001	0.771	0.196	Valid
3	<i>Viral marketing (X3)</i>	X3.1	0.001	0.743	0.196	Valid
		X3.2	0.001	0.752	0.196	Valid
		X3.3	0.001	0.649	0.196	Valid
		X3.4	0.001	0.590	0.196	Valid
		X3.5	0.001	0.782	0.196	Valid
4	<i>Purchasing Decisions (Y)</i>	Y1	0.001	0.772	0.196	Valid
		Y2	0.001	0.711	0.196	Valid
		Y3	0.001	0.538	0.196	Valid
		Y4	0.001	0.834	0.196	Valid
		Y5	0.001	0.744	0.196	Valid

Source: Primary Data Analysis with SPSS, 2025.

Based on Table 2, the coefficient of correlation of the indicators used in this research to measure variables shows a value that exceeds the r-table (0.196). Thus, all dependent and independent variable indicators used in this research have been proven valid.

2) Reliability Test

Reliability in this research was evaluated by considering the variation of each question item against the total score. The calculation of statement items was calculated using Cronbach's Alpha formula and SPSS application, obtaining the following data:

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Parameters	Results
Live streaming (X ₁)	0.750	0.60	Reliable
Online customer review (X ₂)	0.730	0.60	Reliable
Viral marketing (X ₃)	0.736	0.60	Reliable
Purchasing Decisions (Y)	0.769	0.60	Reliable

Source: Primary Data Analysis with SPSS

Based on the analysis in Table 3, the conclusion is that all research variables are reliable or acceptable. This is evident from the Cronbach's Alpha results > 0.60.

Classical Assumption Test

1) Normality Test

Normality testing was performed using the *Kolmogorov-Smirnov* test. The *Kolmogorov-Smirnov* test criterion is that if the significance value is > 0.05, then the data is proven to be normally distributed. Normality test results:

Table 3 Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.4101110
Most Extreme Differences	Absolute	.081
	Positive	.045
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed) ^c		.109

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed primary data, 2025

From the table, the Unstandardized Residual value shows an Asymp. Sig. (2-tailed) of 0.109 > 0.05. Therefore, the normality test proves that the data is normally distributed. Figure 4.2 shows that all data is normally distributed, and the data distribution follows a diagonal line.

2) The Multicollinearity Test

The multicollinearity test aims to reveal the existence of linear relationships between independent variables in a regression model. The VIF (Variance Inflating Factor) value from the regression analysis results can be used to perform a multicollinearity test. The indication of no multicollinearity can be seen from a VIF value < 10.00 and a tolerance value > 0.10. Based on the test results, all independent variables indicate that multicollinearity does not occur in the regression model, as

evidenced by the table below:

Table 4 Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.216	1.352		1.639	.104		
	Live Streaming	.205	.084	.192	2.428	.017	.427	2.342
	Online Customer Review	.116	.079	.102	1.475	.143	.554	1.805
	Viral Marketing	.578	.061	.658	9.421	<.001	.546	1.832

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2025

As presented in Table 5, the VIF values show that the tolerance value of the *live streaming variable* (X_1) is 0.427, *online customer review* (X_2) is 0.554, and *viral marketing* (X_3) is 0.546 $>$ 0.10. Meanwhile, the VIF results for the live streaming variable (X_1) are 2.234, online customer review (X_2) are 1.805, and viral marketing (X_3) are 1.832. Thus, all three variables have VIF values $<$ 10.00. As a result, there is no correlational relationship among the independent variables, so it can be concluded that the regression model formed is free from multicollinearity.

3) Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether there are differences in residual variance (*error*) between observations in a multiple linear regression model. This test is performed to ensure that the error distribution is constant, so that the regression estimation results are reliable and unbiased. Researchers use scatterplots to view the results of heteroscedasticity in this research.

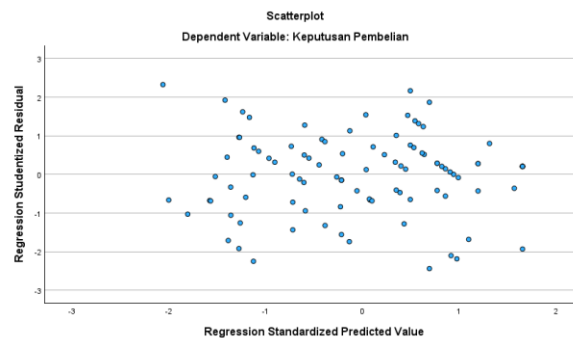


Figure 1 Heteroscedasticity Test Results

Source: Processed primary data, 2025

Based on Figure 1 above, the scatterplot shows that the data points are scattered randomly above and below the zero line on the Y-axis without forming a specific pattern. This indicates that there is no evidence of heteroscedasticity in the regression model. Therefore, it is concluded that heteroscedasticity does not occur. This indicates that the regression model used is appropriate for analyzing and describing *purchasing decisions* (Y) by considering the independent variables, *live streaming* (X_1), *online customer reviews* (X_2), and *viral marketing* (X_3).

