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## **The Effect of Live Shopping Promotions and Free Shipping on Purchase Decisions Through the Shopee Platform**

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### **| ABSTRACT**

The purpose of this study is to test how much the Influence of Live Shopping Promotion and Free Shipping on the Purchase Decision of Deenay Store Consumers through the Shopee Platform. The problem raised is the phenomenon of a 25% decline in sales on the Shopee platform which has occurred since 2021. This research method uses a quantitative method with multiple linear regression analysis to analyze the relationship between live shopping promotion and free shipping and consumer purchase decisions. Data was collected through a survey involving 107 active consumers of Deenay stores through the Shopee platform which offers both types of promotions. The results of the study show that live shopping and free shipping have a significant positive influence on purchase decisions at Deenay stores. These findings indicate that live shopping promotions and free shipping can improve consumers' purchasing decisions and encourage them to make purchases. The results of this study provide recommendations for e-commerce players to take advantage of these two types of promotions as an effective strategy in increasing sales in the midst of increasingly fierce competition.

### **| KEYWORDS**

*Free Shipping; Purchase Decisions; Live Shopping*

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## **1. INTRODUCTION**

The development of hijab fashion in Indonesia is very rapid and has become an important part of the lifestyle of several Muslim women. Now, local designers are getting more creative offering a variety of options, such as hijabs, robes, tunics, and other Muslim fashion while mixing. This phenomenon attracts the interest of the public, especially the younger generation, who want stylish, practical, but still fulfilling religious rules. Meanwhile, the use of Muslim clothing can also be seen as part of culture. (Sinung Utami Hasri Habsari, 2015)

Deenay is a local brand from Bandung that now has more than 100 resellers throughout Indonesia as well as official stores in several major cities. The brand is known for its fashionable and quality Muslim fashion products, ranging from hijab to everyday wear. Deenay's rapid success shows the high market acceptance of their products. With digital developments, Deenay has begun to penetrate e-commerce, especially the Shopee platform to reach more customers. The key to achieving organizational goals consists in determining the needs and desires of the target market and providing the desired satisfaction more effectively and efficiently than competitors. (Listri Herlina, Andre Suryaningprang, Ridma Meltareza, 2019)

E-commerce that develops in a digital space is a place where people can interact and carry out economic and business activities in it. (Adinda Ayu Puspita Sari, Muhammad Alhada Fuadilah Habib, 2023). Digital platforms including e-commerce with markets that can be accessed through websites

and mobile devices (Web-commerce and mobile commerce) provide better opportunities in an effort to improve and expand the market which is expected to increase. (Rama Chandra Jaya, Ferry Kosadi, 2022). Shopee is the main channel for the Deenay brand to market its products online, taking advantage of the convenience and reach of the platform. However, just displaying a storefront on Shopee is not enough to maintain competitiveness, resulting in a decline in Deenay sales.

Promotional activities are able to increase consumer purchase decisions (Octadilla, 2023). To achieve this goal, promotional efforts are needed, promotion plays an important role because it involves the marketer's efforts to convey information and influence other people or parties to be interested in making transactions. (Naomi Desty Ayu Lestari & Mochammad Mukti Ali, 2024). The reasons consumers make purchasing decisions may differ between individuals. It is called a psychological factor. (Kartika Nuradina, 2022). An important component in the marketing process is communication in conveying messages using media. (Ahmad Taufiq Maulana Ramdan, Rizki Surya Tawaqal, Ridma Meltareza, 2022)

Some of the promotional features developed by Shopee are live, one of which is live. Shopee Live is a live streaming video feature where sellers can sell as well as interact directly with buyers using the Shopee platform. Live shopping is the act of a seller broadcasting directly to customers to discuss the item to be sold and show them how to utilize the product. (Tsamara Husniyyah, Dewi Sri Woelandari Pantjolo Giningroem, Bayu Seno Pitoyo, 2020).

In addition, shopee also develops free shipping promotions. Free shipping means free shipping, which is a promo from the seller to the buyer with the aim of increasing promotions and sales. With this free shipping, someone who sees it can directly make it possible for someone to decide to buy the product. Shipping costs (Postage) are the costs incurred by the Seller when sending a package to the Buyer. (Kepi Kusumayanti, 2023). The free shipping promo is the art of management or marketing strategy that Shopee is most favored. The free shipping promo also provides benefits for consumers, especially in terms of rebates or discounts on shipping costs, so that consumers only need to pay part of the shipping cost or even just the price of the product (Nurul istikomah, Budi hartono, 2022)

These new features provide a significant competitive advantage for sellers who actively leverage them to interact directly with consumers, offer attractive offers, and increase sales conversions. For Deenay, the use of these features is very important to stay relevant and be able to compete in an increasingly competitive market. In this context, consumers as one of the main stakeholders in the company, have a very crucial role. They have diverse behaviors and perceptions, which can affect the survival of the company.

