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The influence of content marketing, live streaming, and online customer reviews on the decision to buy Skintific skincare products on Shopee

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Abstract
Consumer shopping behavior has changed along with the rapid growth of e-commerce, especially in the online skincare sector. Purchase decisions are now strongly influenced by digital marketing strategies such as content marketing, live streaming, and online customer reviews. This study examines the effects of these three variables on purchase decisions for Skintific skincare products on Shopee in Batam City. Using a quantitative survey with non-probability sampling, the study collected data from 385 respondents who had purchased Skintific skincare products at least twice in the last six months. The data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. All research hypotheses were accepted: partially and simultaneously, content marketing, live streaming, and online customer reviews have a positive and significant effect on purchase decisions, with online customer reviews being the most dominant factor. Practically, the findings suggest that Skintific and Shopee sellers can strengthen their marketing by encouraging honest and informative customer reviews, creating relevant and clear promotional content, and increasing interaction during live streams to build consumer trust and drive purchase decisions.
Keywords: Content Marketing; Live Streaming; Online Customer Review; Purchase Decision; Shopee E-commerce.

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INTRODUCTION

Consumer behavior has shifted from traditional transactions to e-commerce as information technology and the internet have grown. Shopping online is increasingly popular because it lets customers find product information, compare prices, and complete transactions at any time. The skincare sector is among the fastest-growing sectors. Batam City was selected as the research location because of its large population, which provides a relevant context for examining consumer purchasing behavior; according to Statistics Indonesia (BPS), Batam had approximately 1.3 million residents. It is also an industrial and trade center in the Riau Islands Province with high digital activity. High internet and smartphone use and a large productive-age population encourage Batam residents to use e-commerce and social media actively for shopping. GoodStats data support this: internet penetration in the Riau Islands Province reached 89.26% in 2024, up from 81.03% in 2021. This growth also increases public interest in skincare products. Among the skincare brands circulating in Indonesia, Skintific is one of those that has experienced the highest sales growth on e-commerce platforms, especially Shopee. Nationally, Skintific had the highest sales market share among skincare brands on Shopee Indonesia in the first quarter of 2025, at 4.10%, according to Compas data published by Katadata. This high sales rate on Shopee is the reason for choosing Skintific as the research object. Although official data on the number of Skintific users in Batam City are not available, previous studies have used Skintific consumers in Batam City as their research object. For example, Ronald and Haldy (2026) found that electronic word-of-mouth, brand image, and brand trust positively affect purchase decisions among 150 Skintific users in Batam City. Noviana and Eban (2025) surveyed another 100 Skintific users in Bengkong District, Batam City, and found that lifestyle, product knowledge, and viral marketing all positively influence consumers' decisions to purchase Skintific products. These studies indicate that Skintific is one of the most widely used and studied skincare brands in Batam City. Given this growing use of e-commerce in Indonesia, further research is needed to understand how content marketing, live streaming, and online customer reviews influence consumers' decisions to purchase Skintific skincare products on Shopee in Batam City.

Various digital marketing tactics, including content marketing, live streaming, and online customer reviews, can influence consumer purchase decisions. Content marketing is one of the most frequently used tactics in business digital marketing. According to Annisa et al. (2024), content marketing is a marketing strategy that focuses on producing and distributing content that is useful, relevant to audience needs, and capable of attracting the attention of the target audience. This strategy aims to increase consumer trust and brand recognition and, ultimately, to influence purchase decisions. According to Bisri and Piyoto (2022), effective content marketing can build lasting relationships between businesses and customers by providing information relevant to their needs. On Shopee, live streaming is another popular tactic besides content marketing. Through live streaming, sellers can interact with customers, provide accurate product information, and respond to inquiries in real time, which increases trust and drives purchases. Online customer reviews are an important source of information for consumers making purchase decisions. According to Almayani and Graciafernandy (2023), online customer reviews are user-based evaluations that help reduce uncertainty, build trust, and enable potential customers to assess the quality of a product and their satisfaction with it. However, further investigation is needed to understand how online customer reviews, together with content marketing and live streaming, influence purchase decisions for Skintific skincare products on Shopee in Batam City. This study therefore examines the influence of these three factors on consumer purchase decisions.

