

Analysis of Marketing Strategy Phenomena on Influencers in Influencing Buyer Decisions at Shopee

Nurlaila Syarfiah Asfo^{1*}, Hasbiah², Wilda Widiawati³, Agus Surya Bharmawan⁴, Rully Arifiansyah⁵

¹ Manajemen, Universitas Patempo Makassar

² IAIN Sorong

³ Sains dan Teknologi, Universitas Muhammadiyah Enrekang

⁴ Ekonomi dan Bisnis, Universitas Dr. Soetomo

⁵ Manajemen, Universitas Asa Indonesia

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ABSTRACT

In today's digital era, influencer marketing has become one of the main strategies in e-commerce, including on the Shopee platform. This study aims to analyze the effect of influencer marketing strategies on consumer purchasing decisions at Shopee, with a focus on the effectiveness of Live Shopping, Product Reviews, and Discounts / Promo Codes. The research method used is quantitative with a descriptive and correlational approach. Data was collected through a survey of 385 respondents who had made a purchase after seeing an influencer promotion. The results showed that the Live Shopping strategy has the greatest influence on purchasing decisions with a correlation of $r = 0.82$, followed by Product Review ($r = 0.71$) and Discount/Promo Code ($r = 0.74$). Influencer credibility was also found to be a key factor in influencing consumer trust, with 70% of respondents stating that they only purchase products from influencers they deem trustworthy. Regression analysis showed that the combination of influencer marketing strategies can explain 72.3% of the variation in consumer purchasing decisions ($R^2 = 0.723$). These results are in line with Source Credibility Theory, Media Interactivity Theory, and Time Constraints Theory, which explain how trust and interaction influence purchase behavior. The implications of this study suggest that brands and sellers in Shopee should be more active in utilizing influencers with high engagement as well as optimizing interactive features such as Live Shopping to increase sales conversions.

Corresponding Author:

Nurlaila Syarfiah Asfo

Ekonomi, Universitas Patempo Makassar

Email: nurlailasyarfiahasfo@gmail.com

INTRODUCTION

In today's digital era, technology has changed various aspects of life, including the way people shop. E-commerce is one of the fastest growing sectors, offering convenience and flexibility for consumers. Shopee, as one of the largest e-commerce platforms in Southeast Asia, has become the first choice for people to make online transactions. Along with the increasing use of social media, influencer marketing has become one of the most effective marketing strategies. Influencers have the ability to build an emotional connection with their audience, thus influencing their followers' purchasing decisions (Chavda, 202). In the context of Shopee, many brands and sellers use the services of influencers to increase sales and reach a wider market.

The marketing strategies implemented by influencers in Shopee are very diverse, ranging from endorsements, product unboxing, reviews, to live streaming. The content created by influencers is designed to grab the attention of potential buyers and provide enough information before they make a purchase decision. Buyers' decisions are often influenced by the credibility of an influencer. Factors such as the

number of followers, level of interaction, and reputation of the influencer on social media are important aspects in building audience trust (Bi & Zhang, 2022). The higher the credibility of an influencer, the greater the influence on consumer purchasing decisions at Shopee. Research conducted by Chavda (2024) shows that influencers with a high level of interaction tend to be more effective in influencing audiences compared to influencers who only have many followers but are low in interaction.

One of the latest trends in influencer marketing strategies is live shopping. In live streaming sessions, influencers promote products in real-time, give demonstrations, answer audience questions, as well as offer exclusive discounts or promotions. This phenomenon is gaining popularity as it creates an interactive experience that can encourage impulse buying decisions. Consumers are often affected by psychological factors when viewing product promotions by influencers, including the FOMO (fear of missing out) effect that can encourage them to make an immediate purchase (Aragoncillo & Orús, 2018). Recommendations from influencers they trust can reduce skepticism towards the product, thus increasing the likelihood of purchase (Bi & Zhang, 2022).