Consumers, with their various preferences and shopping habits, have great potential to influence the direction and success of a company. Therefore, companies need to work hard to win the hearts of consumers and build a positive image in their eyes. This is important so that the company can not only survive, but also thrive in the midst of fierce market competition.

According to (Kotler & Keller, 2018), purchase decisions are an important stage in consumer behavior that affects the steps consumers take before and after making a purchase. This decision includes how individuals, groups, or organizations choose, acquire, use, and satisfy their needs and desires through the goods and services they purchase (Rissa Febrianti & Mochammad Mukti Ali, 2024).

In addition, internal factors in humans, such as motivation, perception, and emotions, also affect individual decisions in buying goods through online transactions (Kartika Nuradina, 2022).

Therefore, a deep understanding of these factors is essential for companies to be able to devise effective marketing strategies and achieve optimal conversion rates.

## **2. LITERATURE REVIEW**

E-commerce has become one of the fastest-growing sectors in recent years. Shopee, as one of the leading platforms in Southeast Asia, continues to innovate with various marketing strategies such as live shopping and free shipping promotions to attract consumers and improve purchase decisions. This literature review aims to examine the influence of these two factors on consumer purchasing decisions. Live shopping is one of the marketing strategies that integrates live streaming features with e-commerce. Research by Wang et al. (2022) shows that live shopping can improve interaction between sellers and consumers, creating a more personalized shopping experience. These interactions reinforce consumer trust and motivate impulse purchases. Factors such as interactivity, live product demonstrations, and quick responses to consumer inquiries also contribute to the effectiveness of live shopping (Chen & Lin, 2021). On Shopee, this feature is equipped with exclusive discounts that encourage consumers to make purchases during the session.

Free shipping promotions are a very attractive incentive for consumers, especially on platforms like Shopee. Based on a study by Kumar et al. (2020), free shipping can reduce the perception of financial risk and increase the desire to buy, especially for low- to medium-priced products. In addition, these promotions also affect customer loyalty. Research by Kim and Park (2019) found that consumers are more likely to return to platforms that offer free shipping consistently, as they reduce additional costs that are often a major obstacle to purchasing decisions.

The combination of live shopping promotions and free shipping has a synergistic effect on purchase decisions. A study by Li et al. (2023) shows that consumers are more emotionally and rationally engaged when these features are used simultaneously. Live shopping creates urgency and emotional appeal, while free shipping provides concrete financial incentives. At Shopee, these two strategies are often integrated in large marketing campaigns, such as the "Shopee 12.12 Sale," which manages to drive transaction volume significantly. This shows that an integrated promotion strategy can create a more holistic and effective shopping experience. Live shopping promotions and free shipping have a significant influence on consumer purchase decisions on the Shopee platform. Live shopping enhances the interaction and shopping experience, while free shipping provides financial incentives that reduce barriers to purchase. The integration of these two strategies can strengthen purchasing decisions and consumer loyalty.

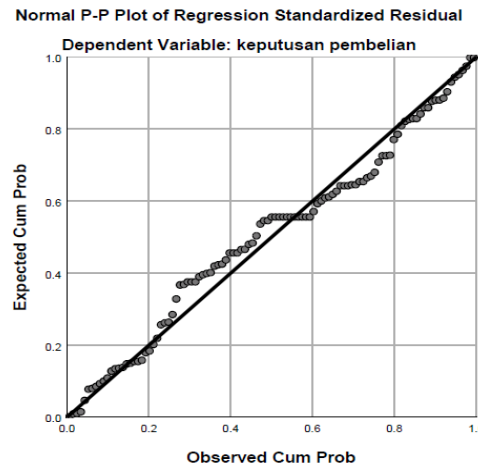
## **3. RESEARCH METHOD**

This study uses a quantitative research methodology with a survey approach, while the number of respondents in this study is 107 people who actively shop at deenay stores through the Shopee platform. Data collection is collected through questionnaires that are distributed to consumers of deenay stores who are actively shopping through the Shopee platform. Respondents in this study have made purchases at deenay stores through the Shopee platform for more than one year. The data analysis used in this study is multiple linear regression, this analysis was chosen because of its ability to test the influence of several independent variables on one dependent variable. The data sources obtained in this study are primary data obtained directly in the field as an object of writing, and secondary data obtained by understanding from other media.

