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Influence of Persuasive Communication, Discounts, and Consumer Trust on Shopee Live Purchases at Sivali Factory

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ABSTRACT

This study addresses the growing role of live-streaming in e-commerce, specifically examining how persuasive communication, discounts, and consumer trust influence purchasing decisions during Shopee Live sessions, focusing on the Sivali Factory account. The novelty of this research lies in its analysis of these factors' combined effects on consumer behavior in a live-stream shopping environment. This area has received limited attention in previous studies. This research aims to identify which factors significantly impact consumer purchasing decisions during live-stream events. A descriptive quantitative method was used, collecting data via questionnaires from respondents who purchased products through Shopee Live. The data were analyzed using multiple linear regression with SPSS version 25. The results show that discounts and consumer trust significantly affect purchasing decisions, while persuasive communication does not. The study concludes that effective discount strategies and building consumer trust are essential for improving purchasing outcomes during live-streaming sessions.

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1. INTRODUCTION

One of the most well-known e-commerce platforms in Indonesia is Shopee. Shopee is a mobile marketplace application that follows the consumer-to-consumer (C2C) business model (Sinaga, 2022). C2C is a business model where customers or consumers can sell their products to each other on platforms such as Bukalapak, Tokopedia, Blibli, Shopee, and other marketplaces. Shopee has become consumers' most favored e-commerce platform due to its interactive features and unique themes for different occasions. With these conveniences, consumers prefer online shopping over offline shopping, as evidenced by the high level of consumer visits to the Shopee application in Indonesia in the first quarter of 2023 (Sinaga, 2022; Silvanti, 2022).

Sivali Factory is one of the e-commerce businesses focusing on marketing products online to facilitate consumer access and allow them to obtain products through Shopee quickly. Sivali Factory is an online shop selling women's fashion products under the COZY brand. Through the Shopee application, Sivali Factory actively interacts with consumers via the Shopee live feature, which they utilize daily to communicate effectively. Shopee Live helps Sivali Factory understand the desires and needs of its consumers, especially their followers, by engaging in real-time Q&A sessions (Meliana et al., 2013; Surianto & Utami, 2021).

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The growth of e-commerce businesses today is influenced by consumer behavior in the country, dominated by millennials who seek practicality in shopping using the internet and smartphones without face-to-face interactions (Maulana, 2019). Therefore, e-commerce businesses need appropriate strategies to enhance purchasing decisions. The factors influencing purchasing decisions include persuasive communication, discounts, and consumer trust. The first factor influencing purchasing decisions is persuasive communication. According to Hovland, Janis, and Kelly (as cited in Surianto & Utami, 2021), persuasive communication is the process by which a communicator conveys a message to influence the behavior of others. Effective communication will foster purchasing decisions for the products offered through persuasion, allure, and invitations from the seller (Asbar, 2022; Sinambela & Sarton, 2021).

Persuasive communication can be utilized by stores or sellers on the Shopee e-commerce platform by leveraging the Shopee live feature. This feature allows sellers to convey allure, persuasion, and invitations to consumers to buy the products offered during live sessions (Silvanti, 2022). According to Wongkit Rungrueng and Assarut (as cited in Silvanti, 2022), consumers are more inclined to shop via live streaming because it presents utilitarian values such as real-time communication and information, hedonic values, and social values that enhance a sense of belonging among consumers, as well as improve their experience and attitude towards the seller or product, thereby increasing purchasing decisions. In addition to direct interaction, the Shopee live feature also includes discount services, known as Shopee live discounts. According to Shopee. co.id, Shopee live discounts are additional benefits sellers can obtain for free daily during streaming sessions. These discounts apply to all sellers who stream on Shopee and are provided according to the seller's product category. Discounts are an effort by Shopee to offer more competitive prices to consumers. Periodic discounts, especially on popular products, can shape Shopee's image as an e-commerce platform offering more affordable prices than its competitors. Consequently, providing discounts can create a memorable identity in the minds of consumers when they shop on an e-commerce platform (Sinaga, 2022). Discounts are one of the most sought-after features by consumers when shopping, and Shopee informs consumers through advertising notifications that shopping on Shopee will yield discounts. This incentivizes consumers to make purchasing decisions on Shopee (Sinaga, 2022).

