

Analysis of the influence of branding, Product Quality and Live Streaming on Purchasing Decision for Skin1004 on Shopee

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Abstract

This study aims to determine the influence of branding, product quality, and live streaming on purchasing decisions for Skin1004 toner products on Shopee. This study is a quantitative study with a survey method using a purposive sampling technique. The sample collected was 100 respondents who had purchased Skin1004 toner products through the Shopee platform. This study used multiple linear regression data analysis techniques with the help of the SPSS version 26 program. The results showed that branding, product quality, and live streaming had a positive and significant influence both partially and simultaneously on purchasing decisions for Skin1004 toner products on Shopee. This indicates that the better the branding, product quality, and live streaming carried out, the consumer's purchasing decisions for Skin1004 toner products on Shopee will also increase. The variables of branding, product quality, and live streaming together were able to explain 72.3% of the variation in purchasing decisions, with the branding variable having the largest regression coefficient (Beta) making it the most dominant factor influencing purchasing decisions.

Keywords

Branding; Product Quality; Live Streaming; Purchasing Decision

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1. INTRODUCTION

The development of digital technology has driven a significant transformation in consumer behavior, especially in the e-commerce sector, which has undergone drastic changes as access and adoption of digital technology among the public increases. This phenomenon not only changes their shopping habits, but also affects their expectations, preferences, and decision-making processes in their daily consumption routines. Fast transaction processes, easy access to information and with a wide variety of products available on e-commerce platforms have made consumers more rational and selective in making purchase decisions. Consumers can easily compare prices, product quality, user reviews, and seller reputation before making a transaction. In addition, interactive features such as live broadcasts, algorithm-based promotions, and personalization of product recommendations also strengthen consumer engagement in the purchase process.

Previous research has shown that live streaming features can significantly increase consumer



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confidence and influence purchasing choices due to question-and-answer sessions and product information in a timely manner real-time (Nurhaliza et al., 2025). Meanwhile, consumer assessment of product quality is the main factor in evaluation before making a purchase, because perceived quality is often related to effectiveness and satisfaction after use. The combination of these three factors creates new dynamics in purchasing decisions in the e-commerce, making research on branding, product quality, and live broadcasts of the purchase decision of Skin1004 toner on Shopee are very relevant to understand further.

Branding has a huge influence on consumer purchasing decisions in platform e-commerce Shopee (Halena & Yovita, 2020). Through strategy branding consistently, Shopee has succeeded in building an image as an online shopping platform that is safe, practical, and affordable for all people (Sitorus et al., 2024). Brands sold on shopee benefit positively in this situation, including the Skin1004 toner, which gained wider exposure and greater sales opportunities thanks to the platform's credibility (Fitriani et al., 2025). Collaborations with well-known influencers and celebrities also further strengthen consumer trust and emotional bonds when buying Skin1004 toner (Natasiah & Syaefulloh, 2024). Branding that is easy to recognize and powerful, Shopee not only manages to attract new consumers, but also maintains the loyalty of existing consumers, which can make one of the platforms e-commerce well-known and most trusted in Indonesia (Jazula et al., 2025).

Product quality indicates the level of reliability, durability, conformity of specifications, and the capacity of the product to meet consumer expectations (Putri et al., 2025). In the context of online shopping, where consumers can't judge products directly, the perception of quality is heavily influenced by product descriptions, customer reviews, star ratings, and seller track records. This condition is relevant to the Skin1004 toner product marketed on Shopee, where claims of product content, safety of use, and perceived real effectiveness by consumers are quality indicators that are assessed digitally through descriptions and online reviews (Jumawan et al., 2024). Research by (Nofrizal et al., 2023) shows that the quality aspect of the product directly influences purchasing decisions through customer trust and loyalty in the e-commerce. The positive perception of the quality of Skin1004 toner products not only increases consumer confidence but also reduces the risks felt in purchasing products online, thus encouraging consumers to continue the purchase process (Sari et al., 2023).