#### 4. RESEACRH RESULT

This survey was conducted by distributing questionnaires through Google Form. There were 107 respondents who gave complete and valid answers. There are 47.2% who have made purchases at deenay stores through the Shopee platform for more than 5 years and another 52.3% have made purchases at deenay stores through the Shopee platform for about 1-5 years. The number of respondents has met the sample criteria required for further analysis, so that it can be considered representative and suitable for use in this study.

In the multiple linear regression research method, it is necessary to know the residual in each variable. The plane is one by looking at the normal P-P graph of the plot of regression starndardized residual which is used to check the residuals of the normally distributed regression model. The following is a graph of the results of the analysis of visual test data.



Source: Results of data processing with SPSS

**Figure 1. Normal P-P Plot of Regression Standardized Residual**

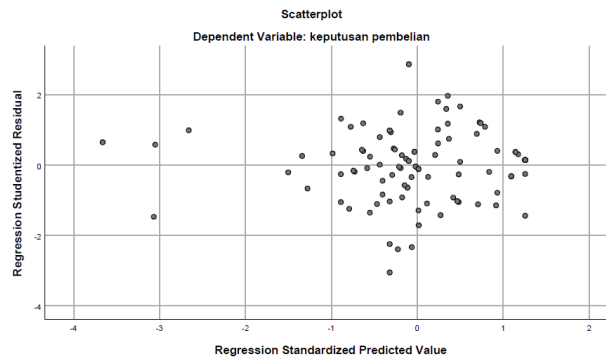
Based on Figure 1, it can be seen that the data spreads around the normal line and follows the direction of the diagonal line, thus the regression model is declared to be normally distributed. In accordance with the guidelines regarding the normality test, the regression model in this study meets the normality test.

**Table 1. Multicollinearity Test Results**

Model		Collinearity Statistics
		VIF
1	(Constant)	
	live shopping	1.585
	gratis ongkir	1.585

Source: Results of data processing with SPSS

Based on table 1, it is known that each variable has a VIF value of 1,585 below 10 so it can be concluded that the regression model is free from multicollinearity. Therefore, the independent variable in the regression model in this study does not have a strong or high linear relationship and each independent variable makes a unique contribution to the prediction of the dependent variable.



Source: Results of data processing with SPSS

**Figure 2. Heteroscedasticity Test Results**

Based on Figure 2, there is no specific pattern in the regression model and the points in the *scatterplot* spread above and below the number 0 on the Y axis, so there is no heteroscedasticity in the regression model.

The results of this study show that there is a significant positive relationship between variables X1 (live shopping) and X2 (free shipping) to variable Y (purchase decision).

**Table 2. Simultaneous Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2777.155	2	1388.578	211.469	.000 <sup>b</sup>
	Residual	682.901	104	6.566		
	Total	3460.056	106			

Source: Results of data processing with SPSS

Based on the statistical calculation in table 2, the p-value in the Sig column is 0.000. p-value (0.000) <  $\alpha = 0.05$ , then H0 is rejected. So it can be concluded that there is a significant influence of Live shopping (X1) and Free shipping (X2) simultaneously on consumer decisions (Y).

**Table 3. Partial Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.028	1.399		-.020	.984
	live shopping	.577	.056	.565	10.310	.000
	gratis ongkir	.414	.053	.432	7.872	.000

Source: Results of data processing with SPSS

Based on the statistical calculation in table 3, the following results were obtained: P-value in the Sig column for the Live shopping variable (X1) of 0.000. Since the p-value (0.000) <  $\alpha = 0.05$ , then H0 is rejected. So it can be concluded that there is a partial positive influence of product quality (X1) on repurchase intention (Y). The P-value in the Sig column for variable X2 is 0.000. Since the p-value (0.000) <  $\alpha = 0.05$ , then H0 is rejected. So it can be concluded that there is a positive influence of free shipping (X2) on purchase decisions (Y).