Descriptive Statistical Analysis

1. Assessment of *Live Streaming* (X₁)

The results of the descriptive analysis illustrate the respondents' assessment of live streaming:

Table 5 Assessment of Live Streaming Variables

No.	<i>Live Streaming</i> Statement	Mean	Category
1	Purbasari's <i>live streaming</i> on TikTok Shop/Shopee shows products that suit my needs.	4.01	Agree
2	The appearance and attitude of the seller during the <i>live streaming</i> made me interested in purchasing Purbasari products.	4.09	Agree
3	The product information provided in Purbasari's <i>live streaming</i> on TikTok Shop/Shopee was accurate and matched the product I received.	4.20	Strongly Agree
4	During the <i>live streaming</i> , I received comprehensive information about Purbasari products.	4.19	Agree
5	The seller responded quickly to my questions and comments during the <i>live streaming</i> .	4.21	Strongly Agree
Average		4.14	Agree

Source: Primary Data Processed, 2025

From the assessment in Table 6, the question with the highest mean value is X1.5 at 4.21 with the category of strongly agree. Meanwhile, the question with the lowest mean value is X1.1 at 4.01 with the category of agree. Overall, the mean for the *live streaming* variable is 3.62, with the category of agree. Therefore, live streaming is highly beneficial to consumers in making purchasing decisions for Purbasari products in Yogyakarta.

2. Assessment of *Online Customer Review* (X₂)

Respondents' assessments based on the results of descriptive statistical analysis of *online customer reviews*:

Table 6 Assessment of Online Customer Review

No.	Online Customer Review Statement	Mean	Category
1	Reviews on the TikTok Shop and Shoppe platforms provide information about the benefits and drawbacks of Purbasari products.	3.74	Agree
2	I decided to purchase Purbasari products after checking previous customer reviews.	3.99	Agree
3	I perceive the reviews from consumers on the TikTok Shop and Shoppe platforms as relevant.	4.21	Strongly Agree
4	The number of positive reviews from Purbasari customers significantly influences my decision to purchase the product.	4.35	Strongly Agree
5	The higher the number of positive reviews about Purbasari products on Shoppe/TikTok, the stronger the desire I have to purchase them.	4.00	Agree
Average		4.06	Agree

Source: Primary Data Processed, 2025

Based on the assessment in Table 4.12, the question with the highest average score is indicator X2.4 with a score of 4.35, categorized as strongly agree. Meanwhile, the question with the lowest average score is indicator X2.1 with a score of 3.74, categorized as agree. Thus, the mean variable for online customer reviews is 4.06, categorized as agree. Thus, online customer reviews are beneficial for consumers in making purchasing decisions for Purbasari products by Generation Z in Yogyakarta.

3. Assessments of Viral Marketing (X₃)

Table 7 Assessment of Viral Marketing

No.	Viral Marketing Statement	Mean	Category
1	I found out about Purbasari products through the social media platform TikTok.	4.26	Strongly Agree
2	I received information about Purbasari products from other people (influencers, friends, etc.).	4.49	Strongly Agree
3	I found out that Purbasari products have high-quality ingredients.	4.23	Strongly Agree
4	Product information about Purbasari is easy to find on TikTok Shop and Shoppe.	4.42	Strongly Agree
5	I found out about various types of Purbasari products through recommendations from friends.	4.36	Strongly Agree
Average		4.35	Strongly Agree

Source: Primary Data Processed, 2025

Based on the assessment in Table 8, the question with the highest mean is indicator X3.2 with a value of 4.49 in the strongly agree category. Therefore, viral

marketing significantly assists consumers in making purchasing decisions for Purbasari products in Yogyakarta.

4. Assessment of Purchasing Decisions (Y)

Table 8 Assessment of Purchasing Decisions Variables

No.	Purchasing Decisions Statement	Mean	Category
1	Purbasari products suit my needs.	4.12	Agree
2	I received information about Purbasari products from advertisements.	4.28	Strongly Agree
3	I compare the quality of Purbasari products with other beauty products before making a purchase.	4.22	Strongly Agree
4	I am confident in my decision to buy Purbasari products rather than other beauty products.	4.08	Agree
5	After the purchase, I will recommend Purbasari beauty products to others.	4.03	Agree
Average		4.15	Agree