Previous studies have examined the effects of content marketing, live streaming, and online customer reviews on purchase decisions, but their findings remain inconsistent. Several studies found that all three factors significantly and positively influence consumers' purchase decisions (Sharfina et al., 2026). Others reported different results, such as no effect of live streaming (Made et al., 2025) or of online customer reviews (Ramadhan et al., 2025). In addition, few studies have examined these three factors simultaneously for skincare products on Shopee. Given the high level

of digital engagement in Batam City, this study aims to provide empirical evidence on how content marketing, live streaming, and online customer reviews affect the decision of Batam City residents to buy Skintific skincare products on Shopee, and thereby to clarify these relationships.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Content Marketing

The purpose of content marketing is to attract a target audience by producing and disseminating material that is meaningful, timely, and consistent. According to Annisa et al. (2024), content marketing is a marketing approach carried out through the creation and distribution of content that provides information and added value to consumers. Bisri and Piyoto (2022) similarly describe it as a strategy that aims to attract, retain, and engage consumers through content that suits their needs and interests. In the digital age, content marketing has become an essential tool for businesses to build relationships with customers. By producing engaging and educational content, businesses can increase brand recognition, foster customer trust, and influence consumer decisions. Before making a purchase, consumers can use content marketing as a learning tool to find out about the ingredients, benefits, and usage instructions of skincare products. According to Annisa et al. (2024), content marketing indicators consist of the relevance of the content, the accuracy of the information, the ease of understanding the message, the value of the information provided, and the consistency of content updates.

Live Streaming

Live streaming is a direct digital marketing strategy that allows sellers and customers to interact while products are showcased live. During broadcasts, sellers can introduce items, emphasize usability, respond promptly to consumer inquiries, and provide exclusive offers. Besides being a promotional tool, live streaming increases interaction and fosters customer trust in the products offered. According to Song and Liu (2021), live streaming can be measured through three indicators: streamer credibility, media richness, and interactivity. These indicators reflect the ability of live streaming to convey product information in a clear, interesting, and interactive manner and thereby affect consumer perception of the product.

Online Customer Reviews

Customer reviews are information that consumers provide in the form of frank evaluations of a product's quality and their experience using it. Potential buyers frequently use customer reviews as a source of information to assess product quality before making a purchase. By offering information based on previous customers' experiences, reviews increase consumers' confidence in their purchase decisions. Additionally, because they are based on real experiences with the item, customer reviews help build the seller's reputation and offer information that is considered more objective. According to Elwalda and Lu (2014), "Customer reviews can be measured through several indicators, namely perceived usefulness, perceived enjoyment, perceived control, source trustworthiness, and informational support." These five indicators illustrate the extent to which customer reviews provide benefits, comfort, trust, and informational support for consumers making purchases.

Purchase Decision

A purchase decision is the process through which a customer selects a product after finding, analyzing, and assessing information. During this process, customers consider a variety of options before choosing the item that they think best suits their needs and preferences. Because it represents the actual behavior of customers when making a purchase, the purchase decision is one measure of the effectiveness of a marketing strategy. According to Kotler and Keller (2016), purchase decisions consist of six indicators: product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method. These indicators capture the factors that customers consider both before and after making a purchase.

Hypothesis Development

The hypotheses in this study are developed from the Theory of Planned Behavior (Ajzen, 1991) and previous empirical studies. H1 is supported by Misbakhudin and Komaryatin (2023), who examined the effect of content marketing on purchase decisions, while H2 and H3 draw on previous studies of live streaming and online customer reviews, respectively. These theoretical and empirical foundations provide the basis for H1, H2, and H3. H4 examines the simultaneous effect of content marketing, live streaming, and online customer reviews on purchase decisions.

Based on the literature review, this study proposes the following hypotheses: (1) H1: Content Marketing (X1) positively and significantly influences Purchase Decision (Y). (2) H2: Live Streaming (X2) positively and significantly influences Purchase Decision (Y). (3) H3: Online Customer Reviews (X3) positively and significantly influence Purchase Decision (Y). (4) H4: Content Marketing (X1), Live Streaming (X2), and Online Customer Reviews (X3) simultaneously have a positive and significant influence on Purchase Decision (Y). The conceptual framework in Figure 1 shows the relationships and directions of influence between the exogenous constructs and the endogenous construct in this study.

RESEARCH METHOD

This study used a quantitative approach with a survey design. Data were collected through an online questionnaire (Google Form) distributed to consumers in Batam City who had purchased Skintific skincare products on Shopee at least twice in the last six months. The questionnaire contained 21 statements measuring content marketing, live streaming, online customer reviews, and purchase decisions on a four-point Likert scale (1–4). Because the population size was unknown, the sample size was calculated using Cochran's formula with a 5% margin of error, which yielded 385 respondents. Respondents were selected through non-probability sampling based on the research criteria.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. The outer model was evaluated through outer loadings, average variance extracted (AVE), the Fornell-Larcker criterion, Cronbach's alpha, and composite reliability. The inner model was evaluated through R^2, f^2, and Q^2. Hypotheses were tested through bootstrapping to determine the effect of each independent variable on purchase decisions.