The next factor influencing purchasing decisions is consumer trust. According to Mowen and Minor (2019), consumer trust encompasses all the knowledge consumers have and all the conclusions they make about an object, its attributes, and its benefits. This definition indicates that trust is a fundamental component of marketing strategies in creating genuine consumer relationships. If consumer trust is established, repeat purchases will likely occur, and consumers may even recommend the products to others. This consumer trust should be leveraged as a cornerstone for a company's progress. Providing excellent service and instilling confidence in consumers that the company can deliver quality products are essential (Meliana et al., 2013).

Research by Kim and Park (2013) in the Journal of Business Research highlights the significance of trust in online transactions, noting that consumer trust directly influences online shopping behavior and loyalty. Additionally, research by Gefen and Straub (2004 underscores the importance of trust in e-commerce, particularly in facilitating repeat purchases and fostering customer loyalty. These studies, indexed in reputable international databases, further affirm the critical role of trust in online shopping environments. Additionally, a research group led by Zhou and Lu (2011) found that persuasive communication strategies significantly impact consumer attitudes and intentions in online shopping environments. Their study emphasized that interactive features and real-time engagement are crucial for enhancing consumer experience and fostering trust. Based on the background presented, the researcher is interested in conducting a study titled “The Influence of Persuasive Communication, Discounts, and Consumer Trust on Purchasing Decisions During Shopee Live Streaming (Study on Shopee Sivali Factory Account).”

2. RESEARCH METHOD

Research Design. This study employs a descriptive quantitative approach, which involves collecting, simplifying, and processing numerical data to describe the research findings comprehensively. The primary

data for this research were collected directly from respondents who have made online purchases from Sivali Factory on Shopee. Data collection was conducted using questionnaires designed explicitly for this study. Descriptive statistics analyze the data obtained through questionnaires.
The population consists of all consumers of Sivali Factory on Shopee, the exact number of which is unknown. The sample size was determined using Rao Purba's formula, resulting in 380 respondents selected through purposive sampling. This sampling technique involves selecting individuals who meet specific criteria set by the researchers, in this case, consumers who purchased via Shopee Live streaming during 2022-2023.

$$n = \frac{Z^2}{4\,(moe)^2}$$

Where:

n	=	Sample size
Z	=	Z value (1.96 for a 95% confidence level)
Moe	=	Margin of error (0.05)

By applying the formula:

$$n = \frac{1{,}96^2}{4\,(0{,}05)^2} = \frac{3{,}8416}{4\,(0{,}0025)} = 384{,}16 \approx 380$$

Variables. The independent variables are Persuasive Communication (X1), Discounts (X2), and Consumer Trust (X3). Persuasive Communication aims to influence consumer attitudes and behaviors, Discounts involve price reductions without compromising product quality, and Consumer Trust refers to the level of confidence consumers have in the product's attributes and benefits. The dependent variable is the Purchasing Decision (Y), which represents the stage where consumers commit to buying the product.

Data Collection. Data were collected using structured questionnaires distributed to consumers who have purchased products from Sivali Factory via Shopee Live. The questionnaire included items designed to measure each of the study's variables.

Data Analysis Method. The data were analyzed using multiple linear regression to predict the dependent variable's value based on changes in the independent variables. The regression equation used is:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Where :

Y	= Purchasing Decision
$b_1, b_2, b_3,$	= Regression coefficients
X_1	= Persuasive Communication
X_2	= Discounts
X_3	= Consumer Trust
a	= Constant
e	= Standard Error

3. RESULTS AND DISCUSSIONS

Validity and Reliability Testing. The validity of the questionnaire items was assessed using the correlation coefficient (r) method. Items with r values higher than the critical value (0.101) were considered valid. Reliability was tested using Cronbach's Alpha. Items with alpha values greater than 0.60 were considered reliable**.**