Source: Primary Data Processed, 2025

Based on the assessment in Table 9, the question with the highest average score was Y.2, with 4.28 in the strongly agree category. Meanwhile, the question with the lowest average score was Y.5, with 4.03 in the agree category. Overall, the purchase decision variable had a mean score of 4.15 in the agree category. Therefore, the purchase decision significantly assists customers in the process of selecting Purbasari products in Yogyakarta.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis shows the effect of *live streaming* (X_1), *online customer reviews* (X_2), and *viral marketing* (X_3) on purchasing decisions (Y). Multiple linear regression was tested using IBM SPSS Statistics, and the following results were obtained:

Table 9 Multiple Linear Regression Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.216	1.352		1.639	.104
	Live Streaming	.205	.084	.192	2.428	.017
	Online Customer Review	.116	.079	.102	1.475	.143
	Viral Marketing	.578	.061	.658	9.421	<.001

a. Dependent Variable: Keputusan Pembelian

(Source: Primary Data Processed, 2025)

The regression equation based on the results of multiple linear regression analysis is:

$$Y = 2,216 (\alpha) + 0,205 (X_1) + 0,116 (X_2) + 0,578 (X_3) + e$$

The constant and regression coefficient values can be interpreted as follows:

1. *Constanta* (α) = 2,216, indicating that when *live streaming* (X_1), *online customer reviews* (X_2), and *viral marketing* (X_3) have a value of zero (0) or remain constant, the value of the purchase decision variable is 2.216.
2. $\beta_1 (X_1) = 0,205$, indicating that each one-unit increase in the live streaming variable contributes to a 0.205 increase in the purchasing decision variable.
3. $\beta_2 (X_2) = 0,116$, meaning that a one-unit increase in *online customer reviews* results in a 0.116 increase in purchasing decisions.
4. $\beta_3 (X_3) = 0,578$, meaning that if viral marketing increases by one unit, the purchase decision also increases by 0.578.

6. T-test

The main purpose of the t-test is to examine how significantly live streaming, online customer reviews, and viral marketing influence the purchasing decision of Purbasari products.

Table 10 T-test Results (Partial)

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.216	1.352		1.639	.104		
	Live Streaming	.205	.084	.192	2.428	.017	.427	2.342
	Online Customer Review	.116	.079	.102	1.475	.143	.554	1.805
	Viral Marketing	.578	.061	.658	9.421	<.001	.546	1.832

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed, 2025

Based on the data presented in the t-test table above, the following conclusions can be drawn:

1. Testing the First Hypothesis (H_1)
 The significance level indicating the effect of *live streaming* (X_1) on purchasing decisions (Y) is recorded as (0,017), which is $< \alpha$ (0,05), and the *t-hitung* (2,428) $> t$ -table (1,984), so *Live streaming* H_1 is accepted, and that 1 influences Y .
2. Testing the Second Hypothesis (H_2)
 The significance level indicating the influence of *online customer review* (X_2) on purchasing decisions (Y) is (0,143) $> \alpha$ (0,05), and the obtained *t-hitung* (1,475) $< t$ -table (1,984). The conclusion is that the *online customer review* H_2 is rejected, and shows that (X_2) has an effect on (Y).
3. Testing the Third Hypothesis (H_3)
 The significance level indicating the influence of *viral marketing* (X_2) on purchasing decisions (Y) is (0,001) $< \alpha$ (0,05). Additionally, the value of *t-hitung* (9,427) $> t$ -table (1,984). It can be concluded that *viral marketing* H_3 is acceptable, proving that there is an influence of X_3 on Y .

Findings and Discussions

1. The Effect of *Live Streaming* on Purchasing Decisions

Hypothesis testing one (H_1) explains that live streaming (X_1) has a positive effect on purchasing decisions (Y) for Purbasari products on the TikTok Shop and Shopee platforms. This statement is supported by the calculated t -hitung ($2,428$) $>$ t -tabel ($1,984$), and the significance value ($0,017$) $<$ α ($0,05$), meaning that H_0 is rejected dan H_a is accepted. Therefore, this research proves that live streaming has a significant effect on purchasing decisions in this research.

From the descriptive analysis, it can be seen that consumers of Purbasari products generally consider live streaming to be extremely beneficial for purchasing decisions through the TikTok Shop and Shopee platforms, particularly among Generation Z in Yogyakarta. This statement is in line with the research (Amin & Taufiqurahman, 2024), which confirms that live streaming Shopping has a positive and significant influence on purchasing decisions.

2. The Effect of *Online Customer Reviews* on Purchasing Decisions

The second hypothesis (H_2) proves that online customer reviews (X_2) have a positive but insignificant effect on purchasing decisions (Y) for Purbasari products through the TikTok Shop and Shopee platforms. This statement is supported by the value of t -hitung ($1,475$) $<$ t -tabel ($1,984$), and the significance level of $0,143$ $>$ α ($0,05$). It can be concluded that H_0 is accepted dan H_a is rejected, indicating that the test results show online customer reviews do not have a significant influence on purchasing decisions.