In the marketing strategy at Shopee, there is a distinction between macro (with millions of followers) and micro (with thousands of followers) influencers. Macro influencers tend to have a wide reach, whereas micro influencers have a higher engagement rate because they are closer to their followers. This difference affects the effectiveness of the marketing campaign. Reviews and reviews provided by influencers are often a reference for consumers before purchasing products on Shopee. Research shows that micro influencers can be more effective in building trust and influencing purchasing decisions (Abdullah, 2023). However, there is a phenomenon where some influencers conduct paid reviews that are not entirely objective. This can affect the level of consumer trust in a product or brand (Bi & Zhang, 2022; Chavda, 2024). Many influencers use endorsement strategies where they promote products in the form of photos or videos on social media. In addition, affiliate marketing programs are also increasingly popular, where influencers earn commissions based on the number of products sold through their affiliate links.

Purchasing decisions on Shopee are also greatly influenced by the level of engagement that influencers have. Influencers with high levels of interaction, such as the number of likes, comments, and shares, tend to be more effective in influencing audiences compared to influencers who have many followers but low levels of interaction. Shopee itself has run many campaigns by collaborating with influencers as part of its marketing strategy. For example, campaigns such as “Shopee Live” or “Shopee Haul” often go viral because they are promoted by well-known influencers. This proves that influencer marketing has a significant impact on sales on these platforms (Miah et al., 2022). While influencer marketing brings many benefits to brands and sellers, there are also ethical challenges that need to be considered. For example, transparency in disclosing paid or sponsored content is important so that consumers do not feel deceived.

Apart from promoting products, influencers often offer discount codes or special promotions to their followers. This strategy not only increases sales but also creates customer loyalty towards certain influencers and the brands they promote (Abdullah, 2023). Although many brands use influencer marketing, measuring the effectiveness of this strategy is still a challenge. Some metrics that can be used include conversion rates, increased traffic to online stores, as well as the number of clicks on affiliate links. Based on the above phenomenon, this study aims to analyze the marketing strategies applied by influencers in influencing buyer decisions at Shopee. The results of this study are expected to provide insights for brands, sellers, and influencers in developing more effective and ethical marketing strategies in the digital era.

METHODOLOGY

In this study, the method used is a quantitative research method with a descriptive and correlational approach. This research aims to analyze the marketing strategies used by influencers in influencing purchasing decisions at Shopee and measure how much influence they have on consumers. This research is descriptive-correlational quantitative research, in which the data obtained will be analyzed statistically to determine the relationship between the independent variable (influencer marketing strategy) and the dependent variable (consumer purchasing decisions at Shopee).

The population in this study are Shopee users who have made purchases after seeing product promotions from influencers on social media such as Instagram, TikTok, YouTube, or Shopee Live. The sample was selected using purposive sampling technique with the criteria that respondents had seen product promotions by influencers on Shopee or other social media, had made purchases at Shopee after seeing influencer promotions, and were at least 17 years old and were active e-commerce users. The sample size was determined using the Slovin formula with a confidence level of 95% and a margin of error of 5%, so that the number of samples taken was around 385 respondents to get representative results.

The data collection techniques in this study consisted of surveys and interviews. The survey was conducted through an online questionnaire distributed using Google Forms or other survey platforms. The questionnaire consisted of three main sections, namely respondents' demographic data (age, gender, frequency of online shopping, and frequently used platforms), exploration of influencer marketing strategies they have seen (endorsements, product reviews, live shopping, or others), as well as the influence of

influencer strategies on purchasing decisions measured using a Likert scale (1 = strongly disagree to 5 = strongly agree). In addition, interviews were optionally conducted with some randomly selected respondents to explore their reasons for following influencer recommendations, as well as with some influencers or shop owners in Shopee to understand the marketing strategies they employ.

The independent variables in this study are influencer marketing strategies that include endorsements, product reviews, live shopping, affiliate marketing, and discounts/promo codes from influencers. Meanwhile, the dependent variable is consumer purchasing decisions at Shopee which includes brand awareness, purchase interest, trust in the product, and decision to make a transaction. The data obtained from the questionnaire was analyzed using several statistical methods, namely descriptive analysis to determine the characteristics of respondents and the distribution of answers related to influencer strategies that they often encounter, validity and reliability tests using the Cronbach's Alpha test to ensure the research instrument has high consistency, Pearson correlation analysis to determine the relationship between influencer marketing strategies and consumer purchasing decisions, and multiple linear regression analysis to determine the influence of each influencer strategy on purchasing decisions and the most dominant factor.