Assumptions Testing. Using correlation coefficients for validity testing is aligned with the theoretical framework of construct validity. Construct validity involves determining whether a questionnaire measures what it is intended to measure (Field, 2018). Correlation coefficients higher than a critical threshold (e.g., 0.101) indicate that the items are appropriately linked to the intended construct (Hair et al., 2019). Similarly,

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Cronbach's Alpha is a widely recognized measure for assessing the internal consistency of a questionnaire. A Cronbach's Alpha value above 0.60 (Nunnally, 2017), signifies adequate reliability, indicating that the items consistently measure the same underlying concept.

Hypothesis Testing. The t-test was used to evaluate the individual impact of each independent variable on the dependent variable, applying a significance level of 0.05. The F-test was used to assess the collective impact of all independent variables on the dependent variable, with a significance level of 0.05. In terms of assumptions testing, assessing normality, multicollinearity, and heteroskedasticity ensures that the regression model meets the necessary criteria for reliable hypothesis testing (Hair et al., 2020). The One-Sample Kolmogorov-Smirnov test checks for normality in data distribution, while the Variance Inflation Factor (VIF) values, when under 10, indicate the absence of multicollinearity, confirming that the independent variables are not excessively correlated (Wooldridge, 2016). Using the Glejser test to check for heteroskedasticity aligns with theories in regression analysis, emphasizing the importance of homoscedasticity for reliable standard errors (Gujarati & Porter, 2015).

The validity tests for each variable are presented in Table 1:

Table 1. Results of Validity Test for Persuasive Communication (X1)

No.	Item	r value	R table	Remark
1.	$X_{1.1}$	0,446	0, 101	Valid
2.	$X_{1.2}$	0,437	0, 101	Valid
3.	$X_{1.3}$	0,489	0, 101	Valid
4.	$X_{1.4}$	0,479	0, 101	Valid
5.	$X_{1.5}$	0,426	0, 101	Valid
6.	$X_{1.6}$	0,508	0, 101	Valid
7.	$X_{1.7}$	0,502	0, 101	Valid
8.	$X_{1.8}$	0,444	0, 101	Valid
9.	$X_{1.9}$	0,417	0, 101	Valid
10.	$X_{1.10}$	0,505	0, 101	Valid
11.	$X_{1.11}$	0,505	0, 101	Valid
12.	$X_{1.12}$	0,537	0, 101	Valid

Source: processed by researchers.

Based on Table 1, all items can be used as instruments for data measurement in this study, as the validity tests for both variables, persuasive communication (X1) and discount (X2), show that their r values exceed the critical value of 0.101. According to Hair et al. (2019), an item is considered valid if its correlation coefficient with the total score of the construct surpasses a specific threshold, which confirms its ability to measure the intended variable. Therefore, the results imply that the items effectively represent persuasive communication and discount constructs, making them suitable for data measurement.

These findings are consistent with previous research that used similar validity testing methods to ensure the accuracy of questionnaire items. For instance, Rahmani et al. (2020) conducted a study on the impact of persuasive communication strategies on consumer behavior. They found their measurement items to be valid when the correlation coefficients exceeded the critical threshold, which aligns with the results of this study. Similarly, Choi and Lee (2017) explored the effect of discounts on consumer purchasing behavior. They reported that their items were valid, with correlation coefficients significantly surpassing the table value, further supporting the findings of this research.

Based on Table 2, The validity test results for the discount variable (X2) indicate that all seven items are valid, as their r values exceed the R table value of 0.101. According to Hair et al. (2019), a measurement item is deemed valid when its correlation coefficient with the total score of its construct is higher than a specified critical value. This ensures that the items accurately represent the underlying construct they are intended to measure. Similarly, Nunnally and Bernstein (1994) emphasized that validity is crucial for determining whether

an instrument can capture the intended concept reliably. In this case, the results suggest that the items for the discount variable effectively capture the construct, confirming their appropriateness for data measurement.

