

The Influence of Live Streaming Features And "Check First" COD Services on Promotion and Buying Interest of Shopee E-Commerce Consumers in Denpasar City

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ABSTRACT

Tight competition in the E-Commerce industry causes E-Commerce companies to compete to carry out promotions by creating various new features on their platforms to attract consumer buying interest. This research was conducted to determine the direct and indirect influence of the Shopee Live Streaming feature, the "Check First" Cash on Delivery service and promotions on consumer buying interest. This research uses a purposive sampling technique. Purposive sampling technique is a sample selection technique used when the identity and population size are unknown. This research uses qualitative data. The data analysis technique used is the multiple linear regression analysis method which is carried out using the SPSS program. The results of this research show that the Shopee Live Streaming feature has a positive effect on promotions and consumer buying interest. The "Check First" Cash on Delivery service has a positive effect on promotions and consumer buying interest. The Shopee Live Streaming feature and the "Check First" Cash on Delivery service simultaneously have a positive effect on Promotions. Promotions have a positive effect on buying interest. Promotion positively mediates the influence of Shopee Live Streaming on consumer buying interest, and the influence of the "Check First" Cash on Delivery service on consumer buying interest. This means that the better the implementation of the Shopee Live Streaming Feature and the "Check First" Cash on Delivery service accompanied by good promotions, the more consumer buying interest will increase.

Keywords: *Shopee Live Streaming, Cash on Delivery Service "Check First", Promotions, Buying Interest*

1. INTRODUCTION

The utilization of information and communication technology has now become a key tool in sales promotion, brand launching, market expansion, as well as transaction and shopping processes through e-commerce. This transformation makes it easier for buyers to obtain products without having to visit physical stores, saving them time. The impact is evident in the global marketing landscape, which has shifted from traditional (offline) methods to digital (online) platforms. The marketing strategies implemented by several companies can efficiently provide product information and facilitate transactions via the internet [1], [2].

This change has contributed to the rapid growth of the e-commerce industry in Indonesia. Easy access, a wide variety of product choices, and innovative features have made e-commerce increasingly popular. Shopee, as one of the largest e-commerce platforms in Indonesia, has introduced several flagship features, such as Shopee Live Streaming and the "Cek Dulu" Cash on Delivery (COD) service. These two features not only simplify transactions but also enhance direct interaction between sellers and consumers, which is expected to strengthen promotions and increase consumer purchase interest. The Shopee Live Streaming feature allows sellers to promote their products in real-time to consumers, creating a more interactive shopping experience. Meanwhile, the "Cek Dulu" COD service provides consumers with the flexibility to inspect products before making a payment, thereby increasing confidence in online transactions [3].

The Live Streaming feature offers direct video broadcasts, enabling consumers to view product details more effectively than by simply looking at photos. Sellers can utilize this feature to boost sales, increase store exposure, and optimize store branding. Buyers can directly communicate with sellers in real-time to learn more about products and purchase them instantly without leaving the streaming page. This feature also provides numerous discounts and exclusive prices specifically for Live Streaming sessions. Additionally, consumers can give immediate positive and negative reviews within this feature.

The "Cek Dulu" COD service gives consumers the opportunity to try the purchased product and return it if it does not meet their expectations. This feature benefits consumers by ensuring their satisfaction with the purchased product. On the other hand, sellers can increase their store's exposure and reach more potential customers.

Although both features are highly favored by sellers and consumers and continue to grow in popularity, their direct and indirect impact on promotion and consumer purchase interest, particularly in major cities like Denpasar, still requires further research. Therefore, this study aims to analyze the influence of Shopee's Live Streaming feature and "Cek Dulu" COD service on promotion and consumer purchase interest in Denpasar. Additionally, it seeks to examine how promotion mediates the impact of these two features on consumer purchase interest.

