The effect of discounts, live streaming, and customer reviews on the purchase interest of the Speed Shoe Brand among generation Z on Shopee (A study in Semarang City)

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ABSTRACT

The present research seeks to analyze the influence of discounts, live streaming, and customer reviews on the purchase intention of speed shoe brands among Generation Z Shopee users in Semarang City. The present study used a quantitative approach with a purposive sampling technique on Generation Z users of Shopee in Semarang City who had seen promotions or purchased speed shoes. Data were obtained through questionnaires and analyzed using multiple linear regression with the SPSS program. The present obtained in the study indicate that discounts and live streaming have a significant positive effect on purchase intention, while customer reviews show no effect on purchase intention. Simultaneously, discounts, live streaming, and customer reviews have a significant positive effect on purchase intention. Several limitations should be acknowledged in this study. First, the research sample only focuses among generation Z consumers using shopee in Semarang City. Second, the limitations of the variables used. Future studies should consider using a larger sample and add other variables that have the potential to influence purchase intention.

Keywords: *Customer Reviews; Discounts; Live Streaming; Purchase Interest; Speed Shoes*

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INTRODUCTION

Technological developments are increasing over time, this progress has changed the behavioral patterns of Indonesian people, especially in shopping habits which were originally carried out through conventional buying and selling systems, but are now increasingly shifting to online platforms or what is known as e-commerce (Wuryanto et al., 2025). E-commerce is a marketing activity that utilizes the internet via websites or mobile applications to conduct electronic transactions without the need for face to face interaction (Iqlima et al., 2025). E-commerce encompasses a range of processes from buying and selling to customer service, system maintenance, and distribution offering convenience to consumers by allowing access anytime and anywhere, provided there is an internet connection (Pramesti et al., 2023). The most dominant e-commerce in Indonesia is the Shopee application with the highest number of users, namely 53.22% (Lestari, 2025).

The Shopee app has successfully attracted many users, especially among the younger generation, due to its attractive features. Therefore, many businesses are utilizing strategies such as discounts, live streaming, and customer reviews to increase consumer purchasing interest. Discounts, live streaming, and customer reviews are integrated digital marketing features that influence consumer purchasing interest on e-commerce platforms, particularly Shopee. Discounts act as a price incentive, attracting consumers attention through price reductions. On the other hand, live streaming allows for real-time interaction between sellers and consumers, providing direct product explanations and increasing consumer confidence in purchasing products. Meanwhile, customer reviews help consumers gain an understanding of product quality based on other customers' experiences, reducing hesitation before making a purchase (Rahmawati et al., 2023).

Previous research that tested discounts, live streaming, and customer reviews on purchase intention has yielded mixed results (Prayoga et al., 2025) shows that discounts have a significant positive effect on purchasing interest, where the greater the discount given, the higher the likelihood of consumers purchasing the product. However, research from (Wuryanto et al., 2025) indicates that discounts do does not possess a significant positive effect upon purchasing interest. Based on research from (Rahmawati et al., 2023) indicates that live streaming possesses a significant positive influence on purchasing interest, which can help increase sales. Meanwhile, research from (Isnaini et al., 2025) indicated that live streaming had no significant positive effect upon purchase intention, this result reveal that live streaming alone is not enough to drive purchase decisions without support from other elements. The results obtained from (Triludfianingsih et al., 2025) shows that customer reviews have a significant positive influence on purchase intention. This suggests that the better the reviews given by customers, the higher the likelihood of consumers making a purchase. Customer reviews are a trusted source of information because they come from real user experiences. However, research from (Soleha et al., 2023) stated that customer reviews show no significant positive influence on purchasing interest.