Table 2. Discount Validity Test (X_2)

No.	Item	r value	R table	Remark
1.	$X_{2.1}$	0,475	0, 101	Valid
2.	$X_{2.2}$	0,558	0, 101	Valid
3.	$X_{2.3}$	0,515	0, 101	Valid
4.	$X_{2.4}$	0,544	0, 101	Valid
5.	$X_{2.5}$	0,591	0, 101	Valid
6.	$X_{2.6}$	0,694	0, 101	Valid
7.	$X_{2.7}$	0,380	0, 101	Valid

Source: processed by researchers.

Comparing these findings with previous research, a study by Kumar and Gupta (2018) on the impact of discount strategies on consumer behavior found that their discount measurement items were valid when the correlation coefficients exceeded the established critical value. This supports the current study's results, as all items displayed a high level of validity. Furthermore, a study by Al-Bataineh and As'ad (2021) examined promotional strategies, including discounts, and reported that the items related to discount strategies had validity coefficients above the critical threshold, affirming their suitability as reliable instruments for data measurement. These studies reinforce the validity of the findings of this research.

Table 3. Consumer Trust Validity Test (X_3)

No.	Item	r value	R table	Remark
1.	$X_{3.1}$	0,585	0, 101	Valid
2.	$X_{3.2}$	0,591	0, 101	Valid
3.	$X_{3.3}$	0,533	0, 101	Valid
4.	$X_{3.4}$	0,568	0, 101	Valid
5.	$X_{3.5}$	0,610	0, 101	Valid
6.	$X_{3.6}$	0,557	0, 101	Valid
7.	$X_{3.7}$	0,601	0, 101	Valid

Source: processed by researchers.

Based on Table 3, The validity test results for the consumer trust variable (X3) indicate that all seven items are valid, as their r values exceed the critical R table value of 0.101. According to Hair et al. (2019), an item is considered valid if its correlation coefficient with the overall construct surpasses a specific threshold, ensuring its capacity to measure the intended construct. Furthermore, reliable measurement instruments are crucial for accurately capturing complex concepts like consumer trust (Sekaran & Bougie, 2016). In this case, the results suggest that the items for consumer trust effectively represent the construct, making them appropriate for data measurement.

Comparing these findings with previous research, Zhao et al. (2020) investigated the factors influencing consumer trust in e-commerce. Their study employed a similar validity testing approach and found that the consumer trust items had correlation coefficients exceeding the critical threshold, which aligns with the current study's findings. Similarly, the research conducted by Park & Kim (2017) on trust in online shopping revealed that their consumer trust measurement items were valid, as their correlation coefficients were significantly higher than the table values, confirming the robustness of the measurement instruments. These studies support the validity of the items used in this study, highlighting their reliability in measuring consumer trust.

Based on Table 4, the validity test results for the purchasing decision variable (Y) indicate that all 10 items are valid, as their r values exceed the critical R table value of 0.101. According to Hair et al. (2019), an item is considered valid if its correlation coefficient with the total score of the construct surpasses a specified threshold,

thereby confirming the item's ability to measure the intended variable. This result implies that the items used in this study effectively represent the construct of purchasing decisions, validating their use as measurement instruments. Additionally, the validity of these items ensures that the instrument is reliable for collecting data on consumers' purchasing behavior (Malhotra et al., 2017).

Table 4 Purchasing Decision Validity Test (Y)

No.	Item	r value	R table	Remark
1.	$Y_{1.1}$	0,508	0, 101	Valid
2.	$Y_{1.2}$	0,453	0, 101	Valid
3.	$Y_{1.3}$	0,580	0, 101	Valid
4.	$Y_{1.4}$	0,626	0, 101	Valid
5.	$Y_{1.5}$	0,654	0, 101	Valid
6.	$Y_{1.6}$	0,614	0, 101	Valid
7.	$Y_{1.7}$	0,579	0, 101	Valid
8.	$Y_{1.8}$	0,614	0, 101	Valid
9.	$Y_{1.9}$	0,607	0, 101	Valid
10.	$Y_{1.10}$	0,641	0, 101	Valid

Source: processed by researchers.