**Table 4. Determination Coefficient Test Results**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 <sup>a</sup>	.803	.799	2.562

Source: Results of data processing with SPSS

In the Summary table above, the R square value is 0.803, which means that Live shopping (X1) and Free shipping (X2) have an influence of 80.3% on the purchase decision (Y). Meanwhile, the remaining 19.7% was explained by other variables that were not studied.

## Discussion

Shopee, as one of the leading e-commerce platforms in Southeast Asia, employs a diverse range of promotional strategies designed to attract and retain customers in an increasingly competitive market. These strategies leverage advanced marketing techniques and consumer insights to enhance the overall shopping experience and build brand loyalty. Among the array of tactics, live shopping promotions and free shipping offers have emerged as particularly effective in influencing consumer behavior and driving purchase decisions. Live shopping promotions, which combine elements of entertainment and real-time interaction, offer a dynamic and engaging shopping environment that fosters trust and immediacy in decision-making. Simultaneously, free shipping eliminates one of the most common deterrents for online purchases by reducing additional costs, thus making products more affordable and appealing to a broader audience. These two strategies work in tandem to address both emotional and financial aspects of consumer decision-making, creating a compelling value proposition. This discussion delves into the

mechanisms by which live shopping promotions and free shipping impact consumer behavior, highlighting their individual strengths and synergistic potential to drive sales and customer engagement (Shopee, 2023).

Live shopping promotions have gained widespread popularity as a cutting-edge approach to engaging modern consumers in the digital shopping landscape. This feature enables sellers to showcase their products through live video streaming, where they can demonstrate the use and functionality of their offerings in real-time. This dynamic format allows for a more personalized shopping experience, as sellers can directly respond to viewer inquiries, provide detailed product explanations, and highlight unique selling points. By addressing customer questions and concerns on the spot, the interactive nature of live shopping fosters a sense of trust and transparency, bridging the gap between online and in-person shopping. Furthermore, live shopping sessions are often accompanied by exclusive, time-sensitive discounts that add an element of urgency to the experience. These limited-time offers create a psychological effect known as "fear of missing out" (FOMO), compelling viewers to make quick purchasing decisions before the promotion ends. This strategy is particularly effective in driving impulse buying, as consumers feel incentivized to act immediately rather than risk losing the opportunity. In addition to being a shopping tool, live shopping also serves as a form of entertainment. Many consumers join livestreams for the fun and engaging atmosphere, which often includes charismatic hosts, engaging storytelling, and interactive games or giveaways. This combination of entertainment and commerce blurs the line between content consumption and shopping, increasing the likelihood of unplanned purchases driven by attractive deals or the influence of peer behavior within the live chat. As a result, live shopping not only helps sellers boost sales but also enhances the overall consumer experience, making it a powerful tool in the e-commerce landscape (Chen et al., 2022).

Free shipping is another critical factor influencing purchase decisions. Shipping costs are often cited as a major deterrent for online shoppers, and Shopee's free shipping offers address this issue effectively. By providing free shipping vouchers, often tied to minimum spending requirements, Shopee reduces the overall cost of purchasing, making the platform more appealing. This strategy also motivates customers to meet the minimum threshold for free shipping, thereby increasing the average order value. Moreover, the perception of added value through free shipping enhances customer satisfaction and fosters loyalty, encouraging repeat purchases and long-term engagement with the platform (Liu & Tsai, 2021).

The combination of live shopping promotions and free shipping amplifies their individual strengths, resulting in a highly effective synergistic effect that benefits both consumers and sellers. Live shopping promotions, with their dynamic and interactive nature, attract consumers by offering real-time engagement, exclusive deals, and a sense of immediacy. When this is paired with the promise of free shipping, a key financial incentive, the platform creates a powerful dual appeal that addresses both emotional and practical motivations for purchasing. Exclusive discounts during live sessions, often designed to create urgency, are further enhanced by the elimination of shipping costs, making the overall deal significantly more attractive. This dual approach lowers the psychological and financial barriers to completing a purchase, resulting in higher conversion rates and greater customer satisfaction. The combination of these two strategies also enhances the overall shopping experience, making it not only convenient but also enjoyable and cost-effective. Consumers are more likely to proceed with their purchases when they feel that they are receiving

both a great value for their money and a unique, entertaining experience. This alignment of financial incentives, such as cost savings from free shipping, with emotional incentives, such as the excitement of participating in a live event, creates a compelling reason to shop during these promotions. Moreover, the engaging nature of live shopping promotions encourages repeat participation. Consumers who enjoy the interactive and entertaining aspects of live sessions are likely to return for future events, especially when they are confident that free shipping will further reduce their expenses. This repeated engagement not only drives sustained customer activity but also helps build a loyal customer base. Over time, the combination of live shopping and free shipping fosters a positive perception of the platform, reinforcing its position as a preferred shopping destination. By leveraging these synergistic benefits, e-commerce platforms like Shopee can maximize their impact, ensuring both immediate sales growth and long-term consumer loyalty (Zhang et al., 2023).