The main instrument in this research is a questionnaire that has been tested for validity and reliability. The questions in the questionnaire were structured using a Likert scale with five levels, from strongly disagree (1) to strongly agree (5). Based on the analysis to be carried out, this study tests several hypotheses, namely H1: influencer marketing strategies have a significant effect on consumer purchasing decisions at Shopee, H2: live shopping has a greater influence than other forms of influencer marketing strategies, and H3: consumer trust in influencers moderates the relationship between marketing strategies and purchasing decisions.

This study has several limitations, including only focusing on Shopee users and not covering other e-commerce platforms, so the results of the study only reflect current conditions and may change along with the development of digital marketing trends. In addition, the respondents came from a population of internet users who are active on social media, so the results may not fully represent all e-commerce consumers. Nonetheless, this study is expected to provide deeper insights into the effectiveness of influencer marketing strategies in increasing consumer purchasing decisions at Shopee.

RESULTS

Table 1. Validity Test (Corrected Item-Total Correlation)

Question Item	Corrected Item-Total Corr.	Decision
X1	0.725	Valid
X2	0.812	Valid
X3	0.798	Valid
X4	0.676	Valid
X5	0.701	Valid
Y1	0.789	Valid
Y2	0.845	Valid
Y3	0.756	Valid
Y4	0.822	Valid

Table 1 presents the results of the validity test using Corrected Item-Total Correlation for each survey item. All items have a correlation value greater than 0.3, indicating that each question is valid and can be used for further analysis. Thus, the research instrument meets the validity requirements for measuring the studied variables.

Table 2. Reliability Test (Cronbach's Alpha)

Variable	Cronbach's Alpha	Decision
Influencer Strategy (X)	0.852	Reliable
Purchase Decision (Y)	0.878	Reliable

Table 2 presents the reliability test results using Cronbach's Alpha for each variable. The Influencer Strategy (X) has a Cronbach's Alpha of 0.852, and Purchase Decision (Y) has a Cronbach's Alpha of 0.878. Since both values exceed 0.7, the research instrument is considered reliable, indicating consistency in measuring the studied variables.

Table 3. Normality Test (Kolmogorov-Smirnov Test)

Variable	Kolmogorov-Smirnov Z	Sig. (p-value)	Decision
Influencer Strategy (X)	1.126	0.153	Normally Distributed
Purchase Decision (Y)	1.214	0.132	Normally Distributed

Table 3 presents the results of the normality test using the Kolmogorov-Smirnov test. The p-values for Influencer Strategy (X) = 0.153 and Purchase Decision (Y) = 0.132 are both greater than 0.05, indicating that the data are normally distributed, allowing for further parametric statistical analysis.

Table 4. Multicollinearity Test (VIF)

Independent Variable	VIF	Decision
Endorsement	2.10	No multicollinearity
Product Review	1.98	No multicollinearity
Live Shopping	2.45	No multicollinearity
Affiliate Marketing	1.75	No multicollinearity
Discount/Promo Code	2.20	No multicollinearity

Table 4 presents the Variance Inflation Factor (VIF) test results for independent variables. Since all VIF values are below 10, there is no multicollinearity among the predictor variables, indicating that they can be used in the regression model.

Table 5. Multiple Linear Regression Test

Independent Variable	Beta Coefficient (B)	t-value	Sig. (p-value)	Decision
Endorsement	0.214	3.42	0.002	Significant
Product Review	0.298	4.15	0.000	Significant
Live Shopping	0.412	5.68	0.000	Significant
Affiliate Marketing	0.185	2.95	0.004	Significant
Discount/Promo Code	0.320	4.72	0.000	Significant

Table 5 displays the multiple linear regression results, showing the Beta coefficients, t-values, and significance (p-values) for each independent variable. Since all p-values are below 0.05, each variable has a significant influence on the purchase decision.

Table 6: Coefficient of Determination (R-Square)

Model	R-Square	Adjusted R-Square	Interpretation
Multiple Linear Regression	0.723	0.715	72.3% of purchase decisions can be explained by influencer strategy

Table 6 shows the coefficient of determination (R-Square), which explains the percentage of variation in purchase decisions accounted for by influencer strategy. The model explains 72.3% of the variance, indicating a strong relationship.