RESULTS AND DISCUSSION

This section presents the results of the data analysis on the influence of content marketing, live streaming, and online customer reviews on the decisions of Batam City consumers to buy Skintific skincare products. The analysis was conducted with PLS-SEM in SmartPLS 4.0 and consists of descriptive analysis, outer model evaluation, inner model evaluation, and hypothesis testing through bootstrapping.

Descriptive Analysis

1. Respondent Description

Table 1. Respondent Profiles by Gender

Gender	Quantity	%
Female	337	87.53%
Male	48	12.47%
Total Respondents	**385**	**100.00%**

Source: Data processing results, 2026.

Table 1 shows that, of the 385 respondents, 337 (87.53%) were women and 48 (12.47%) were men. Women thus made up the large majority of respondents. This dominance may mean that women were more willing to participate in the survey, or that women are more active buyers of, and more interested in, skincare products. The latter is consistent with women's greater

tendency to focus on beauty and self-care, which makes them more likely to buy skincare products on e-commerce sites such as Shopee.

Table 2. Respondent Profiles by Age

Age (years)	Quantity	%
<20	95	25%
20–24	166	43%
25–30	81	21%
>30	43	11%
Total Respondents	**385**	**100%**

Source: Data processing results, 2026.

Table 2 shows that, of the 385 respondents, 95 (25%) were under 20, 166 (43%) were 20–24, 81 (21%) were 25–30, and 43 (11%) were over 30. The largest group of respondents was thus aged 20–24 years. The prominence of this group may indicate that this demographic closely follows skincare trends and actively uses the internet and marketplaces such as Shopee. Before making a purchase, this age group may also be more likely to use live streaming, marketing information, and customer reviews as references.

Table 3. Respondent Profiles by District

District	Number of Respondents	%
Sekupang	105	27%
Batu Aji	81	21%
Batam Kota	65	17%
Belakang Padang	31	8%
Bengkong	30	8%
Sei Beduk	21	5%
Batu Ampar	19	5%
Sagulung	15	4%
Lubuk Baja	6	2%
Bulang	5	1%
Nongsa	4	1%
Galang	3	1%
Total Respondents	**385**	**100%**

Source: Data processing results, 2026.

Table 3 shows that the 385 respondents were spread across all 12 districts of Batam City. The most respondents came from Sekupang District (27%), followed by Batu Aji (21%) and Batam Kota (17%). The remaining respondents came from Belakang Padang (8%), Bengkong (8%), Sei Beduk (5%), Batu Ampar (5%), Sagulung (4%), Lubuk Baja (2%), Bulang (1%), Nongsa (1%), and Galang (1%). The larger numbers of respondents from Sekupang, Batu Aji, and Batam Kota may be due to higher population density, more economic activity, and greater use of Shopee than in the other districts.

2. Variable Data Description

All data were processed using SmartPLS 4.0 to obtain the mean value of each statement. The mean values were then classified into five categories reflecting respondents' level of perception: Very Low (1.00–1.80), Low (1.81–2.60), Fair (2.61–3.40), High (3.41–4.20), and Very High (4.21–5.00). Using these criteria, Table 4 presents the descriptive results for each indicator of the content marketing variable.

Table 4. Descriptive Results for Content Marketing (X1)

Item	STS	%	TS	%	S	%	SS	%	Mean
Skintific skincare product promotional content on Shopee is in accordance with needs and helps overcome skin problems.	20	5%	94	24%	146	38%	125	32%	2.97
The promotional content of Skintific skincare products on Shopee is accurate regarding product facts and contains the latest information.	23	6%	100	26%	136	35%	126	33%	2.94
The product description presented is not misleading.	15	4%	99	26%	147	38%	124	32%	2.98
The content presented helps in understanding the advantages of the product.	23	6%	100	26%	142	37%	120	31%	2.93
The message conveyed in the content of Skintific skincare products on Shopee is easy to understand.	20	5%	98	25%	138	36%	129	34%	2.97
The displayed content is updated regularly.	21	5%	109	28%	127	33%	128	33%	2.94
Mean									**2.95**
Standard Deviation									**0.02**

Source: SmartPLS Primary Data, 2026.

The descriptive analysis of content marketing yielded an average score of 2.95, which falls into the Fair category according to the evaluation interval (Sugiyono, 2023). This shows that, in general, respondents consider Skintific's marketing content on Shopee to be fairly informative and relevant but not fully optimal in meeting consumers' information needs. This also suggests variation in consumer preferences for the type and presentation of content, so the effectiveness of content marketing still needs to be improved to make it more attractive, clear, and easy for all target consumers to understand.

