The Influence Of Electronic Marketplace Marketing, Online Customer Review, And Live Streaming On The Decision To Purchase Ventela Shoes Product In Nusantara PGRI Kediri University Students

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Article Information	Abstract
Submission date Revised date Accepted date	***Research aim:*** *This study aims to test and analyze the effects of Marketplace Marketing, Online Consumer Review, and Live Streaming on Consumer Purchasing Decisions through the Shopee Marketplace.* ***Design/Methode/Approach:*** *This research is a type of quantitative causality research with an associative causality approach. The sampling technique uses the accidental sampling method. The population of this research is all active students of Nusantara PGRI Kediri University, with a sample of 40 respondents. This research was conducted using a survey method on Active Students of Nusantara PGRI Kediri University who had purchased Ventela shoe products from the Shopee marketplace. The sampling technique uses data analysis techniques using multiple linear regression tests, coefficient of determination, and t (partial) and F (simultaneous) hypothesis tests.* ***Research Finding:*** *The results of this research prove that the variables Marketplace Marketing, Online Customer Review, and Live Streaming simultaneously and partially have a significant influence on the decision to purchase Ventela shoe products through the Shopee Marketplace among active students at Nusantara PGRI Kediri University. Of the three independent variables, the one that has the most influence on the dependent variable is the live streaming variable with a coefficient of determination value of 0.737.* ***Keywords: Decision Purchasing, online customer review,***

1. Introduction

The emergence of marketing in various marketplaces has made many UMKM owners or even companies start online marketing which is considered cheaper and more effective by the public [1]. Marketplace marketing is a platform where various sellers and buyers can meet and carry out buying and selling transactions for goods or services. Marketplace focuses on various types of products or services, including physical goods such as clothing, electronics, food, or even property, as well as services such as ticket booking services, hotel reservations, and more. One of the marketplaces used by the public is Shopee. Shopee is one of the most popular e-marketplace platforms in Indonesia. The platform has gained a large number of users in the country due to various factors, including a wide range of products, promotions, discounts and

services. The large selection of products that are diverse and have affordable prices makes buyers increasingly interested in shopping for their necessities at shopee.

Many new brands have emerged offering products for sale, plus there are many vouchers offered by Shopee, the vouchers offered are very diverse, one of which is free shipping vouchers with no minimum shopping and shopping vouchers ranging from 5% - 50%. Price discounts can give rise to the desire to make impulse purchases [2]. One form of promotional strategy that invites the most people to buy their products is live streaming. The number of business owners who do live streaming (live video broadcasts) by promoting the products they sell increases consumer interest in buying these products [1]. The sales process carried out during live streaming on this application has a time limit, while the live is in progress they can drastically reduce the price to be cheaper than when not broadcasting live [2].

In the Shopee marketplace, a column is provided for online customer reviews to convince other consumers who want to buy the product. Online consumer reviews are a very important part for consumers in deciding to buy a product. According to [3] buyers review a product or service via cell phone before making a purchase. This online customer review has a positive and negative influence on consumer purchasing interest. If a buyer gives a negative or one-star rating, this can have an impact on reducing the business owner's sales rating [4]. On the other hand, if consumers give positive or five-star reviews, it can attract other buyers to buy at that store. This is because online customer reviews are provided honestly by previous buyers. So online customer reviews are considered more relevant to describe a product and are appropriate to the user's situation because they are considered capable of measuring the product's performance from the user's perspective.

One of the online shops that uses the Shopee marketplace is @ventelashoes. Ventela (local brand shoes) is a local shoe brand based in Bandung by PT Sinar Runner Indonesia by William Ventela since 1970 and has only become popular since 2017. Ventela itself uses materials based on 12oz 7 canvas, the quality of which is no longer used. This 12oz 7 canvas is famous for its softness and strong durability, making it suitable for everyday activities. Ventela uses Ultralite Foam Technology to make the insole feel soft and comfortable so that the feet don't get sore easily and the neat stitching makes the shoes have a good shape, is sturdy, comfortable and long-lasting (Ventela.com, 2022). With prices that are considered pocket-friendly for students, this local brand prioritizes quality so that many students are interested in it, including those at Nusantara PGRI Kediri University.

1.1. Statement of Problem

Based on the introduction, the statement of problem in this research is :
1. Does marketplace marketing have a significant influence on the purchasing decisions of Ventela products for Nusantara PGRI Kediri University students?
2. Do online customer reviews have a significant influence on Ventela product purchasing decisions for Nusantara PGRI Kediri University students?

3. Does live streaming have a significant effect on the decision to purchase Ventela products for Nusantara PGRI Kediri University students?
4. Do marketplace marketing, online customer reviews and live streaming have a significant influence on Ventela product purchasing decisions for Nusantara PGRI Kediri University students?