Live streaming allow host or the seller to exhibit the product in a real-time, create interactive experiences and answer consumer questions that increase consumer engagement and trust (Fitria et al., 2024). Research by (Silitonga et al., 2024) shows that live broadcasts are positively and significantly correlated with the purchase decisions of platform users e-commerce, where direct interaction and promotion urgency e.g. flash sale, serves as the main driver. In addition, a systematic literature review

by (Pramesti et al., 2025) confirms that the live broadcast feature e-commerce has a strong influence on consumer purchase intent through increased value perception and emotional engagement. Based on these findings, live broadcasts not only play a role as a marketing communication medium, but also as a strategic channel that strengthens trust and triggers purchase decisions on platforms such as Shopee.

Contextual purchasing decisions e-commerce is a decision made by a customer who decides to complete a transaction after considering their options and risks (Anggraini & Ahmadi, 2025). When purchasing Skin1004 toner products through the Shopee platform, consumers not only consider their skincare needs, but also evaluate brand image, product quality claims, and information obtained through the live broadcast feature (Riverio et al., 2025). Research on online platforms shows that consumers' purchasing decisions are heavily influenced by elements including price, simplicity of transactions, and trust (Lisnawati et al., 2022). These factors are becoming increasingly relevant in the purchase of Skin1004 toner products, given the characteristics of the product that are directly related to skin health and safety (Amelia et al., 2025). Therefore, purchasing decisions are not just impulsive actions, rather, they are the result of cognitive and affective processes that are influenced by many aspects of digital marketing as well as customer interactions within the ecosystem e-commerce (Layyina et al., 2025).

This research is based on the existence of an empirical gap, which is shown by the differences and inconsistencies in the findings of previous research regarding branding, product quality, and live broadcasting on consumer purchase decisions on e-commerce platforms, especially in the context of skincare products.

Previous research has shown that product quality has a positive and significant influence on purchasing decisions on the platform e-commerce such as Shopee, where product quality has proven to be one of the main factors in direct consumer decision-making (Erisda, 2024). Other relevant research even shows an impact brand image and marketing through live broadcasting of skincare product purchase decisions simultaneously (Murdinar et al., 2024). However, research published in the journal of applied business administration (Lestari & Azizah, 2023) shows that brand image has no significant effect on consumer purchasing decisions e-commerce Shopee, because consumers judge that features, prices, and services marketplace relatively uniform so that brand image is not the main consideration in purchasing decisions. In the journal of business management almatama (Noviyanti et al., 2022) explained that product quality partially does not have a significant effect on online purchase decisions on Shopee because the influence of consumer trust is more dominant in the context marketplace.

SDGs Category: This research is included in the 8th category out of 12 SDGs categories, namely "Decent Work and Economic Growth." Through branding strategies, improving product quality, and optimizing live broadcasts, Shopee has a role as a distribution channel that drives the surge in sales of

Skin1004 skincare toner products. This has contributed to the creation of business opportunities, the expansion of digital commerce, and the increase in turnover for workers and entrepreneurs in the e-commerce ecosystem.

Conceptual Framework

The conceptual framework in this study is interpreted as an overview of the relationship between research variables that combine theoretical foundations and previous research results, especially the relationship between independent variables (X) and dependent variables (Y) to be analyzed. By considering the theoretical influence and views of previous research, the structure of the relationship between variables in this study can be used as a basis in the preparation of the conceptual framework of the research, the structure used can be considered, including:

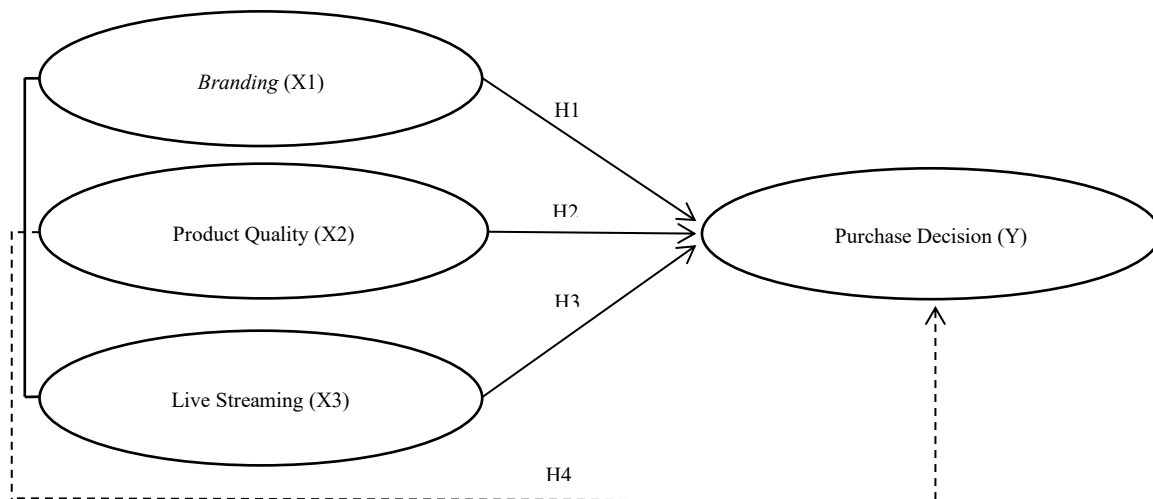


Figure 2. Research Model

Description:

- X1 : Independent Variable (Branding)
- X2 : Independent Variable (Product Quality)
- X3 : Independent Variable (Live Streaming)
- Y : Bound Variable (Purchase Decision)
- : Partial Influence
- > : Simultaneous Influence

Hipotesis

For this study, the hypothesis is explained according to the framework contained in order to be able to convey instructions for the research to be carried out. So the hypothesis for this study is stated as follows:

H1: Branding has a positive and significant effect on the purchase decision of Toner Skin1004 products

on Shopee.

H2: Product quality has a positive and significant effect on the purchase decision of Toner Skin1004 products on Shopee.

H3: Live streaming have a positive and significant effect on purchasing decisions on Toner Skin1004 products on Shopee.

H4: Branding, product quality, and live straming collectively have a positive and significant effect on purchasing decisions on Toner Skin1004 products on Shopee.

2. METHODS

This type of research uses a quantitative approach that relies on numbers as the basis for analysis (Sugiyono, 2023). The quantitative approach is used because this study focuses on data that can be measured in the form of numbers and analyzed using statistical methods to test the hypotheses that have been established. The quantitative research method is an approach based on the philosophy of positivism. This method is used to examine a predetermined population group or sample. In the process, data is collected using research tools that have been prepared. Next, the data is analyzed quantitatively or statistically, and the goal is to verify the hypothesis that has been established in advance (Sugiyono, 2023). Thus, this study seeks to explain how much the three independent variables influence the purchase decision of Skin1004 toner products on Shopee.

Population and Research Sample

The number of samples was determined using the Lemeshow Formula because the population is not known for sure. The formula $n = \frac{Z^2 \cdot p \cdot (1-p)}{d^2}$

Description:

n = Total sampel

Z = 95% confidence z-score = 1.96

P = Maximum estimate = 0.5

d = Error rate = 0.1

Based on this method, the sample size was determined using the Lemeshow Formula with a value of $Z = 1.96$ which indicates a confidence level of 95%, $p = 0.5$ was used because the proportion of the population was unknown (maximum variation), and $d = 0.1$ is an acceptable margin of error in social research, so that the number of samples was obtained:

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 96$$

Description:

n = total sampel

Z = Z score at 95% confidence level = 1.96

p = maximum estimate = 0.5

d = error rate = 0.1

Based on the results of the calculation of sample needs, the number of respondents needed is 96 respondents, then rounded to 100 respondents in order to obtain a more representative sample size. This is also done to anticipate the possibility of invalid or non-return questionnaires.