The discrepancies in these findings indicate a research gap that needs to be re-examined to determine whether discounts, live streaming, and customer reviews have a positive effect on purchase intention. These differences of opinion can be identified by the characteristics of the consumers who are the objects of the study. One consumer who has dominant characteristics in digital shopping behavior is Generation Z. Generation Z is the generation born between 1997 and 2012 (Fadhilah et al., 2025). Generation Z grew up with the development of digital social media technology, thus having a strong attachment

to social media, e-commerce, and various interactive features such as live streaming. In the process of deciding on purchases, Generation Z tends to be more rational, critical, and biased by considering various information available online such as discounts, live streaming, and customer reviews (Putro et al., 2026). Generation Z is a dominant consumer demographic in e-commerce transactions, yet they remain selective when shopping particularly for products related to lifestyle and fashion, such as shoes(Santika et al., 2025). Generation Z's tendency to prioritize visual appeal, design, and trends thereby creating a more engaging and interactive shopping experience makes "Speed" shoes a relevant subject for research (Ardiansyah et al., 2026).

Speed shoes are manufactured by PT Viola Inti Sejati, located in Semarang, Central Java. They entered the online marketplace using the Shopee app in 2019. Initially, sales were quite stable, but they still faced stiff competition from imported brands, as evidenced by the following sales figures for the past five months on Shopee:

Table 1
Speed Shoe Sales Data on Shopee

Month	Income	Percentage
May	Rp. 203,161,750	20.48%
June	Rp. 320,465,600	57.74%
July	Rp. 576,954,150	80.04%
August	Rp. 337,971,670	41.42%
September	Rp. 223,234,020	33.95%

Source: Internal sales data of PT Viola Inti Sejati, 2025

According to Table 1, speed shoe sales experienced a 41.42% decline in August compared to the previous month, followed by a 33.95% decline in September. This significant decline presents a challenge for marketing strategies designed to attract consumer.

Based on the research gap and the phenomenon gap, it is important to understand strategic discounts, live streaming, and customer reviews to increase consumer purchase intention. Therefore, the aim of this research was to examine the effect of discounts, live streaming, and customer reviews on purchase intention of speed shoe brands among Generation Z Shopee users in Semarang.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Discount

Discounts are a form of price-based sales promotion that provides consumers with a reduction from the normal price and is often applied in both offline and online marketing strategies (Wuryanto et al., 2025). Offering discounts can be an effective strategy because it can attract consumer interest in buying, so it is necessary to ensure that discounts are offered to consumers to attract them to the products being sold (Hanifah et al., 2024). Based on the theory explained, discounts are a common promotional strategy used by businesses, offering a price reduction off the original price, which is expected to attract consumer interest. This study used discount indicators such as the size of the discount, the discount period, the type of product receiving the discount, the discount frequency, and the target market.

Live Streaming

Live streaming is a live and interactive video broadcast via the internet, which allows viewers to watch and interact in real-time (Wongkitrungrueng, 2020). Live streaming is also a marketing strategy that can increase direct interaction between sellers and buyers to encourage purchasing decisions (Kholivian et al., 2025). Based on the theory outlined, the author concludes that live streaming is a communication strategy that can increase interaction, attract attention, and encourage consumer purchasing interest through video broadcasts that can be watched live by viewers. Indicators of live streaming in this study are expertise, trustworthiness, attractiveness, advertising, and personal selling.

Customer Reviews

Customer Reviews is a product review made by previous customers (Hartanto, 2022). Customer reviews can also be interpreted as an opinion and one form of word of mouth communication in online sales, where potential consumers get information regarding the product they are going to buy from consumers who have purchased the product and have already benefited from it (Soleha et al., 2023). Based on the theory outlined, the author concludes that customer reviews are reviews provided by consumers who have used and benefited from a product. These reviews contain information related to the product they have purchased, so they can be a source of information for potential consumers who will make a purchase. The indicators of customer reviews in this study are awareness, frequency, comparison, user engagement, and timeliness of reviews.

Research Framework and Hypothesis

Discounts are one factor that drives increased consumer interest and desire to make purchases, as lower product prices can entice consumers to buy (Hanifah et al., 2024). Discounts can increase consumer purchasing interest proportionally to the discount offered.