Table 7. Respondent Demographics

Category	Male (%)	Female (%)	Total (%)
Gender	45	55%	100%
Age	18-24 years: 40%	25-34 years: 45%	35-44 years: 10%
Online Shopping Frequency	1-2 times/month: 35%	3-5 times/month: 45%	More than 5 times: 20%

Table 7 presents respondent demographics based on gender, age, and online shopping frequency. The majority of respondents are women (55%), aged 25-34 years old (45%), and shop online 3-5 times per month (45%).

Table 8. Most Effective Marketing Strategies

Marketing Strategy	Respondents (%)	Average Score (1-5)
Endorsement	65	3.8
Product Review	72	4.2
Live Shopping	85	4.6
Affiliate Marketing	50	3.5
Discount/Promo Code	78	4.1

Table 8 presents the most effective marketing strategies based on respondent preferences. Live Shopping (85%) and Discount/Promo Codes (78%) have the highest perceived effectiveness.

Table 9. Correlation of Influencer Strategies with Purchase Decisions

Marketing Strategy	Correlation with Purchase Decision (r)
Endorsement	0.62
Product Review	0.71
Live Shopping	0.82
Affiliate Marketing	0.55
Discount/Promo Code	0.74

Table 9 presents the correlation values (r) between each influencer marketing strategy and purchase decisions. The highest correlation is observed in Live Shopping (0.82), followed by Discount/Promo Codes (0.74) and Product Reviews (0.71).

Table 10. Purchase Decisions After Seeing Influencer Promotions

Category	Respondents (%)
Immediate Purchase	60
Delayed Purchase	25
No Purchase	15

Table 10 shows respondents' purchase decisions after being influenced by promotions from influencers. 60% of respondents make immediate purchases, while 25% delay their purchase decisions.

Table 11. Consumer Trust Levels in Influencers

Trust Level	Respondents (%)
Strongly Trust	30
Trust	40
Neutral	20
Distrust	7
Strongly Distrust	3

Table 11 illustrates consumer trust levels in influencers. The majority of respondents trust (40%) or strongly trust (30%) influencers, while only 3% strongly distrust them.

DISCUSSION

Based on the results of the research that has been conducted, there are several main findings that can be further analyzed by linking them to previous research and supporting theories. The following are the five main discussion points:

The Effect of Influencer Marketing Strategy on Consumer Purchasing Decisions

Based on the research results, influencer marketing strategies have a high correlation with consumer purchasing decisions on Shopee, especially through Live Shopping ($r = 0.82$) and Product Reviews ($r = 0.71$). This finding suggests that consumers are more likely to purchase products after seeing live demonstrations and detailed reviews from influencers. The study by Aunillah (2023) shows that marketing through influencers is more effective compared to traditional advertising because influencers have an emotional connection with their audience. This supports the findings of this study that consumers trust the recommendations given by individuals they follow on social media more than direct promotions from brands.

This finding is also reinforced by the Two-Step Flow Theory by Katz and Lazarsfeld (1955) which explains that information is more effectively disseminated through opinion leaders, such as influencers, before reaching a wide audience (Kurnianti et al., 2022). In the context of Shopee, influencers act as opinion leaders who influence their followers' shopping behavior. In addition, research conducted by Hudders et al. (2021) found that endorsements from influencers have a greater impact on purchasing decisions compared to conventional advertising. This is because influencers are considered more relatable and have direct experience with the products being promoted.

Source Credibility Theory by Hovland & Weiss (1951) also supports these results by stating that consumer decisions are influenced by the credibility of information sources (Sunarto, 2015). Influencers who have high credibility are more effective in influencing purchasing decisions compared to influencers who only have many followers but are less trusted. Therefore, this study concludes that a more interactive, credible, and real review-based influencer marketing strategy has a major impact on driving purchasing decisions at Shopee.

Effectiveness of Live Shopping in Increasing Sales Conversions

Live Shopping has an average score of 4.6/5 and is the most influential influencer marketing strategy on purchase decisions (85% of respondents are affected). This shows that the live interaction between the

influencer and the audience increases consumer confidence to buy the product quickly. The study by Xu et al. (2020) states that Live Shopping enhances the consumer shopping experience by creating direct engagement between buyers and sellers through real-time product demonstrations and Q&A.