Table 5. Descriptive Results for Live Streaming (X2)

Item	STS	%	TS	%	S	%	SS	%	Mean
I watched the live stream on the Shopee application because I was interested in the appearance of the live host.	21	5%	106	28%	134	35%	124	32%	2.94
I watched live streaming on the Shopee application because of the host's expertise in conveying information on the products sold.	20	5%	99	26%	145	38%	121	31%	2.95
I watched the live stream because the live streaming host on the Shopee application was able to convince me to buy the products on sale.	21	5%	102	26%	129	34%	133	35%	2.97
Shopee live streaming is an effective and affordable digital marketing tool.	26	7%	101	26%	129	34%	129	34%	2.94
The way a live host communicates affects my interest when watching live streams on the Shopee application.	21	5%	100	26%	151	39%	113	29%	2.92
Mean									2.94
Standard Deviation									0.02

Source: SmartPLS Primary Data, 2026.

The descriptive analysis shows that live streaming obtained an average score of 2.94, placing it in the Fair category according to the category interval (Sugiyono, 2023). This shows

that respondents consider live streaming on Shopee fairly helpful in providing product information, but the interaction and delivery of information during broadcasts do not yet fully meet consumer expectations. The quality of live streaming therefore still needs to be improved, especially in interactivity and the clarity of information delivery, to provide a better experience for consumers.

Table 6. Descriptive Results for Online Customer Reviews (X3)

Item	STS	%	TS	%	S	%	SS	%	Mean
Customer ratings helped me get information about skincare products on Shopee.	29	8%	84	22%	138	36%	134	35%	2.98
I feel confident when I read customer reviews of Skintific skincare products on Shopee.	20	5%	99	26%	132	34%	134	35%	2.99
Customer ratings show the buyer's experience in rating the product.	23	6%	95	25%	143	37%	124	32%	2.96
Customer ratings show their impressions after using the product.	21	5%	85	22%	149	39%	130	34%	3.01
I believe that the customer ratings given are honest.	25	6%	82	21%	142	37%	136	35%	3.01
Customer ratings provide helpful advice when I need product information.	27	7%	84	22%	135	35%	139	36%	3.00
Customer reviews provide the information I need about the product.	19	5%	102	26%	128	33%	136	35%	2.99
Mean									**2.99**
Standard Deviation									**0.02**

Source: SmartPLS Primary Data, 2026.

The descriptive analysis shows that online customer reviews received an average score of 2.99, placing them in the Fair category based on the category interval (Sugiyono, 2023). This shows that respondents pay a fair amount of attention to customer reviews before buying skincare products. A likely reason is that skincare products are applied directly to the skin, so consumers tend to seek out other users' experiences to reduce the risk of a mismatch and to increase their confidence in the product before making a purchase decision.

Table 7. Descriptive Results for Purchase Decision (Y)

Item	STS	%	TS	%	S	%	SS	%	Mean
I feel interested in the product when the host promotes the product during a live stream.	26	7%	82	21%	129	34%	148	38%	3.03
I thought about the skincare brand Skintific before making a purchase on Shopee.	26	7%	89	23%	129	34%	141	37%	3.00
I choose a trusted seller/distributor before buying Skintific skincare products on Shopee.	27	7%	95	25%	114	30%	149	39%	3.00
I bought more than one type of Skintific skincare product on Shopee.	28	7%	85	22%	138	36%	134	35%	2.98
I chose the right moment before buying Skintific skincare products on Shopee.	26	7%	98	25%	115	30%	146	38%	2.98
The simple payment system on Shopee made me buy Skintific skincare products.	26	7%	80	21%	145	38%	134	35%	3.00
Mean									**2.99**
Standard Deviation									**0.01**

Source: SmartPLS Primary Data, 2026.

Purchase decisions obtained an average value of 2.99, which falls into the Fair category based on the category interval (Sugiyono, 2023). This shows that respondents have a fairly strong tendency to decide to purchase Skintific products on Shopee, although several considerations still influence the decision before purchase.

Measurement Model Test (Outer Model)

1. Convergent Validity

Convergent validity testing shows how well an indicator reflects the latent construct being measured. In PLS, convergent validity is considered fulfilled if the outer loading of each indicator exceeds 0.70 and the AVE exceeds 0.50, which means that the construct explains more than half of the variance of its indicators.