H1: Discounts have a significant positive effect on the purchase intention of Generation Z towards the Speed shoe brand on Shopee a study in Semarang City 2025.

Live streaming is considered to increase purchasing interest because customers can see the items being displayed by the streamer and ask the streamer for product information before making a purchase. Customers are also more interested in a product if the live stream is engaging and high-quality. This shows that the higher the quality of the live stream video and the more engaging and interactive the video display, the higher consumer interest in purchasing the product (Rahmawati et al., 2023). Live streaming can also increase consumer confidence in the products they are going to buy (Makarim et al., 2025).

H2: Live Streaming have a significant positive effect on the purchase intention of Generation Z towards the Speed shoe brand on Shopee a study in Semarang City 2025.

When consumers leave positive reviews after being satisfied with a product they purchased, those reviews can help other potential buyers obtain relevant information about the product's quality. Previous customer reviews foster trust and confidence, so potential consumers considering a purchase are more likely to make a purchase when the reviews are positive. Thus, customer reviews have been shown to have a significant impact on purchase interest (Triludfianingsih et al., 2025).

H3: Customer reviews have a significant positive effect on the purchase intention of Generation Z towards the Speed shoe brand on Shopee a study in Semarang City 2025.

METHOD

This research employs a quantitative method with using a survey approach designed to examine the effect of discounts, live streaming, and customer reviews on purchasing interest. The object of this study is Speed brand shoes, and the research population consists of Generation Z who own Shopee in the city of Semarang. Because the population is unknown, this study employs the Lemshow formula to determine the sample size so that the sample will be taken as many as 100 respondents (Nurmalia et al., 2024).

Technique the sampling method employed in this research is purposive sampling, namely determining participants that are specifically selected according to the objectives the research (Sugiyono, 2023). This method was selected to ensure that the respondents involved have relevant characteristics, so that the data obtained can describe conditions that are in accordance with the focus of the study. The criteria for sampling were Generation Z aged 17-27 years who live in Semarang City and have the Shopee application, and have purchased or seen promotions for speed shoes on Shopee. Respondents within this research used the Accidental Sampling technique, which constitutes a determination technique on the basis of respondents who were met by chance by the researcher and were willing to be respondents. This technique was used to facilitate data collection for researchers more easily and quickly (Sugiyono, 2023).

Data this study uses primary data sourced from a questionnaire. Answers to the statements in the questionnaire will be assessed on a five-point likert scale ranging from 1 to 5. The analytical techniques employed in this research are descriptive as well as inferential analysis. Descriptive analysis is a systematic data analysis, using percentage and trend analysis, whose results are not general in nature. This type of research can be called survey research (Sugiyono, 2023). Inferential analysis is an analysis that connects variables between variables with hypothesis testing (Sugiyono, 2023). This research will use multiple linear regression with a significance level of 5% (0.05) which will be calculated using the SPSS application (Sugiyono, 2023).

RESULTS AND DISCUSSION

Multiple Linear Regression

Multiple linear regression analysis is used to determine the influence of variable X on variable Y. This analysis is needed to obtain coefficient values and their significance so that they can be used to test hypotheses(Sugiyono, 2023).The form of the multiple linear regression model is as follows:

$$Y = \beta 1X1 + \beta 2X2 + \beta 3X3$$

Based on the multiple linear regression analysis performed, the regression coefficients for each variable used in the study were obtained. The results of the multiple linear regression analysis are presented in Table 2.