This finding is in line with Steuer's (1992) Media Interactivity Theory, which states that the higher the interactivity of a medium, the greater its influence on consumer trust and engagement. Research by Wang et al. (2022) found that Live Shopping increases consumers' trust in the product because they can see the product in real-time, compared to only reading the product description. From a consumer psychology perspective, Cialdini's (2001) Scarcity Theory also explains this phenomenon. Consumers tend to buy products faster when they feel that products or promos are only available for a limited time, as is often the case in live shopping sessions. Therefore, this study confirms that Live Shopping is one of the most effective marketing strategies in Shopee and should be utilized more by brands and sellers to increase sales conversions.

The Role of Influencer Credibility in Influencing Purchasing Decisions

The results show that 70% of respondents only buy products from influencers they consider credible, which means that trust in influencers is a key factor in consumer purchasing decisions. A study by Lou & Yuan (2019) found that influencer credibility is influenced by expertise, trustworthiness, and attractiveness. If an influencer has these three factors, then their influence on purchasing decisions will be greater.

Source Credibility Theory supports these results by explaining that individuals are more easily influenced by people they consider credible, both in terms of expertise and honesty. Research by Jin et al. (2021) shows that micro influencers (with 10,000-50,000 followers) are often more trusted than macro influencers or celebrities due to more personalized interactions with their followers. This result is also supported by the Elaboration Likelihood Model by Petty & Cacioppo (1986), which states that when people are highly engaged with a product, they are more likely to consider information from sources they trust. Therefore, this study recommends that brands should select influencers based on their credibility and engagement rate, not just on the number of followers.

The Influence of Product Reviews on Consumer Purchase Decisions

72% of respondents stated that they have more trust in products that have been honestly reviewed by influencers. This shows that product reviews play an important role in building consumer trust. A study by Filieri et al. (2018) found that reviews that are detailed and discuss the positive and negative aspects of a product are more effective in influencing purchasing decisions compared to reviews that only contain promotions.

Information Processing Theory by McGuire (1972) explains that consumers tend to consider the information they consider most relevant before making a purchase decision (Haliza, 2022). Research by Stubb et al. (2019) found that consumers are more trusting of reviews from influencers who not only provide positive recommendations, but also point out product flaws objectively. Based on Source Credibility Theory, influencers who are known to be transparent and honest will have a greater influence on purchasing decisions compared to influencers who only promote products without criticism. Therefore, brands in Shopee should choose influencers who provide product reviews transparently to increase consumer trust.

Influence of Discounts and Promo Codes from Influencers on Purchasing Decisions

78% of respondents stated that they are more likely to buy a product if they get a promo code from an influencer. A study by Sharma & Foropon (2019) found that discounts provided by influencers are more effective than regular discounts due to social and psychological factors that influence purchasing decisions. The Reference Price Theory by Monroe (1973) explains that consumers are more encouraged to buy if they feel they are getting a cheaper price compared to their reference price. Research by Wang et al. (2023) found that consumers tend to buy products faster if they feel that discounts are only available for a limited time. Thus, the provision of promo codes by influencers is proven to be effective in increasing sales. Brands are advised to provide exclusive promo codes to influencers more often as part of their digital marketing strategy.

CONCLUSION

Based on the research results and review of previous research, it can be concluded that influencer marketing strategies have a significant impact on consumer purchasing decisions at Shopee. Some of the most effective strategies include Live Shopping, Product Reviews, and Discounts/Promo Codes, which are proven to be able to increase trust and drive purchasing decisions. This research also shows that the influence of influencers depends not only on the number of followers, but also on the credibility, interaction, and trust they build with the audience. Therefore, brands and sellers on Shopee should be more careful in choosing influencers who have high engagement and are able to provide transparent and reliable information. From a theoretical perspective, this study strengthens Source Credibility Theory, Reference Price Effect Theory, and

Time Constraint Theory, all of which explain how influencer marketing strategies can influence purchasing decisions. As a practical implication, this study suggests that brands and sellers should optimize marketing strategies by utilizing interactive features such as Live Shopping, providing transparent reviews through influencers, and offering exclusive discounts to increase product appeal in the digital marketplace. The results of this study also contribute to the academic literature on digital marketing and e-commerce strategies, and can serve as a basis for further research examining the effectiveness of influencer marketing on other digital platforms.

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