When comparing these findings with previous research, several studies have employed similar methods to validate their instruments. For example, a study by Wang et al. (2019) on the factors affecting online purchasing decisions found that all their items were valid, with correlation coefficients higher than the critical value, aligning with the results of this study. Similarly, Chen and Wang (2018) researched purchasing decisions in retail environments. They reported that their measurement items showed high validity, with r values well above the threshold, reinforcing the reliability of the instrument used in this study. These findings corroborate the validity of the current study's purchasing decision items.

The validity of the questionnaire items was assessed using the correlation coefficient (r) method, where items with r values exceeding the critical value (0.101) were considered valid. According to Hair et al. (2019), using correlation coefficients is a practical approach to determine the validity of items, confirming their ability to measure the intended construct accurately. The reliability was tested using Cronbach's Alpha, and items with alpha values greater than 0.60 were considered reliable (Nunnally & Bernstein, 1994). An alpha value above this threshold indicates internal consistency among the items in the questionnaire, ensuring the instrument's reliability.

Regarding normality testing, the One-Sample Kolmogorov-Smirnov test initially indicated that the data were not normally distributed due to a significance value of 0.001, which is less than 0.05. However, the Monte Carlo Sig. (2-tailed) value of 0.080, which exceeds 0.05, suggests that the data are normally distributed. This result aligns with the theory presented by Field (2018), who noted that the Monte Carlo method can provide a more accurate estimation of significance, mainly when dealing with smaller sample sizes or non-parametric data.

When comparing these findings with previous research, a study by Dewi and Indra (2024), Johnson et al. (2024), Li et al. (2020), and Yahya et al. (2023) validated a customer satisfaction survey and found that their items showed high validity and reliability using the correlation coefficient method and Cronbach's Alpha. Furthermore, a study by Zhang and Ma (2017) used the Monte Carlo simulation to confirm the normal distribution of data despite the Kolmogorov-Smirnov test indicating non-normality, similar to the findings of this study. These comparisons support the methods and outcomes of the current research, emphasizing the validity and reliability of the questionnaire and the appropriateness of using the Monte Carlo method for confirming data normality.

Based on Table 5, the significance value from the One-Sample Kolmogorov-Smirnov test is 0.001, which is less than 0.05, indicating that the data are not normally distributed. However, the Monte Carlo Sig. (2-tailed) value of 0.080, which is greater than 0.05, suggests normality. This apparent contradiction can be explained by the central limit theorem, which asserts that the sampling distribution of the mean becomes approximately

normal as the sample size increases, regardless of the original distribution (Fischer, 2017). Consequently, Monte Carlo simulations are more effective in handling deviations from normality, providing more reliable results when compared to traditional normality tests (Yau et al., 2015).

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			380
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.14750984
Most Extreme Differences	Absolute		.065
	Positive		.039
	Negative		-.065
Test Statistic			.065
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.080[d]
	95% Confidence Interval	Lower Bound	.075
		Upper Bound	.086

[a.] Test distribution is Normal.
[b.] Calculated from data.
[c.] Lilliefors Significance Correction.
[d.] Based on 10000 sampled tables with starting seed 299883525.

Source: processed by researchers.

Similar findings have been reported in other studies. Ali et al. (2020) found that traditional normality tests tend to be overly sensitive, especially with large sample sizes, while Monte Carlo simulations offered more accurate assessments of normality (Ali et al., 2020). Likewise, Nguyen and Vo (2019) observed that Monte Carlo simulations supported normality in large financial datasets, in contrast to the rejection of normality by conventional tests (Nguyen & Vo, 2019). These comparisons reinforce the validity of Monte Carlo methods in assessing normality, as shown in the present study. The Glejser test was used to check for heteroskedasticity. The results showed that the significance values for all independent variables were higher than 0.05, indicating no heteroskedasticity. This confirms that the residuals are homoscedastic, meeting the regression analysis assumptions.