Table 2
Multiple Linear Regression

Coefficient

Model		Unstandardized B	Coefficient Standard Error	Standardized Coefficient Beta	T	Sig.
1	(Constant)	-1.286	1,891		-680	0.498
	Discount	0.635	0.095	0.550	6,696	0,000
	Live Streaming	0.369	.112	0.291	3,293	0.001
	Customer reviews	0.018	0.098	0.016	0.185	0.853

Source: SPSS 25 processed data, 2025

Based on table 2, the regression analysis obtained the following equation:

$$Y = \beta 1X1 + \beta 2X2 + \beta 3X3$$
$$Y = 0.635 + 0.369 + 0.018$$

The regression coefficient value for discount is 0.635 this means that each unit increase in discounts can increase purchase interest by 0.638. A significance value of 0.000 indicates that discounts have a significant positive effect on purchase interest. A coefficient value of 0.369 means that each unit increase in live streaming can increase purchase interest by 0.369. A significance value of 0.001 indicates that live streaming has a significant positive effect on purchase interest. Meanwhile, a coefficient value of 0.018 means that each unit increase in customer reviews can increase purchase interest by 0.018. A significance value of 0.853 indicates that the influence of customer reviews is not partially significant, so this variable does not play a direct role in influencing consumer purchase interest in this study.

Hypothesis Testing

Partial Test (T-Test)

The purpose of this T-test is to show how the independent variable affects the dependent variable. This test uses the t-test, namely if the significance value is not more than 0.05 or the calculated t is greater than the t-table, then the hypothesis is accepted, which means the independent variable partially affects the dependent variable. If the significance value is greater than 0.05 or the calculated t is smaller than the t-table, then the hypothesis is rejected, which means the independent variable does not partially affect the dependent variable (Sugiyono, 2023).

Based on the criteria for the partial test (t-test), the results of hypothesis testing for each independent variable on purchasing interest are presented in Table 3.

Table 3
Partial Test (T-Test)

Independent Variables	t count	t table	a=0.05	Information
Discount	6,696	1,985	0,000	Accepted
Live streaming	3,293	1,985	0.001	Accepted
Customer Reviews	0.185	1,985	0.853	Not accepted

Source: SPSS 25 processed data, 2025

Based on Table 3, the discount has a t-value of 6.696 which shows that it is greater than the t-table of 1.985, which can be concluded that the discount variable has a significant positive effect on purchasing interest with a significance level of 0.000 smaller

than 0.05. The live streaming variable shows that it has a t-value of 3.293 which shows that it is greater than the t-table of 1.985. It can be concluded that the live streaming variable has a significant positive effect on purchasing interest with a significance level of 0.001 smaller than 0.05. The customer review variable (X3) shows that it has a t-value of 0.185 which shows that it is smaller than the t-table of 1.985, and the resulting significance value is 0.853 which shows that it is greater than 0.05. It can be concluded that customer reviews do not have a significant effect on purchasing interest.

Simultaneous Test (F Test)

The F test aims to determine the accuracy of the sample function in the regression model, the F test compares the calculated F value and the F table. If the calculated F value is greater than the F table, then the null hypothesis (H0) is rejected, and if the calculated F value is lower than the F table, then the null hypothesis (H0) is accepted, which means there is no simultaneous influence of the independent variable on the dependent variable (Ghozali, 2021). Based on the criteria for the F-test, the results of the simultaneous hypothesis testing of the independent variables on purchasing interest are presented in Table 4.

Table 4
Simultaneous Test (F Test)

Independent Variables	f count	table f	a=0.05	Information
Discounts, Live Streaming, and Customer Reviews	43,965	2.70	0,000	Accepted

Source: SPSS 25 processed data, 2025

Based on Table 4, the calculated F value is 43.965, which is significantly higher than the F table value of 2.70. The significance level of 0.000 is lower than the significance limit of 0.05. These test results demonstrate a goodness of fit. Therefore, the variables discount, live streaming, and customer reviews simultaneously influence purchase intention.

Coefficient of Determination (R2) test

The coefficient of determination (R2) is used to determine the extent to which a model can explain variation in the dependent variable. The coefficient of determination ranges from zero to one. A small R2 value indicates that the independent variable's ability to explain variation in the dependent variable is very limited. A value close to one indicates that the independent variable can inhibit all the variation needed to predict the dependent variable. The more independent variables, the larger the R2 value (Ghozali, 2021).