Data Collection Techniques

The data collection technique in this study uses primary data and secondary data. Primary data was collected using a Google Form-based questionnaire. The research instrument contains statements regarding Brand Influence, Product Quality, Live Broadcast, and Purchase Decisions. Each statement item is structured using the Likert scale. The Likert scale is used to find out the opinions, attitudes, and perceptions of a person or group of people towards a social phenomenon, with five levels of answers, namely: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree) (Sugiyono, 2023). Secondary data is obtained from various supporting sources such as scientific journals, research articles, and other relevant literature.

Data Analysis Techniques

The data that has been collected in this study is analyzed using the Statistical Program for Social Science (SPSS) version 26. Data analysis techniques are used to process and analyze quantitative data to answer research objectives and test hypotheses that have been formulated. The stages of data testing carried out in this study include:

Validity Test

Validity testing is carried out by comparing the correlation value between the score of each statement item and the total score of each variable. A statement item is declared valid if the value of the correlation coefficient (r calculated) is greater than or equal to the value r of the table. Conversely, if the

calculated value r is smaller than the r of the table, then the statement item is declared invalid (Sugiyono, 2023).

Reliability Test

Reliability tests are carried out on statement items that have been declared valid. This test aims to determine the level of consistency and reliability of the research instrument in measuring the variables being studied. Reliability testing is carried out using Cronbach's Alpha value, provided that an instrument is declared reliable if Cronbach's Alpha value > 0.6 (Sugiyono, 2023).

Classic Assumption Test

The classical assumption test is carried out to ensure that the regression model used meets the basic assumptions of linear regression so that the estimation results are unbiased and reliable. The classical assumption test in this study includes the normality test, the autocorrelation test, the multicollinearity test, the heteroscedasticity test and the linearity test (Sugiyono, 2023).

Hypothesis Test

The hypothesis test aims to analyze the influence of independent variables on dependent variables, either partially or simultaneously. In this study, the hypothesis test consisted of a t-test and an F test (Hair et al., 2019).

T test (Partial)

The t-test is used to determine the influence of each independent variable on the dependent variable partially assuming the other variable under constant conditions. The criteria for hypothesis testing are as follows (Hair et al., 2019):

H_0 : $t \text{ calculates} \leq t \text{ table}$, then the independent variable has no effect on the dependent variable.

H_1 : $t \text{ calculates} \geq t \text{ table}$, then the independent variable affects the dependent variable.

F Test (Simultaneous)

The F test aims to determine the influence of independent variables simultaneously on dependent variables. The test was performed by comparing the value of the F calculation with the F table at a significance level of 5% and the degree of freedom $df = (n - k - 1)$, where n is the number of samples and k is the sum of independent variables (Hair et al., 2019). The hypotheses used are:

H_0 : Independent variables simultaneously have no significant effect on dependent variables.

H_a : Independent variables simultaneously have a significant effect on dependent variables.

Coefficient of Determination (R^2)

The determination coefficient is used to measure the extent to which independent variables explain variations in dependent variables. The value of R^2 indicates the percentage contribution of the independent variable to the dependent variable.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the relationship and influence of the variables Branding (X_1), Product Quality (X_2), and Live Broadcast (X_3) on Purchase Decisions (Y) simultaneously or partially. The multiple linear regression equation model used in this study is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = Purchase Decision