Based on the descriptive analysis, it can be observed that consumers of Purbasari products perceive online customer reviews as influential but not significantly so in purchasing decisions for Purbasari products on the TikTok Shop and Shopee platforms, particularly among Generation Z in Yogyakarta. This aligns with the research conducted by (Nur Afifa Agustin, 2023), which shows that online customer reviews have a positive but insignificant influence on purchasing decisions.

3. The Effect of *Viral Marketing* on Purchasing Decisions

The third hypothesis (H_3) proves that *viral marketing* (X_3) has a positive and significant effect on Purbasari's purchase decision (Y) on the TikTok Shop and Shopee platforms. This is evidenced by the t -hitung value ($9,427$) $>$ t -tabel ($1,984$), and the significance level is $0,001$ $<$ α ($0,05$). Therefore, it is concluded that H_0 is rejected dan H_a is accepted, indicating that *viral marketing* significantly influences purchasing decisions.

Descriptive analysis shows that consumers of Purbasari products perceive viral marketing as highly influential in helping consumers make purchasing decisions for Purbasari products, particularly among Generation Z in Yogyakarta. This conclusion supports the findings of (Kamal dkk., 2023), which indicate that viral marketing has a significant and positive effect on purchasing decisions. Thus, it can be stated that (H_3) is accepted.

Implications of Research Results

1. Theoretical Implications

Theoretically, this research contributes by testing the influence of live streaming, online customer reviews, and viral marketing on the decision to purchase Purbasari products. Based on the analysis results, live streaming and viral marketing have a significant and positive influence on purchasing decisions, while online customer reviews appear to have a positive influence but are not significant. These findings can serve as a guide for future researchers to test the influence of these variables in different locations and conditions, as well as in the context of other products or industries.

Additionally, this study explains that online customer reviews do not have a significant influence, but they remain important for consideration in marketing strategies. Therefore, further research is needed to test the influence of online customer reviews on purchasing decisions using different research methods.

2. Managerial Implications (Practical)

In conclusion, Purbasari management should implement a marketing strategy that is more effective in increasing product purchases, particularly by optimizing the management of online customer reviews. Purbasari's social media management should be active in responding to customer reviews and creating positive interactions to build consumer trust in Purbasari products. Additionally, it is important for the company to continue innovating in live streaming content, highlighting product advantages, and providing interesting and relevant information for the audience. This will help attract consumer interest and increase purchasing power, leading to purchase decisions.

The company needs to maximize its viral marketing strategy by collaborating with influencers and leveraging social media to expand its marketing reach. Creating attractive and shareable promotions will increase brand awareness and attract more audiences. By following this approach, Purbasari can expand its market and influence consumers' purchasing decisions regarding Purbasari's offerings.

Conclusion

To investigate the factors influencing Generation Z consumers' purchasing decisions for Purbasari products on TikTok Shop and Shopee, the conclusions of this research are as follows:

1. The *live streaming* variable has a positive and significant influence on Generation Z's purchasing decisions of Purbasari products through the TikTok Shop and Shopee platforms in Yogyakarta. This indicates that the more engaging and interactive the live streaming content is, the greater the likelihood that Generation Z in Yogyakarta will be interested in purchasing Purbasari products through these two platforms.
2. The *online customer review* variable shows a positive but not significant influence on Generation Z's decision to purchase Purbasari products through the TikTok Shop and Shopee platforms in Yogyakarta. This means that while customer reviews can provide a positive boost, this study does not show a statistically significant correlation with purchasing decisions. Variabel *viral marketing* menunjukkan

pengaruh positif dan signifikan terhadap keputusan pembelian produk Purbasari melalui platform TikTok Shop dan Shopee. Hal ini memperlihatkan bahwa keefektifan strategi *viral marketing* yang dijalankan, akan mempengaruhi tingkat keputusan pembelian konsumen terhadap produk Purbasari melalui platform TikTok Shop dan Shopee by Generation Z's in the city of Yogyakarta.

3. The *viral marketing* variable shows a positive and significant influence on the purchasing decisions of Purbasari products through the TikTok Shop and Shopee platforms. This indicates that the effectiveness of the *viral marketing* strategy implemented will influence the level of consumer purchasing decisions for Purbasari products through the TikTok Shop and Shopee platforms by Generation Z's in Yogyakarta.
4. The influence of *live streaming*, *online customer reviews*, and *viral marketing* shows a significant positive influence on the purchasing decision of Purbasari products throughout the TikTok Shop and Shopee platforms. Collectively, these three variables contribute 77.6% to the purchasing decision, while the rest is influenced by variables not examined in this research.

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