To determine the extent to which the independent variable explains the variation in the dependent variable, a coefficient of determination (R2) test was conducted. The result of this test are presented in Table 5.

Table 5
Coefficient of determination (R2) test

Model Summary				
Model	R	R Square	Adjusted R Squared	Standard Error of Estimate
1	0.761[a]	0.579	0.566	2,185

Source: SPSS 25 processed data, 2025

Based on Table 5 the model summary shows that the adjusted R2 value obtained was 0.566, or 56.6%. This indicates that the independent variables—discounts, live streaming, and customer reviews—contributed 56.6% to the dependent variable, purchase intention. The remaining 43.4% was influenced by other variables not examined in this study.

Discussion

The results of the hypothesis testing indicate that discounts have a significant and positive effect on purchase intention. These results indicate that discounts are an important factor consumers consider when making a purchase. The larger the discount, the higher the likelihood of consumers having purchase intention. Discounts are not a short-term marketing strategy but rather a strategy that can shape consumer perceptions of a product's value. Therefore, offering well-planned and targeted discounts can be an effective strategy for companies to increase consumer purchase intention for speed shoes.

Live streaming thas a significant positive effect on purchasing interest. These results indicate that live streaming is one of the effective marketing communication strategies to influence consumer purchasing interest, through live videos that consumers can watch in real time and can obtain information from the streamer. The implementation of live streaming is increasingly effective, especially when viewed from the streamer's expertise, attractiveness, trustworthiness, and quality of interaction, the higher the consumer's purchasing interest in speed shoes. In addition, live streaming not only functions as a promotional medium but also as a means of communication that can build trust and relationships between sellers and consumers, which in turn can encourage consumer purchasing interest in speed shoes.

Customer reviews do not have a significant positive effect on purchase intention. The results of this study indicate that the existence of customer reviews is not necessarily the main factor used by consumers to consider purchase intention. Although customer reviews theoretically function as a place to find information, in this study, consumers tend not to use customer reviews as the main basis for making purchases. This may be due to the presence of other factors that are considered more dominant, such as discounts and live streaming, which can have a direct and real influence. From a consumer perspective, the abundance of information available on social media allows consumers to not only rely on customer reviews. In addition, not all consumers view customer reviews as objective information, considering the possibility of reviews that are exaggerated, inappropriate, and even do not reflect the actual condition of the product.

Simultaneous testing of the effects of discounts, live streaming, and customer reviews on purchase intention demonstrated that each increase in discounts, live streaming, and customer reviews increased purchase intention. This finding suggests that the better the discount strategy, the more interaction and credibility of live streaming, and the higher the customer reviews, the higher the consumer purchase intention for Speed Shoes.

CONCLUSION AND SUGGESTIONS

Based on partial testing, the discount and live streaming variables were shown to have a significant positive effect on purchase intention, while the customer review variable was not shown to have an effect. However, simultaneous testing of discounts, live streaming, and customer reviews was shown to influence consumer purchase intention regarding

shoe speed. This indicates that these three variables, when applied simultaneously, can positively contribute to increasing consumer purchase intention.

Based on the problems faced by Speed Shoes, PT Viola Inti Sejati is advised to improve its discount strategy and information credibility in live streaming because providing appropriate discounts and delivering clear, communicative, and professional information can boost consumer trust and enthusiasm. Meanwhile, customer reviews, which have been proven not to have a personal influence as a primary factor, still play a supporting role that can strengthen consumer interest considerations.

For further research, it is recommended to add other variables that could potentially influence consumer purchasing intention, such as product quality, brand image, influencers, price, and promotions, to further explain purchasing intention. Further research is also recommended to use different research objects, not limited to speed shoes and Shopee e-commerce, and to apply more diverse analysis methods and respondent characteristics to obtain more generalizable research results and improve analytical diversity.

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