1.2. Research Objectives

The purpose of this research is a follows :
1. To find out whether Shopee's marketplace marketing influences the decision to purchase Ventela shoe products among Nusantara University PGRI Kediri students.
2. To find out how online customer reviews on Shopee influence the decision to purchase Ventela shoe products among Nusantara University PGRI Kediri students.
3. To find out how live streaming on Shopee influences the decision to purchase Ventela shoe products among Nusantara University PGRI Kediri students
4. To find out how marketplace marketing, online customer reviews, and live streaming on Shopee influence the decision to purchase Ventela shoe products among Nusantara Pgri Kediri University students.

2. Method

This research uses quantitative causality research, because quantitative research obtains data in the form of numbers [5]. The data sources for this research are primary data and secondary data. The research object used is Nusantara PGRI Kediri University which is located on Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kediri City. Meanwhile, the sample units used were Nusantara University PGRI Kediri students who used Ventela shoe products and purchased them via the Shopee platform. In determining the sample, the technique used in sampling is based on the non-probability sampling technique [6]. Techniques that do not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. This sample was taken using the Non Probability Sampling method, so the number of samples in this study was 60 respondents. This data collection technique was carried out by providing written statements to respondents regarding their opinions regarding the influence of marketplace marketing, online customer reviews, and live streaming on purchasing decisions for Shopee marketplace Ventela shoe products among Nusantara University PGRI Kediri students. In this research, the analytical methods used are descriptive analysis and multiple linear analysis..

3. Results and Discussion

In this research, the data were tested for validity on all questionnaire questions, both the independent variable and the dependent variable. If the results of bivariate correlation (person correlation) or r count > t table, it can be said that this research instrument is valid, and vice versa.

Table 1. Validity Test Result

Variabel	Statement	r Count	r table	Information
Marketplace Marketing (X1)	X1.1	0,740	0,312	Valid
	X1.2	0,755	0,312	Valid
	X1.3	0,700	0,312	Valid
	X1.4	0,523	0,312	Valid
Online Customer Riview (X2)	X2.1	0,642	0,312	Valid
	X2.2	0,703	0,312	Valid
	X2.3	0,716	0,312	Valid
	X2.4	0,739	0,312	Valid
Live Streaming (X3)	X3.1	0,561	0,312	Valid
	X3.2	0,772	0,312	Valid
	X3.3	0,804	0,312	Valid
	X3.4	0,719	0,312	Valid
Buying Decision (Y)	Y1.1	0,616	0,312	Valid
	Y1.2	0,646	0,312	Valid
	Y1.3	0,823	0,312	Valid
	Y1.4	0,577	0,312	Valid
	Y1.5	0,582	0,312	Valid
	Y1.6	0,528	0,312	Valid
	Y1.7	0,595	0,312	Valid

Source : Data Processing, 2023

This research shows the calculated r value > r table of independent and dependent variables, this shows the data. In this research, the instrument is considered valid based on the results of the validity test used bivariate correlation technique.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Criteria	Information
Marketplace Marketing (X1)	0,695	0,6	Reliable
Online Customer Riview (X2)	0,651	0,6	Reliable
Live Streaming (X3)	0,679	0,6	Reliable
Buying Decision (Y)	0,740	0,6	Reliable

Source : Data Processing, 2023

In table 2 above, the Cronbach's alpha value for each variable is > 0.60, which is shown from the results of the reliability test. This shows that each variable is declared reliable.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.55185036
Most Extreme Differences	Absolute	.075
	Positive	.057
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200[c,d]

Source : Data Processing, 2023

The data in this research were stated to be normally distributed as shown in table 3 above based on the results of the Kolmogorov-Smirnov Test for normality. Asymp Sig (2-tailed) value of $0.200 > 0.05$ indicates that the data is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance Value	VIF Value	Information
Marketplace Marketing (X1)	.826	1.210	Multicollinearity Free
Online Customer Riview (X2)	.951	1.051	Multicollinearity Free
Live Streaming (X3)	-831	1.204	Multicollinearity Free

Source : Data Processing, 2023

The results of the multicollinearity test in table 4 indicate that all the variables above are free from multicollinearity symptoms. This is indicated by the tolerance value > 0.10 and value of Variance Inflation Factor (VIF) < 10.
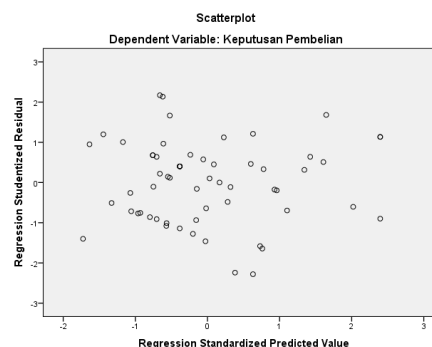
Source : Data Processing, 2023
Figure 1. Heteroscedasticity Test Results

A good regression model is a regression model that is homoscedastic or does not show heteroscedasticity. To find out this, a heteroscedasticity test was carried out. Whether there are symptoms of heteroscedasticity can be seen through the picture scatterplot. In the results of the heteroscedasticity test, it can be seen in Figure 1 that the scatterplot contains dots that do not form patterns so that heteroscedasticity does not occur.