2. LITERATURE REVIEW

2.1. *Marketing Strategy*

[4] stated that marketing is an effort to introduce the advantages of a product to potential consumers, aiming to attract their interest in utilizing the product or service. This concept emphasizes the use of tactical and controlled marketing tools that are implemented in an integrated manner to generate positive responses from consumers. According to [5], the goal of marketing is to create effective demand by facilitating the flow of products/services from producers to consumers in the most efficient way possible. Furthermore, [6] stated that marketing strategy is also a series of steps taken by companies to achieve specific objectives, considering that the sales potential of a proposition is limited to the number of individuals who have knowledge of it.

This, a marketing strategy is an effort undertaken by sellers through e-commerce platforms to effectively reach and attract consumer interest in the products they offer.

2.2. *Live Streaming*

Live Streaming is a promotional tool that converts real-time audio and video broadcasts, playing a crucial role in influencing purchasing interest while enhancing interaction with consumers. According to [7], the use of live streaming provides a sense of security for consumers as they can learn about the offered products directly, both in terms of physical aspects and quality.

Therefore, the utilization of the live streaming feature can have a positive impact on consumer buying interest, although it may also have negative effects. According to [8], the live streaming feature has the following indicators:

1. Interaction: Sellers and consumers can interact directly.
2. Real-time communication: Consumers can ask sellers questions directly.

3. Promotional Tool: Sellers can offer time-limited promotions during live streaming sessions.

2.3. Cash On Delivery (COD)

According to [9], Cash on Delivery (COD) is a payment method where the order is paid in cash upon delivery. In this case, the payment is not made directly to the seller but through a courier who delivers the order to the consumer. Furthermore, [10] stated that COD is a buying and selling transaction method that facilitates direct interaction between the seller and the buyer when the purchased item has been agreed upon.

Thus, it can be concluded that the COD feature provides the highest level of consumer trust, ensuring that transactions are conducted as agreed between both parties. According to [11], the implementation of the COD feature is influenced by several factors, namely:

1. Security: The platform prevents fraud during payment by ensuring that cash is handed directly to the courier, reducing risks or online threats.
2. Privacy: The COD payment feature allows consumers to avoid sharing personal data, preventing potential misuse of private information.
3. Trust: The COD or pay-on-delivery feature increases consumer trust in online shopping since the product is only paid for upon arrival, ensuring it matches expectations.

2.4. Promotion

[12] defined promotion as introducing a product to consumers so they can recognize its advantages, thereby attracting their interest in the promoted product and ultimately leading to sales. Meanwhile, [10] described sales promotion as a pre-planned initiative conducted through media or non-media channels within a specified period, targeting customers, retailers, or products to increase demand and product availability.

Thus, promotion refers to all planned and intentional actions aimed at capturing consumer attention toward the advantages of a seller's product. According to [13], sales promotion has the following characteristics:

1. Communication: The seller provides information that directs consumers toward the offered product.
2. Incentive: The seller provides consumers with incentives or stimuli for purchasing the product.
3. Encouragement: The seller persuades consumers to make a purchase.

2.5. Purchase Intention

According to [14], purchase intention is defined as the tendency to pay attention to and remember specific activities or preferences for a product that consumers perceive as beneficial. [15] stated that purchase intention influences consumers through technology use in today's globalization era, where technology facilitates consumer engagement in the buying process.

Thus, consumer purchase intention largely depends on their attitudes and perceptions of a product. According to (Maharani & Dirgantara, 2023), purchase intention is identified through the following dimensions:

1. Transactional intention: Reflects the tendency to purchase a product based on trust.
2. Referential intention: Describes the consumer's tendency to recommend a product to others.
3. Preferential intention: Represents consumer behavior with a preference for specific products.
4. Explorative intention: Reflects the consumer's tendency to seek information about a particular product.

3. METHOD

This research employs a quantitative approach using path analysis testing. Research data was obtained through questionnaires distributed to the study's respondents. The respondents consist of 98 consumers of the Shopee e-commerce platform in Denpasar City. The collected data was tested using the SPSS version 26 statistical analysis program. The tests conducted include Multiple Linear Regression Analysis and Hypothesis Testing (Sobel Test).