Table 8. Outer Loading Values

Construct	Indicator	Outer Loading	Validity
Content Marketing	X1.1	0.862	Valid
	X1.2	0.873	Valid
	X1.3	0.862	Valid
	X1.4	0.852	Valid
	X1.5	0.838	Valid
	X1.6	0.861	Valid
Live Streaming	X2.1	0.874	Valid
	X2.2	0.869	Valid
	X2.3	0.859	Valid
	X2.4	0.879	Valid
	X2.5	0.871	Valid
Online Customer Reviews	X3.1	0.863	Valid
	X3.2	0.854	Valid
	X3.3	0.847	Valid
	X3.4	0.842	Valid
	X3.5	0.841	Valid
	X3.6	0.877	Valid
	X3.7	0.850	Valid
Purchase Decision	Y.1	0.871	Valid
	Y.2	0.892	Valid
	Y.3	0.873	Valid
	Y.4	0.869	Valid
	Y.5	0.885	Valid
	Y.6	0.874	Valid

Source: SmartPLS Primary Data, 2026.

Table 8 shows that all indicators of content marketing, live streaming, online customer reviews, and purchase decisions have outer loadings above 0.70, the threshold recommended by Hair et al. (2021). All indicators are therefore valid, and the research instrument is adequate. The highest loadings are X1.2 (0.873) for content marketing, X2.4 (0.879) for live streaming, X3.6 (0.877) for online customer reviews, and Y.2 (0.892) for purchase decisions, indicating that each of these indicators is the strongest representation of its construct.

Table 9 shows that every construct has an AVE higher than 0.50. Because all constructs satisfy the convergent validity requirement, the measurement model is deemed adequate for further analysis.

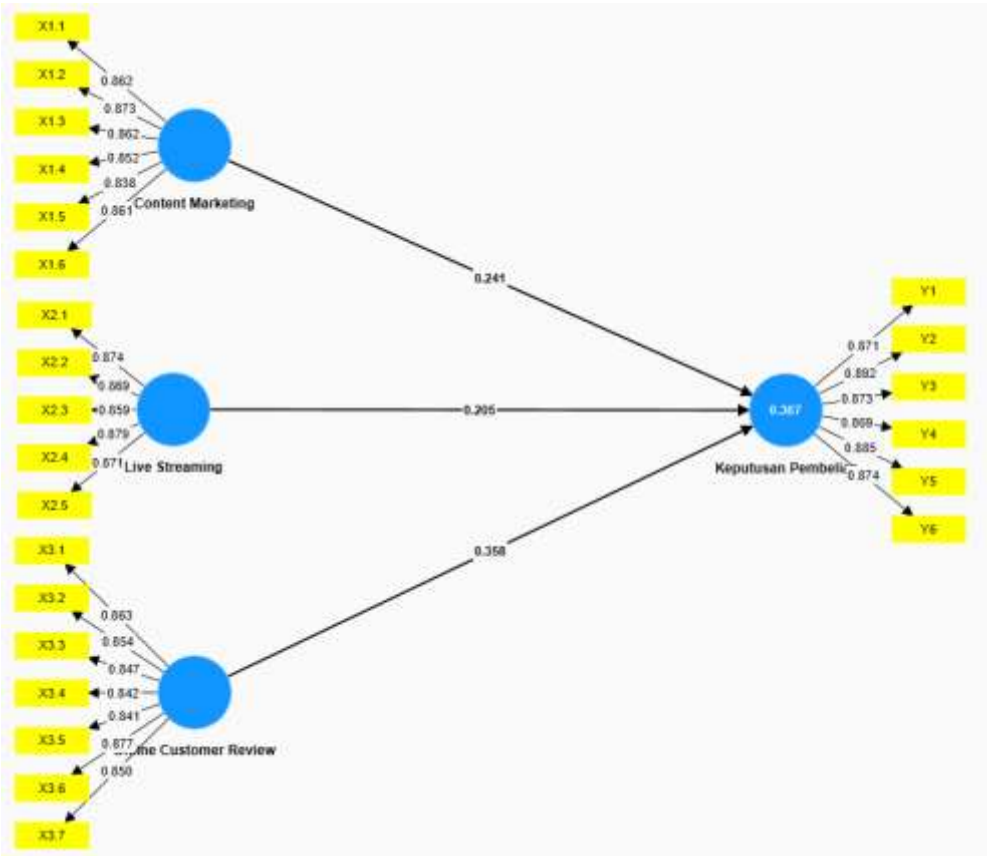


Figure 2. Outer Loading Output from SmartPLS
Source: SmartPLS Primary Data, 2026.

Table 9. AVE Values

Latent Construct	AVE	Validity (>0.5)
Content Marketing	0.736	Valid
Purchase Decision	0.770	Valid
Live Streaming	0.758	Valid
Online Customer Reviews	0.728	Valid

Source: SmartPLS Primary Data, 2026.