Partial Test Results

This test is used to determine whether there is a relationship between the independent or partial independent variables and the dependent variable which is useful for proving the hypothesis [5]. Determination of the hypothesis is done by looking at the criteria in the partial test, where if t count is less than t table then H0 is accepted and Ha is rejected, then if the value on t count is greater than t table then H0 is rejected and Ha is accepted meaning that the variable has no effect on the dependent variable . In addition, the partial test can also be assigned a significant value if the value is greater than 0.05.

Table 5. Partial Test Results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.947	3.979		1.495	.141
Marketplace Marketing	.261	.183	.168	1.423	.000
Online Customer Riview	.707	.190	.410	3.727	.000
Live Streaming	.345	.164	.249	2.111	.039

Source : Data Processing, 2023

From the results of the partial test (t test) in table 5 above, the relationship between the independent variables and the dependent variable is explained as follows:

1. Marketplace Marketing (X1)

Based on table 5, the results of the partial test (t test) above on the marketplace marketing variable show a coefficient value of 0.261. In this test, the value of t count is 1.423 > t table is 1.65798. In addition, the significance value obtained is 0.000 < 0.05. From these results it is concluded that H1 is accepted and H0 is rejected. This shows that marketplace marketing has a positive and significant effect on buying decision. [6] researching the influence of marketplace marketing on purchasing decisions at TikTok shops in Surabaya. In his research, Risky emphasized that marketplace marketing will all lead to purchasing decisions.

2. Online Customer Riview (X2)

Based on table 5, the results of the partial test (t test) above on the online customer riview variable show a coefficient value of 0.707. In this test, the t count value is 3.727 > t table 1.65798. In addition, the significance value obtained is 0.00 < 0.05. From these results it is

concluded that H2 is accepted and H0 is rejected. This shows that online customer riview positive and significant effect on buying decision. Based on research from [7] live streaming has a significant influence on purchasing decisions, because consumers have confidence in the products they purchase.

3. Live Streaming (X3)

Based on table 5, the results of the partial test (t test) above on the live streaming variable show a coefficient value of 0.345. In this test, the value of t count is 2.111 > t table is 1.65798. In addition, the significance value obtained is 0.000 < 0.05. Through these results it is concluded that H3 is accepted and H0 is rejected. The following indicates that life streaming has a positive and significant effect on buying decision. Research [8] states that online consumer reviews have a significant influence on product purchasing decisions on the Shopee marketplace, because they aim to attract viewers to buy the product.

Simultaneous Test Results (F-test)

Based on Ghozali's statement (2018), the use of the F test is carried out to find out whether the independent variables in the regression model have a joint effect on the dependent variable or not. Where in determining the results of the F test seen at the level of significance, when it shows a value of less than 0.05 then Ha is accepted, but if the significance value is more than 0.05 then Ha is rejected.

Table 6. Simultaneous Test Results (F test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
	ANOVA[a]					
1	Regression	210.779	3	70.260	10.241	.000[b]
	Residual	384.204	56	6.861		
	Total	594.983	59			

Source : Data Processing, 2023

In table 6 the calculated F value is 10.241 > F table 2.68 based on the results of the simultaneous test (f test). In addition, the significance level is 0.000 < 0.05. Therefore, all the research independent variables have a simultaneous and significant influence on the dependent variable. Based on research [9] marketplace marketing variables have a significant influence on purchasing decisions. Research by [10] said that the live streaming variable had a significant influence on product purchasing decisions.

Tabel 7. Test Results for the Coefficient of Determination (R2)

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Model Summary[b]				
	1	.595[a]	.354	.320	2.61931

Source : Data Processing, 2023

From table 7 it shows that the test results of the coefficient of determination (R2) at the adjusted r square value is 0.320 which illustrates that marketplace marketing, online customer

riview and buying decision influences buying decision 0.320 or 32.0%. Meanwhile, the remainder (100% - 32.0%) = 68.0% is explained by other variables outside the model which are not explained in this research.

4. Conclusion

The results of this research provide the conclusion that marketplace marketing has a positive and significant influence on buying decision. Variable online customer riview also positively and significantly influence buying decision. And also live streaming significantly and positively influences buying decision. Buying decision (Y) is simultaneously significantly influenced by the marketplace marketing variable (X1), online customer riview (X2), and live streaming (X3).

It is hoped that this research can become a reference for further research and provide new insights and information to readers. In addition, it is hoped that readers can learn from this research regarding how much marketplace marketing, online customer riview, and live streaming choices can influence buying decision to purchase ventela shoes product and to help students off nusantara PGRI kediri university manage finances effectively.

The subjects of this research are still limited to nusantara PGRI kediri university students who use Ventela shoe products. Therefore, it is hoped that future researchers can expand the scope of research. Besides, that It is recommended that future researchers include additional independent variables, such as shopeepay latter, pocket money, celebrity endorsement and so on, to then study how much influence it has on financial behavior, so that the scope of research will be wider.

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