α = constant

b_1 = Regression coefficient for branding

b_2 = Regression coefficient for product quality

b_3 = Regression coefficient for live broadcast

X_1 = Branding

X_2 = Product Quality

X_3 = Live Broadcast

e = Error term

3. FINDINGS AND DISCUSSION

Validity and Reliability Tests

Table 1 Variable Validity Test Results

Statement	r-count	r-table	Remarks
Branding (X1)			
P1	0,710	0,195	Valid
P2	0,583	0,195	Valid
P3	0,583	0,195	Valid
P4	0,762	0,195	Valid
P5	0,629	0,195	Valid
Product Quality (X2)			
P6	0,693	0,195	Valid
P7	0,630	0,195	Valid
P8	0,661	0,195	Valid
P9	0,701	0,195	Valid
P10	0,625	0,195	Valid
P11	0,553	0,195	Valid
Live Streaming (X3)			
P12	0,756	0,195	Valid
P13	0,827	0,195	Valid
P14	0,795	0,195	Valid
Purchase Decision (Y)			

P15	0,713	0,195	Valid
P16	0,628	0,195	Valid
P17	0,539	0,195	Valid
P18	0,636	0,195	Valid
P19	0,668	0,195	Valid

Source: Research data processed SPSS 26 (2026)

Based on the results of the validity test, it can be seen that all statement items on the branding, product quality, and purchase decision variables have a calculated r value greater than the table r value of 0.195. Thus, it can be concluded that all statement items used in this study are declared valid and suitable for use as research instruments.

Table 2 Reliability Test Results

Variabel	Cronbatch Alpha	Standar Cronbatch Alpha	Verdict
Branding (X1)	0,670	0,60	Reliabel
Product Quality (X2)	0,718	0,60	Reliabel
Live Streaming (X3)	0,703	0,60	Reliabel
Purchase Decision (Y)	0,633	0,60	Reliabel

Source: Research data processed SPSS 26 (2026)

Based on the Reliability Test in the table above, it can be seen that the Cronbatch Alpha value is greater than 0.60. In the variables Branding (X1) 0.670, Product Quality (X2) 0.718, Live Broadcast (X3) 0.703, and Purchase Decision (Y) 0.633. This shows that the results of the reliability test of all the variables of Branding, Product Quality, Live Broadcast and Purchase Decision in this study are declared reliable so that they can be used for further research.

Classic Assumption Test

1. Normality Test

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0.0000000
	Std. Deviation		1.07090639
Most Extreme Differences	Absolute		0.076
	Positive		0.054
	Negative		-0.076
Test Statistic			0.076
Asymp. Sig. (2-tailed) ^c			0.168
Monte Carlo Sig. (2-tailed) ^d	Say.		0.167
	99% Confidence Interval	Lower Bound	0.157

		Upper Bound	0.177
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.			

Source: Research data processed SPSS 26 (2026)

Based on the results of the normality test using the One-Sample Kolmogorof-Smirnov Test method, an Asymp value was obtained. Sig. (2-tailed) of 0.168 or greater than 0.05. This shows that the residual data of the study is normally distributed, so that the assumption of normality in the regression model has been fulfilled and the data is suitable for further analysis. With the fulfillment of normality assumptions, regression models can provide more accurate and reliable estimation results.

2. Autocorrelation Test

Table 4 Autocorrelation Test Results

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.850 ^a	0,723	0,714	1,08751	1,942
a. Predictors: (Constant), LIVE BROADCAST (X3), BRANDING (X1), PRODUCT QUALITY (X2)					
b. Dependent Variable: BUYER's DECISION (Y)					

Source: Research data processed SPSS 26 (2026)

Based on the table above, the autocorrelation test using the Durbin-Watson Test can be seen that the Durbin-Watson value of 1.942 is entered in the interval of 1.55–2.46 so that it can be concluded that the data in this study variable does not have autocorrelation and is suitable for further analysis. In the absence of autocorrelation, the regression model shows that the disruptive errors between observations are independent and do not affect each other.