The coefficient of determination (R^2) was calculated to assess the model's explanatory power. The adjusted R^2 value of 0.257 indicates that 25.7 percent of the variance in the dependent variable, purchasing decisions, is explained by the independent variables: persuasive communication, discounts, and consumer trust. Additionally, the significance values for all independent variables were higher than 0.05, indicating the absence of heteroskedasticity. According to classical linear regression theory, homoscedasticity is a key assumption, ensuring that the variance of residuals is constant across all levels of the independent variables. When this assumption is met, the regression model becomes more efficient and unbiased, leading to reliable parameter estimates (Wooldridge, 2015). In this case, homoscedasticity confirms that the model is suitable for drawing inferences and making accurate predictions (Stock & Watson, 2019).

These findings are consistent with previous research. For example, Park et al. (2020) found no evidence of heteroskedasticity in their regression analysis of environmental impact data, where significance values consistently exceeded 0.05, confirming the reliability of their model. Similarly, Chen and Liu (2018) observed homoscedasticity in their study on financial risk factors, validating the accuracy of their model's assumptions and results. These studies align with the current findings, further supporting the robustness of homoscedasticity in regression models across various contexts.

Hypothesis testing was conducted using the T-test and F-test. The T-test results indicated that persuasive communication does not significantly influence purchasing decisions, while discounts and consumer trust do. The F-test results showed that persuasive communication, discounts, and consumer trust collectively influence purchasing decisions.

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Table 6. Coefficient of Determination (R^2) Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
	(Constant)	12.053	3.410		3.534	.000
	Persuasive Communication X1	.082	.057	.068	1.440	.151
	Discount X2	.235	.074	.158	3.174	.002
	Consumer Trust X3	.647	.085	.393	7.624	.000

[a] Dependent Variable: Y

Source: processed by researchers.

Table 7. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12.053	3.410		3.534	.000
	Persuasive Communication X1	.082	.057	.068	1.440	.151
	Discount X2	.235	.074	.158	3.174	.002
	Consumer Trust X3	.647	.085	.393	7.624	.000

a. Dependent Variable: Y

Source: processed by researchers.

Based on Table 7, the T-test results show that persuasive communication (X1) does not significantly influence purchasing decisions ($t = 1.440$, $p > 0.05$). At the same time, discounts (X2) and consumer trust (X3) have a significant impact on purchasing decisions ($t = 3.174$, $p < 0.05$ and $t = 7.624$, $p < 0.05$, respectively). The F-test in the ANOVA output evaluates whether the independent variables collectively affect the dependent variable. It compares the calculated F value to the critical F value at a 5 percent significance level ($\alpha = 0.05$). If the calculated F value is higher than the critical value, the null hypothesis (H0) is rejected, indicating that the independent variables significantly influence the dependent variable. Conversely, the null hypothesis is accepted if the calculated F value is less than the critical F value, indicating no collective effect. In this study, the calculated F value was significantly higher than the critical F value, with a p-value less than 0.05. This suggests that when considered together, persuasive communication, discounts, and consumer trust significantly influence purchasing decisions during Shopee Live sessions, confirming that their combined effect substantially explains variations in consumer purchasing decisions.

The T-test and F-test results align with consumer behavior theory, particularly Fishbein and Ajzen's Theory of Reasoned Action (TRA), which posits that individual attitudes and subjective norms shape purchasing decisions. These can be influenced by factors such as discounts and trust (Ajzen, 2019). Trust plays a key role in reducing uncertainty and increasing the likelihood of purchase, while discounts act as direct economic incentives, stimulating higher purchasing behavior (Kotler & Keller, 2016). This explains why consumer trust and discounts significantly impact purchasing decisions, as demonstrated in this study.

Similar findings have been reported in previous research. Lee et al. (2020) found that discounts significantly influenced online purchasing decisions, highlighting the immediate impact of price incentives on consumer behavior. Additionally, Chaudhuri & Holbrook (2019) found that consumer trust was essential in driving repeat purchases, reinforcing the current study's findings that trust significantly influences purchasing decisions. On the other hand, Kim et al. (2021) found that persuasive communication did not significantly affect purchasing decisions in online shopping contexts, which aligns with the present study's non-significant results for persuasive communication.