Despite their effectiveness in driving sales and engagement, the strategies of live shopping promotions and free shipping come with several notable challenges that need to be carefully managed to ensure their sustainability. One of the most significant drawbacks is their potential impact on profitability. Excessive reliance on discounts and free shipping as promotional tools can lead to reduced profit margins, especially if these incentives are not strategically balanced with the platform's operational costs and revenue goals. While these strategies attract customers in the short term, overuse could undermine the financial stability of both the platform and its sellers, particularly smaller businesses that may struggle to absorb the associated costs. In addition to financial considerations, logistical challenges often arise, especially during peak shopping periods such as major sales events or holidays. The increased volume of orders driven by promotions can place immense pressure on delivery networks, leading to delays, errors, or higher fulfillment costs. Such issues not only affect customer satisfaction but can also damage the platform's reputation if delivery expectations are not met consistently. For instance, the promise of free shipping may lose its appeal if customers experience long wait times or subpar service due to overwhelmed logistics systems. Another significant concern is the long-term behavioral impact on consumers. Over time, frequent promotions and free shipping offers may condition customers to expect these incentives as a standard feature rather than a special benefit. This creates a risk of devaluing the platform's pricing structure, where customers become unwilling to purchase items at full price or during non-promotional periods. As a result, the platform may struggle to sustain revenue during off-peak times, reducing overall profitability and potentially harming its competitive positioning in the market. To address these challenges, e-commerce platforms must adopt a balanced approach, carefully designing promotional strategies that maximize their effectiveness while minimizing potential downsides. This may include limiting the frequency of promotions, introducing tiered free shipping thresholds, or investing in logistics infrastructure to handle peak demand more efficiently. By managing these risks proactively, platforms like Shopee can ensure the continued success and sustainability of their promotional efforts, benefiting both consumers and sellers in the long run (Yao & Huang, 2020).

In conclusion, live shopping promotions and free shipping offers are highly effective in influencing purchase decisions on Shopee. By addressing both the emotional and financial aspects of consumer behavior, these strategies help attract new customers and retain existing ones. However, Shopee must carefully balance the use of these incentives to ensure long-term



profitability and operational efficiency. Future research could explore consumer preferences across different demographics, assess the impact of these strategies on customer loyalty, and compare their effectiveness with alternative promotional methods. By continuing to innovate and optimize its promotional strategies, Shopee can maintain its competitive edge in the dynamic e-commerce landscape.

## **5. CONCLUSION**

This study reveals that live shopping promotions and free shipping have an influence of 80.3% on consumer purchase decisions of Deenay stores on the Shopee platform. Based on data analysis, live shopping and free shipping are proven to significantly improve consumers' purchasing decisions, which ultimately affects their decision to make transactions. Live shopping offers a more interactive and enjoyable shopping experience, where consumers can interact directly with sellers through live broadcasts. These promotions provide sellers with the opportunity to explain products in more detail, provide exclusive offers, and create a sense of urgency through special discounts or gifts. With real-time elements that trigger a sense of engagement, consumers feel more confident in making purchasing decisions, especially because they can see the product in person and get more detailed information directly from the seller. Free shipping promotions can prove to greatly influence purchasing decisions, as they reduce the total cost that consumers have to spend, especially in the context of online shopping where shipping costs are often a major consideration. With incentives in the form of free shipping, consumers feel more appreciated and more likely to buy products because they don't have to worry about additional costs that are often an obstacle in online transactions. It also increases competitiveness for sellers on Shopee, where consumers prefer sellers who offer free shipping compared to those that don't. Overall, this study shows that the combination of attractive live shopping promotions and free shipping can significantly affect consumer behavior. These two promotions not only increase buying interest but also provide a more satisfying shopping experience, leading to faster and more frequent purchase decisions. Therefore, for sellers on Shopee, this promotional strategy is very important to implement to strengthen relationships with consumers, increase sales volume, and maintain competitiveness in an increasingly competitive market.

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