3. Multicollinearity Test

Table 5 Multicollinearity Test Results

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	1.157	1.325		0.873	0.385		
	BRANDING (X1)	0.447	0.084	0.456	5.305	0.000	0.391	2.558
	PRODUCT	0.273	0.074	0.324	3.692	0.000	0.374	2.672

	QUALITY (X2)							
	LIVE BROADCAST (X3)	0.284	0.076	0.220	3.724	0.000	0.827	1.210
a. Dependent Variable: BUYER's DECISION (Y)								

Source: Research data processed SPSS 26 (2026)

Based on the table above, it can be seen that the tolerance value of the Branding variable is $0.391 > 0.10$, the Product Quality variable is $0.374 > 0.10$, and the Live Broadcast variable is $0.827 > 0.10$. The VIF value of the Branding variable was $2.558 < 10$, the Product Quality variable was $2.672 < 10$, and the Live Broadcast variable was $1.210 < 10$, so it can be concluded that the variables of Branding, Product Quality and Live Broadcast did not occur symptoms of multicollinearity in this study so it is suitable for further analysis.

4. Heteroscedasticity Test

Table 6 Heteroscedasticity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	2.205	0.817		2.697	0.008		
	BRANDING (X1)	-0.060	0.052	-0.182	-1.146	0.255	0.391	2.558
	PRODUCT QUALITY (X2)	0.042	0.046	0.150	0.924	0.358	0.374	2.672
	LIVE BROADCAST (X3)	-0.090	0.047	-0.208	-1.913	0.059	0.827	1.210
a. Dependent Variable: ABS_RES								

Source: Research data processed SPSS 26 (2026)

Based on the table above, it can be seen that the free variables show insignificant results, because the significant values of the branding, product quality, and live broadcast variables are more than 0.05 so that it can be concluded that all of these free variables do not have heteroscedasticity in the error variant. Thus, the regression model meets the assumption of homogeneouscedasticity so that the results obtained can be said to be more reliable and consistent.

5. Linearity Test

Table 7 Results of Linearity Test on Variables X1 to Y

ANOVA Table			Sum of Squares	df	Mean Square	F	Say.
BUYER'S DECISION (Y) * BRANDING (X1)	Between Groups	(Combined)	276.971	9	30.775	20.853	0.000
		Linearity	254.579	1	254.579	172.507	0.000
		Deviation from Linearity	22.392	8	2.799	1.897	0.070
	Within Groups		132.819	90	1.476		
	Total		409.790	99			

Source: Research data processed SPSS 26 (2026)

In table 7, it can be seen that the sig linearity value of $0.00 < 0.05$ is the same as the provision that the data is linear, namely the sig linearity value < 0.05 which means that H_0 is rejected. Therefore, it can be concluded that the branding variable (X1) is linear to the purchase decision (Y). This shows that the relationship between the branding variable and the purchase decision has a pattern of a unidirectional relationship and meets the assumption of linearity in regression analysis.

Table 8 Results of Linearity Test on Variables X2 to Y

ANOVA Table			Sum of Squares	df	Mean Square	F	Say.
BUYER'S DECISION (Y) * PRODUCT QUALITY (X2)	Between Groups	(Combined)	271.639	12	22.637	14.255	0.000
		Linearity	242.770	1	242.770	152.883	0.000
		Deviation from Linearity	28.869	11	2.624	1.653	0.098
	Within Groups		138.151	87	1.588		
	Total		409.790	99			

Source: Research data processed SPSS 26 (2026)

In table 8, it can be seen that the sig linearity value of $0.00 < 0.05$ is the same as the provision that the data is linear, namely the sig linearity value < 0.05 which means that H_0 is rejected. Therefore, it can be concluded that the product quality variable (X2) is linear to the purchase decision (Y). This shows that changes in product quality have a consistent relationship with changes in purchasing decisions so that they meet the assumptions of linearity in the research model.