Influence of Persuasive Communication on Purchasing Decisions During Shopee Live Streaming. Based on the T-test analysis, the influence of persuasive communication on purchasing decisions showed that the calculated t-value was less than the critical t-value ($1.440 < 1.966$), and the significance value was higher than 0.05 ($0.151 > 0.05$). These results indicate that persuasive communication does not significantly influence

purchasing decisions during Shopee Live sessions. This suggests consumers may prioritize other factors, such as product ratings, reviews, or trust signals, over persuasive messaging. These factors likely provide more tangible validation for potential buyers, diminishing the impact of persuasive communication alone.

Similar findings have been reported in previous studies. Wang et al. (2020) found that persuasive communication alone was insufficient to significantly influence purchasing decisions in e-commerce environments, with user reviews and social proof playing a more decisive role. Likewise, Zhang and Kim (2019) observed that consumer trust and product ratings were more influential than persuasive messages during live-stream shopping events. On the other hand, Liu et al. (2021) found that persuasive communication could influence purchases, but only when it was highly tailored and aligned with consumer motivations. This suggests that general persuasive messages may not be effective in diverse audience settings like Shopee Live, where consumers prioritize other factors in their decision-making process.

Consequently, the null hypothesis (Ho) is accepted, and the alternative hypothesis (H1) is rejected, confirming that persuasive communication does not significantly affect purchasing decisions during Shopee Live streaming for the Sivali Factory account. Consumers may place greater trust in factors such as product ratings and reviews, which offer additional validation beyond persuasive messaging. The ineffectiveness of persuasive communication may also be due to its varying quality and delivery methods, prompting consumers to seek further product evaluations.

Influence of Discounts on Purchasing Decisions During Shopee Live Streaming. The T-test analysis for the influence of discounts on purchasing decisions revealed that the calculated t-value was higher than the critical t-value (3.174 > 1.966), and the significance value was less than 0.05 (0.002 < 0.05). Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H2) is accepted, indicating that discounts have a significant partial effect on purchasing decisions during Shopee Live streaming for Sivali Factory. This result confirms that discounts play a critical role in attracting consumer attention and increasing the likelihood of purchase, making them an essential factor in boosting customer engagement and sales during live-streaming sessions.

The finding that discounts significantly influence purchasing decisions aligns with the Price Sensitivity Theory, which suggests that consumers are more likely to make purchasing decisions when they perceive a product's price as lower or offering better value. Discounts are a key motivator that lowers perceived costs and increases consumers' willingness to buy, particularly in competitive environments like live-stream shopping (Monroe, 2019). When discounts are offered, the immediate perceived savings attract price-conscious consumers, thereby driving purchasing behavior (Grewal et al., 2018).

Similar conclusions have been drawn in other studies. Chen et al. (2020) found that discounts significantly increased consumer purchase intentions in online retail environments, where live-stream formats allowed for real-time promotions that created a sense of urgency. Similarly, Yang et al. (2019) observed that the higher the discount, the stronger the impact on consumer purchase decisions during live-stream shopping, as buyers were attracted to deals perceived as limited or time-sensitive. Lee and Lee (2021) also found that discounts were highly effective in e-commerce settings, noting that price promotions during live streams led to a significant increase in sales due to the interactive and engaging nature of the platform. These studies support the findings of this research, emphasizing the critical role of discounts in shaping consumer behavior during live-stream shopping events.

Influence of Consumer Trust on Purchasing Decisions During Shopee Live Streaming. The t-test analysis for the influence of consumer trust on purchasing decisions showed that the calculated t-value was higher than the critical t-value (7.624 > 1.966), and the significance value was less than 0.05 (0.000 < 0.05). This result indicates that consumer trust significantly affects purchasing decisions during Shopee Live streaming for Sivali Factory. Consumer trust is important, as it plays a key role in reducing uncertainty and building confidence in online transactions, encouraging purchasing behavior, and fostering repeat purchases.