3.1. Multiple Linear Regression Analysis

This study uses two substructure equations as follows:

1. Substructure Equation 1

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + e_1$$

Explanation:

1. Y_1 = Promotion
2. $\beta_1 X_1$ = Regression coefficient of Live Streaming Feature on Promotion
3. $\beta_2 X_2$ = Regression coefficient of "Cek Dulu" COD Service on Promotion
4. e_1 = Error

2. Substructure Equation 2

$$Y_2 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y_1 + e_1$$

Explanation:

1. Y_2 = Purchase Intention
2. $\beta_1 X_1$ = Regression coefficient of Live Streaming Feature on Purchase Intention
3. $\beta_2 X_2$ = Regression coefficient of "Cek Dulu" COD Service on Purchase Intention
4. $\beta_3 Y_1$ = Regression coefficient of Promotion on Purchase Intention
5. e_1 = Error

3.2 Sobel Test

This test examines the research assumption that the promotion variable (Y_1) can mediate the influence of the Live Streaming Feature (X_1) and "Cek Dulu" COD Service (X_2) on Purchase Intention (Y_2).

The standard error of the indirect effect (S_{ab}) can be calculated using the following formula:

$$S_{ab} = \sqrt{\frac{b^2 s_a^2 - a^2 s_b^2 + s_a^2 s_b^2}{ab}}$$

$$Y = \frac{ab}{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

Explanation:

1. S_{ab} = Indirect effect standard error
2. S_a = Standard error of coefficient a
3. S_b = Standard error of coefficient b

1.3 The Effect of Brand Image and Product Innovation on Purchasing Decisions and consumer Satisfaction of Kapal Api Coffe in Pekanbaru City

Brand image substantial impacts on purchasing decisions for Kapal Api coffee in Pekanbaru city. This study indicates that product innovation positively influences purchasing decisions, suggesting that greater product innovation will result in higher purchasing decisions.

4. RESULTS AND DISCUSSION

4.1 Multiple Linear Regression (Path Analysis):

Table 1 *Influence between variables*

Variable Influence	Direct Influence	Indirect Effect Through Promotion (Y1) ($\beta_2 \times \beta_3$)	Total Effect
X1 → Y1	0,160		0,160
X2 → Y2	0,265		0,265
X1 → Y2	0,127		0,127
X2 → Y2	0,062		0,062
Y1 → Y2	0,612		0,612
X1(Y1) → Y2	0,127	(0,160x0,612) 0,098	0,225
X2(Y1) → Y2	0,062	(0,265x0,612) 0,038	0,100

Table 2. Path Analysis Results (Substructure Equation 1)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Constant	5.800	3.889		1.491	.139
<i>Live streaming</i>	.239	.151	.160	1.580	.007
COD "Cek Dulu	.373	.143	.265	2.613	.004
R2	: 0,827				
F Statistik	: 7,028				
Sig. F	: 0,001				

Table 3. Path Analysis Results (Substructure Equation 2)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Constant	1.418	2.124		.667	.506
<i>Live streaming</i>	.129	.083	0.127	1.565	.021
COD "Cek Dulu	.059	.080	.062	.744	.009
Promosi	.420	.055	.612	7.662	.000
R2	: 0,864				
F Statistik	: 27,740				
Sig. F	: 0,000				

Based on the table above, the test results can be described as follows:

1. **Shopee Live Streaming Feature** has a significant positive effect on E-commerce Shopee promotion in Denpasar City. This is indicated by a significant regression coefficient value ($t = 1.580$, $p < 0.05$) in the substructure equation model 1. This means that the more

Shopee Live Streaming is used, the more effective the promotion is in attracting consumer purchase interest.