Table 9 Results of Linearity Test on Variables X3 to Y

ANOVA Table			Sum of Squares	df	Mean Square	F	Say.
BUYER'S DECISION (Y) * LIVE BROADCAST (X3)	Between Groups	(Combined)	143.302	7	20.472	7.067	0.000
		Linearity	110.217	1	110.217	38.050	0.000
		Deviation from Linearity	33.085	6	5.514	1.904	0.088

	Within Groups	266.488	92	2.897		
	Total	409.790	99			

Source: Research data processed SPSS 26 (2026)

In table 9, it can be seen that the sig linearity value of $0.00 < 0.05$ is the same as the provision that the data is linear, namely the value of the sig linearity < 0.05 which means that H_0 is rejected. It can therefore be concluded that the live broadcast variable (X3) is linear to the purchase decision (Y). This shows that live broadcasts have a direct relationship with purchasing decisions so that they meet the assumption of linearity in the regression analysis of this study.

Hypothesis Test

T test (Partial)

Table 10 Results of t-test (partial) of variables X1, X2 and X3 against Y

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	1.157	1.325		0.873	0.385		
	BRANDING (X1)	0.447	0.084	0.456	5.305	0.000	0.391	2.558
	PRODUCT QUALITY (X2)	0.273	0.074	0.324	3.692	0.000	0.374	2.672
	LIVE BROADCAST (X3)	0.284	0.076	0.220	3.724	0.000	0.827	1.210

a. Dependent Variable: BUYER's DECISION (Y)

Source: Research data processed SPSS 26 (2026)

Based on the results of the partial t-test, the Branding variable (X1) has a significance value of $0.000 < 0.05$ and t count 5.305, Product Quality (X2) has a significance value of $0.000 < 0.05$ and t count 3.692, and Live Broadcast (X3) has a significance value of $0.000 < 0.05$ and t count 3.724. This shows that partially Branding, Product Quality and Live Broadcast have a positive and significant effect on Purchase Decisions (Y).

F Test (Simultaneous)

Table 11 Results of F (Simultaneous) Test of Variables X1, X2 and X3 against Y

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.253	3	98.751	83.498	<.001b
	Residual	113.537	96	1.183		
	Total	409.790	99			

a. Dependent Variable: BUYER's DECISION (Y)

b. Predictors: (Constant), LIVE BROADCAST (X3), BRANDING (X1), PRODUCT QUALITY (X2)

Source: Research data processed SPSS 26 (2026)

Based on the results of the simultaneous F test, it was obtained from the calculated F value of 83.498 with a significance value of $0.000 < 0.05$. This shows that the variables Branding (X1), Product Quality (X2), and Live Broadcast (X3) simultaneously have a positive and significant effect on Purchase Decisions (Y), so that the research hypothesis is accepted.

Coefficient of Determination (R²)

Table 12 Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	0,723	0,714	1,08751
a. Predictors: (Constant), LIVE BROADCAST (X3), BRANDING (X1), PRODUCT QUALITY (X2)				
b. Dependent Variable: BUYER's DECISION (Y)				

Source: Research data processed SPSS 26 (2026)

Based on the results of the determination coefficient test, the R Square value was obtained at 0.723 or 72.3%. This shows that the variables Branding (X1), Product Quality (X2), and Live Broadcast (X3) were able to explain the influence on Buyer Decision (Y) by 72.3%, while the remaining 27.7% were influenced by other variables outside of this study.

Multiple Linear Regression Analysis

Table 13 Multiple Linear Regression Equations X1, X2 and X3 against Y

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	1,157	1,325		0,873	0,385		
	BRANDING (X1)	0,447	0,084	0,456	5,305	0,000	0,391	2,558
	PRODUCT QUALITY (X2)	0,273	0,074	0,324	3,692	0,000	0,374	2,672
	LIVE BROADCAST (X3)	0,284	0,076	0,220	3,724	0,000	0,827	1,210
a. Dependent Variable: BUYER's DECISION (Y)								

Source: Research data processed SPSS 26 (2026)

Based on the results of multiple linear regression analysis, the equation was obtained, namely:

$$Y = 1.157 + 0.447X_1 + 0.273X_2 + 0.284X_3$$

This shows that the variables Branding (X1), Product Quality (X2), and Live Broadcast (X3) have a positive influence on Purchase Decisions (Y). The largest coefficient value is found in the Branding variable of 0.447, so that Branding is the most dominant variable influencing Purchase Decisions whose results can be stated as positive and significant.