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Several studies support these findings. Liu et al. (2020) found that consumer trust was crucial in driving purchasing decisions during live-stream shopping, mainly when consumers trusted the seller and platform to deliver quality products. Similarly, Wang and Emurian (2021) highlighted that trust in online sellers and platforms increased consumers' willingness to buy, emphasizing the critical role of trust in e-commerce. Kim and Park (2018) also observed that building consumer trust through transparent information and product reviews led to higher conversion rates and repeat purchases. These findings align with the current study, further demonstrating the significant role of trust in live-stream shopping environments.

Influence of Persuasive Communication, Discounts, and Consumer Trust on Purchasing Decisions During Shopee Live Streaming. The F-test analysis to determine the simultaneous influence of persuasive communication, discounts, and consumer trust on purchasing decisions revealed that the calculated F value (44.671) was higher than the critical F value (2.63), with a significance level of 0.000, less than 0.05. This result indicates that persuasive communication, discounts, and consumer trust collectively significantly affect purchasing decisions during Shopee Live streaming for the Sivali Factory account. The combined influence of these factors highlights their crucial role in shaping consumer behavior and driving sales during live-streaming sessions.

Similar findings have been reported in other studies. Xiao et al. (2021) found that the combination of persuasive communication, discounts, and consumer trust strongly positively impacted consumer purchase intentions during live-stream shopping events, as these factors worked together to reduce consumer hesitation and increase confidence. Similarly, Chen et al. (2020) observed that trust and discounts, coupled with engaging communication, led to higher consumer engagement and purchase rates in live-stream shopping contexts. Wang et al. (2019) also noted that integrating promotional strategies like discounts with trust-building measures and interactive communication resulted in significant boosts in consumer purchasing behavior during live-stream events. These findings are consistent with the current study's results, further underscoring the importance of combining multiple factors to shape consumer behavior effectively during live-stream shopping.

4. CONCLUSION

This study aimed to analyze the effects of persuasive communication, discounts, and consumer trust on purchasing decisions during Shopee Live streaming sessions for Sivali Factory. In line with the research objectives, it is concluded that persuasive communication, while a vital marketing tool, does not independently drive purchasing decisions. It must be integrated with other factors to be more effective, highlighting the importance of a multi-faceted marketing approach. Discounts are critical in influencing consumer behavior, confirming that well-designed pricing strategies can enhance engagement and increase sales during live-stream events. Consumer trust is key to securing customer loyalty, fostering repeat purchases, and sustaining long-term business success. The combined influence of persuasive communication, discounts, and consumer trust significantly impacted purchasing decisions during live-stream shopping, confirming the need for a comprehensive, integrated marketing approach. Businesses should strategically align these elements to maximize consumer engagement and sales during live-stream sessions.

In addressing the study's broader objectives, it is clear that the combined influence of persuasive communication, discounts, and consumer trust significantly impacts consumer purchasing decisions during live-stream shopping. This finding underscores businesses' need to adopt a comprehensive and integrated marketing strategy that aligns with consumer expectations in real-time sales environments. The study also highlights the need for future research to broaden its scope by including other e-commerce platforms, diverse product categories, and alternative data collection methods, ensuring that the findings can be applied across a broader context of online consumer behavior.

The findings have several practical implications for e-commerce businesses, particularly those using live streaming as a marketing tool. First, companies should not rely solely on persuasive communication; integrating it with other strategies, such as promotions and trust-building efforts, will make it more effective. Second, offering competitive discounts is essential to capture consumer interest and drive conversions,

especially in real-time, live-streaming environments. Third, building and maintaining consumer trust is crucial for long-term customer loyalty and repeat business. Businesses should prioritize transparency, reliability, and consistent product quality to establish trust with their consumers. Lastly, the significant combined effect of persuasive communication, discounts, and trust suggests that a holistic marketing approach is key to shaping consumer behavior and optimizing sales outcomes during live-stream shopping.

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