2. Discriminant Validity

In this study, discriminant validity was assessed using the Fornell-Larcker criterion. A construct has discriminant validity when the square root of its AVE exceeds its correlations with the other constructs.

Table 10. Fornell-Larcker Criterion Test Scores

Latent Construct	Content Marketing	Purchase Decision	Live Streaming	Online Customer Reviews
Content Marketing	0.858			
Purchase Decision	0.451	0.877		
Live Streaming	0.308	0.414	0.870	
Online Customer Reviews	0.311	0.510	0.376	0.854

Source: SmartPLS Primary Data, 2026.

Table 10 shows that the square root of the AVE of each construct is greater than its correlations with the other constructs. Each construct therefore meets the requirement for

discriminant validity, meaning that the constructs in the research model are empirically distinct from one another.

3. Composite Reliability

Construct reliability was tested using Cronbach's alpha and composite reliability. A construct is considered reliable if both values exceed 0.70.

Table 11. Composite Reliability

Latent Construct	Cronbach's Alpha	Composite Reliability
Content Marketing	0.928	0.944
Purchase Decision	0.940	0.953
Live Streaming	0.920	0.940
Online Customer Reviews	0.938	0.949

Source: SmartPLS Primary Data, 2026.

Table 11 shows that the Cronbach's alpha and composite reliability of every construct exceed 0.70. Each construct therefore meets the reliability criteria and has a high level of internal consistency, so the measurement model can be used for further analysis.

Structural Model Test (Inner Model)

1. R-Square Testing

R^2 measures how much of the variation in the dependent variable the independent variables explain. R^2 values of 0.25, 0.50, and 0.75 are generally considered weak, moderate, and substantial, respectively.

Table 12. R-Square Value

Dependent Variable	R Square
Purchase Decision	0.367

Source: SmartPLS Primary Data, 2026.

Table 12 shows that the three independent variables together explain 36.7% of the variance in purchase decisions; the remaining 63.3% is explained by variables outside the research model. Because this value lies between the weak (0.25) and moderate (0.50) thresholds, the model's explanatory power is weak to moderate.

2. F-Square Testing

The contribution of each exogenous variable to the endogenous variable is measured through the effect size (f^2), where values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

Table 13. F-Square Values

	Purchase Decision
Content Marketing	0.079
Live Streaming	0.054
Online Customer Reviews	0.166
Purchase Decision	

Source: SmartPLS Primary Data, 2026.

Table 13 shows that content marketing has a small effect on purchase decisions (f^2 = 0.079). Online customer reviews have a medium effect (f^2 = 0.166) and are the variable that influences purchase decisions the most. Live streaming also has a small effect (f^2 = 0.054).

3. Predictive Relevance Test (Q^2)

The Q^2 test evaluates the predictive power of the model for the dependent variable. A Q^2 value greater than 0 indicates that the model has predictive relevance.

Table 14. Predictive Relevance (Q^2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Purchase Decision	2310	1670.252	0.277

Source: SmartPLS Primary Data, 2026.

Table 14 shows that the Q^2 value for purchase decisions is 0.277, which is above 0, indicating that the model has predictive relevance.

4. Path Coefficients

The strength of the direct influence between latent constructs was evaluated using path coefficients, which range from −1 to +1. Values close to ±1 indicate a strong relationship, whereas values close to 0 indicate a weak one.

Table 15. Path Coefficients

Pathway	Path Coefficient
X1 → Y	0.241
X2 → Y	0.205
X3 → Y	0.358

Source: SmartPLS Primary Data, 2026.

Table 15 shows that all exogenous variables contribute positively to purchase decisions. Content marketing has a positive influence of moderate strength (0.241). Online customer reviews have the highest coefficient (0.358) and are therefore the most dominant factor, with a moderate influence close to strong. Live streaming has a coefficient of 0.205, indicating a moderate positive influence.

Hypothesis Testing

Hypotheses were tested through bootstrapping in the PLS-SEM model to determine whether the relationships between the variables are significant. A hypothesis is accepted when the t-statistic exceeds 1.96 and the p-value is below 0.05.

Table 16. Path Coefficients, T-Statistics, and P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Content Marketing → Purchase Decision	0.241	0.242	0.045	5.341	<0.001
Live Streaming → Purchase Decision	0.205	0.205	0.047	4.320	<0.001
Online Customer Reviews → Purchase Decision	0.358	0.360	0.045	7.964	<0.001

Source: SmartPLS Primary Data, 2026.