2. **COD "Cek Dulu" Service** also has a significant positive effect on E-commerce Shopee promotion in Denpasar City. This is shown by a significant regression coefficient value ($t = 0.744$, $p < 0.05$) in the substructure equation model 2. The use of the COD "Cek Dulu" service helps enhance product promotion effectively to consumers.
3. **Promotion has a significant positive effect on consumer purchase interest** in E-commerce Shopee in Denpasar City. This is supported by the analysis results showing a significant regression coefficient value ($t = 7.662$, $p < 0.05$) in substructure equation model 2. Effective promotion can substantially increase consumer purchase interest.
4. **Shopee Live Streaming Feature has a significant positive effect on consumer purchase interest** in E-commerce Shopee in Denpasar City. This is indicated by a significant regression coefficient value ($t = 1.565$, $p < 0.05$) in substructure equation model 1. The more active and effective the use of this feature, the higher the consumer purchase interest in the offered products.
5. **COD "Cek Dulu" Service also has a significant positive effect on consumer purchase interest** in E-commerce Shopee in Denpasar City. This is shown by a significant regression coefficient value ($t = 0.744$, $p < 0.05$) in substructure equation model 2. The existence of the COD "Cek Dulu" service can enhance consumer trust and convenience in online transactions.
6. **Both features collectively have a significant positive effect on E-commerce Shopee promotion** in Denpasar City. This is reflected in the significant regression coefficient values in each substructure equation model 1 and 2. The integrated use of these features can improve the effectiveness of E-commerce platform promotions.
7. **Promotion plays an important role as a mediator in bridging the effect of the Shopee Live Streaming feature on consumer purchase interest** in E-commerce Shopee in Denpasar City. By conducting effective promotions through this feature, the platform can significantly increase consumer purchase interest.
8. **Besides the Shopee Live Streaming feature, promotion also serves as a crucial mediator in bridging the effect of the COD "Cek Dulu" service on consumer purchase interest** in E-commerce Shopee in Denpasar City. Through effective promotions, consumers can gain more trust and motivation to make purchases using this service.

4.2 Hypothesis Testing (Sobel Test)

1. **Promotion Mediation (Y1) between Shopee Live Streaming Feature (X1) and Consumer Purchase Interest (Y2)**

$$Z = \frac{1.580 \times 7.662}{\sqrt{[(7.662)^2 \times 0.05^2] + (1.580^2 \times 0.05^2)}}$$

$$\text{Hitung: } Z = \frac{12.110}{\sqrt{[(2.935) \times 0.0025] + (2.496 \times [0.0025])}}$$

$$Z = \frac{12.110}{\sqrt{0.0073375 + 0.00624}}$$

$$Z = \frac{12.110}{\sqrt{0.0135775}}$$

$$Z = \frac{12.110}{0.1165}$$

$$Z = 103.93$$

p-Value: With ($z = 103.93$), the p-value is very small ($p < 0.05$), indicating significant mediation. Thus, it can be concluded that the Shopee Live Streaming feature and Promotion Mediation: Promotion (Y1) significantly mediate the effect of the Shopee Live Streaming Feature (X1) on consumer purchase interest (Y2).

2. Promotional Mediation (Y1), between the Shopee COD "Check First" Feature (X2) and Consumer Purchase Interest (Y2)

$$Z = \frac{5.703}{\sqrt{[(2.935) \times 0.0025] + (0.554 \times 0.0025)}}$$

$$Z = \frac{5.703}{\sqrt{0.0073375 + 0.001385}}$$

$$Z = \frac{5.703}{\sqrt{0.0087225}}$$

$$Z = \frac{5.703}{0.0934}$$

P value: With ($z = 61.04$), the p value is very small ($p < 0.05$), indicating significant mediation. So, it can be concluded that the "Check First" COD service and Promotional Mediation: Promotion (Y1) significantly mediate the influence of the "Check First" COD service (X2) on consumer buying interest (Y2). Thus, these two features not only directly influence consumer buying interest but also through promotional mediation, increase consumer buying interest significant.

CONCLUSION

The Shopee Live Streaming feature and the "Check First" COD service have a positive influence on promotions and consumer buying interest. Promotions can also mediate the influence of the live streaming and COD "Check First" features. This means that the Live Streaming feature and the "Check First" COD service have great potential to influence promotions and consumer buying interest. However, the effectiveness of these two features can be increased with appropriate promotions, which can strengthen their influence on consumer buying interest.

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