Discussion

The Influence of Branding on Purchase Decisions

The results of this study show that the Branding have a positive and significant effect on the Purchase Decision. The results of this study are in line with the research conducted by (Natasiah & Syaefulloh, 2024) which states that brand image Have a positive effect on consumers' purchasing decisions e-commerce Shopee in Pekanbaru City. In addition, the research (Lestari & Azizah, 2023) also reveals that brand image has a significant influence on consumer purchasing decisions e-commerce Shopee in Cilegon City. According to (Fauziyyah et al., 2025) Personal Branding also has a positive effect on the purchase decision of Make Over products in Mitufaya in Malang city. The similarity of previous research with this study lies in the results that both show that branding able to improve consumer purchasing decisions.

The Influence of Product Quality on Purchase Decisions

The results of this study show that the Product Quality variable has a positive and significant effect on Purchase Decisions. The results of this study are in line with the research conducted by (Erisda, 2024) which states that product quality has a positive effect on purchase decisions on Shopee. Research according to (Amri et al., 2025) It is known that product quality has a positive and significant effect on purchasing decisions on Skintific skincare products. Research (Aprelyani et al., 2024) Product Quality has a positive effect on Purchase Decisions in E-commerce Shopee in Generation Z. The similarity of previous research with this study is that both prove that the better the quality of the product provided, the more consumer purchasing decisions will also increase.

The Influence of Live Streaming on Purchase Decisions

The results of this study show that the Live Broadcast variable has a positive and significant effect on Purchase Decisions. The results of this study are in line with the research conducted by (Silitonga et al., 2024) which states that the live feature affects the customer's product purchase decision e-commerce Shopee. Research (Lubis, 2025) Live Streaming on consumer purchasing decisions and impulsive

buying on skincare products. Research results (Cantika et al., 2024) Simultaneous live broadcasts have positive and significant value for buying skincare products in female students of Bhayangkara University, Greater Jakarta. The similarity of the previous research with this study is that both show that the live broadcast feature or live streaming It can improve consumer purchasing decisions because it provides direct and interactive product information.

The Influence of Branding, Product Quality and Live Broadcasting on Purchase Decisions

The results of the study show that branding, product quality, and live broadcasts simultaneously have a positive and significant effect on the purchase decision of Skin1004 toner products at Shopee. These results are in line with previous research conducted by (Sianipar, 2022) show results Branding has a significant influence on purchasing decisions. Research according to (Gunawan & Pertiwi, 2022) also shows that Product Quality has a significant influence on the purchase Decision. Research according to (Azizah & Lestari, 2026) live broadcasts provide significant results in improving purchasing decisions for Glad2Glow products.

4. CONCLUSION

It can be concluded that branding, product quality, and live broadcasts partially or simultaneously have a positive and significant influence on purchasing decisions for Skin1004 toner products on Shopee. The analysis results show that branding is the most dominant variable influencing purchasing decisions, followed by product quality and live broadcasts. This indicates that consumers consider brand image, product quality that meets expectations, and information obtained through live broadcasts before deciding to purchase a product. Thus, the better the branding, product quality, and live broadcasts carried out, the more consumers will make purchasing decisions for Skin1004 toner products on Shopee.

Future research is advised to incorporate variables such as price, promotions, online customer reviews, consumer trust, brand ambassadors, and electronic word-of-mouth. The scope of the study could also be expanded to include other product categories, as well as larger sample sizes and broader geographical areas. Furthermore, employing qualitative or mixed-method approaches is expected to yield more representative data and provide deeper insight into consumer purchasing decisions on e-commerce platforms like Shopee.

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