The hypothesis testing results indicate that content marketing, live streaming, and online customer reviews have positive and significant effects on purchase decisions. Content marketing has a significant effect on purchase decisions ($t = 5.341$, $p < 0.001$), supporting H1. This suggests

that relevant, informative, and engaging marketing content can encourage consumers to make purchase decisions. Similarly, live streaming significantly affects purchase decisions ($t = 4.320$, $p < 0.001$), supporting H2. This finding indicates that interactive live streaming sessions and real-time product demonstrations can help consumers evaluate products before purchasing. Online customer reviews also have a significant effect on purchase decisions ($t = 7.964$, $p < 0.001$), supporting H3. This suggests that customer reviews can build trust and reduce potential buyers' uncertainty when making purchase decisions. Among the three variables, online customer reviews show the strongest statistical evidence, as indicated by the highest t-statistic.

The results of the hypothesis tests are as follows:

1. H1: Content Marketing (X1) significantly influences Purchase Decision (Y) ($t = 5.341 > 1.96$, $p < 0.001$); hence, H1 is accepted. This indicates that presenting relevant, informative, and engaging marketing content can increase the tendency of potential customers to decide to buy a product.
2. H2: Live Streaming (X2) significantly influences Purchase Decision (Y) ($t = 4.320 > 1.96$, $p < 0.001$); hence, H2 is accepted. This indicates that interactive live streaming that presents real-time product demonstrations plays an important role in driving consumer purchase decisions.
3. H3: Online Customer Reviews (X3) significantly influence Purchase Decision (Y) ($t = 7.964 > 1.96$, $p < 0.001$); hence, H3 is accepted. This indicates that reviews written by previous consumers can give potential customers confidence and reduce their doubts when deciding to make a purchase.

Discussion

The Influence of Content Marketing on Purchase Decisions

The findings indicate that content marketing positively and significantly influences purchase decisions. This suggests that consumers are more likely to consider purchasing Skintific skincare products when the marketing content provides clear, relevant, and informative product information. Since skincare suitability varies among individuals, consumers may seek information about product benefits, ingredients, and usage before making a purchase. Informative content can help consumers understand the product and reduce uncertainty during the decision-making process. This finding is consistent with previous studies by Abdjul et al. (2022), Said et al. (2020), Yoga et al. (2021), and Shadrina and Sulistyanto (2022), which found that content marketing can influence purchase decisions. From a practical perspective, sellers should provide accurate product descriptions, educational content, and explanations of product benefits to help consumers make informed purchase decisions.

Statistically, content marketing positively and significantly affects purchase decisions (path coefficient = 0.241, $t = 5.341 > 1.96$, $p < 0.001$), indicating that consumers are more likely to buy when content marketing is of higher quality. Skintific consumers on Shopee appear to need clear and convincing information before purchasing because the suitability of skincare depends on individual skin type, so promotion alone is not enough. Accurate, clear, and informative content therefore plays an important role in helping customers reduce uncertainty and increase their confidence when making a purchase.

The Influence of Live Streaming on Purchase Decisions

The findings show that live streaming positively and significantly influences purchase decisions. Live streaming enables sellers to present products directly, demonstrate their use, and respond to consumer questions in real time. These interactions can help consumers obtain a clearer understanding of a product compared with relying solely on static promotional content. For skincare products, live demonstrations and explanations can help consumers understand product features and usage, although individual suitability may still vary. This finding supports the studies by Song and Liu (2021), Pasaribu et al. (2023), and Fathurrahman and Nastiar (2022), which highlight the role of live streaming in online shopping and purchase decisions. In practice, sellers can improve live streaming sessions by providing clear product explanations,

demonstrating products appropriately, and responding to viewers' questions honestly. These efforts may help build consumer confidence and encourage purchase decisions.

Live streaming facilitates real-time connections between buyers and sellers, making online shopping more appealing (Song & Liu, 2021). It is measured through media richness, interactivity, and streamer credibility. Live streaming has a positive and significant effect on purchase decisions (path coefficient = 0.205, t = 4.320, $p < 0.001$). Viewers can see the product up close and learn about it in real time, which can reduce skepticism about the product. Consumers are therefore likely to feel more confident about purchasing when live streaming is more participatory and educational.

The Influence of Online Customer Reviews on Purchase Decisions

The findings indicate that online customer reviews positively and significantly influence purchase decisions and represent the most dominant variable among the three factors examined in this study. This suggests that consumers place considerable importance on the experiences and evaluations shared by previous buyers when considering Skintific skincare products. Because skincare products may produce different results for different individuals, customer reviews can provide additional perspectives on product quality, texture, packaging, and user experience. This finding is consistent with Arbaini (2020) and Renaldi and Sanica (2024), who identified the importance of online customer reviews in purchase decisions. From a practical perspective, sellers should encourage genuine customer feedback and respond constructively to questions or complaints. Potential buyers should also be encouraged to evaluate reviews critically rather than relying on positive comments alone. Providing access to informative and authentic reviews can help consumers make more informed purchase decisions.

Compared with content marketing and live streaming, online customer reviews are the most dominant variable, with the largest path coefficient (0.358), t-statistic ($7.964 > 1.96$), and effect size ($f^2 = 0.166$), and $p < 0.001$. Consumers appear to rely more on other users' experiences in the decision-making process, especially for skincare products, which carry a risk of incompatibility for each individual. The more informative, honest, and experience-based a review is, the more consumer trust it builds, which ultimately drives the purchase decision.

The Influence of Content Marketing, Live Streaming, and Online Customer Reviews on Purchase Decisions

The findings indicate that content marketing, live streaming, and online customer reviews collectively influence purchase decisions. These three factors may complement one another by providing different forms of information throughout the consumer decision-making process. Content marketing introduces product features and benefits, live streaming allows consumers to observe products and interact with sellers in real time, and online customer reviews provide insights based on other buyers' experiences. In the context of Skintific skincare products on Shopee, the combination of these factors may help consumers evaluate product information from multiple perspectives before deciding to purchase. This interpretation is consistent with the view that consumers may consider promotional information, direct interaction, and peer experiences when shopping online. Practically, sellers should integrate informative marketing content, interactive live streaming sessions, and authentic customer feedback rather than relying on a single promotional approach. However, the model also indicates that other factors beyond the three variables examined may contribute to purchase decisions.

The test results show that content marketing, live streaming, and online customer reviews together have a significant effect on purchase decisions. The R^2 value of 0.367 indicates that these three variables explain 36.7% of the variance in purchase decisions, while variables outside the research model account for the remainder. Based on effect sizes, online customer reviews had the greatest impact ($f^2 = 0.166$), followed by content marketing ($f^2 = 0.079$) and live streaming ($f^2 = 0.054$). The model's Q^2 of 0.277 (> 0) indicates that it has predictive relevance. These results are consistent with research by Arbaini (2020) and Renaldi and Sanica (2024), which found that these

variables influence purchase decisions. Consumer trust before purchase therefore appears to be formed by a combination of business-provided information (content marketing), interactive experiences (live streaming), and other users' evaluations (online customer reviews).

CONCLUSION

Several conclusions can be drawn from the research findings. First, content marketing has a positive and significant effect on the decisions of Batam City consumers to buy Skintific skincare products on Shopee ($t = 5.341$, $p < 0.001$). When customers receive high-quality content marketing, they are more likely to buy because the product information helps them assess the product before purchasing. Second, live streaming has a positive and significant effect on purchase decisions ($t = 4.320$, $p < 0.001$). Direct communication via live streaming can increase consumer trust and offer a more educational buying experience. Third, online customer reviews have a positive and significant effect on purchase decisions ($t = 7.964$, $p < 0.001$).

Based on the path coefficients and effect sizes, online customer reviews have the most dominant influence on purchase decisions. Consumers tend to treat other users' reviews as the main consideration before buying skincare products because reviews reduce uncertainty about product quality and suitability. The simultaneous test shows that content marketing, live streaming, and online customer reviews together have a significant effect on purchase decisions, explaining 36.7% of their variance ($R^2 = 0.367$); the rest is influenced by factors outside the research model. Content marketing, live streaming, and online customer reviews therefore all contribute to skincare purchase decisions on Shopee, with online customer reviews having the greatest impact. All research objectives have thus been achieved, and all hypotheses are accepted.

Research Implications

The results show that online customer reviews are the most dominant factor influencing purchase decisions for Skintific skincare products on Shopee. Sellers and Skintific should therefore encourage consumers to write honest, informative reviews, accompanied by photos or videos, to increase potential buyers' trust. The quality of content marketing also needs to be improved by presenting accurate, relevant, easy-to-understand, and consistent content that helps consumers obtain product information before purchasing. For live streaming, sellers are advised to improve the quality of information delivery, the host's ability to explain products, and interaction with the audience so that consumers feel more confident in the products offered. By optimizing all three strategies together, especially by strengthening online customer reviews, purchase decisions for Skintific products on Shopee, especially among consumers in Batam City, may continue to grow.

Limitations

This study has several limitations. First, it examined only skincare products sold on Shopee, so the findings may not apply to other skincare brands or other online marketplaces. Second, because only Batam City consumers participated, the findings may not represent consumers in other areas. Third, the study examined only three variables (content marketing, live streaming, and online customer reviews), even though other factors can influence purchase decisions. Finally, because it used a cross-sectional approach, the study captured consumer behavior at only one point in time.

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