

The Influence of *Content Marketing, Live Streaming* And Free Shipping Programs on Customer Buying Interest in Shopee E-Commerce

Ali Makhmud¹, Nurul Badriyah², Titin³

Master of Management Study Program, Postgraduate, Lamongan Islamic University
Email: alimakhmud@unisla.ac.id, nurulbadriyah@unisla.ac.id, titin@unisla.ac.id

Article Info	ABSTRACT
Keywords: Content Marketing, Live Streaming, Free Shipping Programs and Buying Interest.	The purpose of the research is to find out the impact of content marketing, live streaming and free shipping programs on customers' buying interest in shopee e-commerce. The research is quantitative. The data collection method is in the form of interviews, questionnaires and observations. The population of this research forgets the students of the Islamic University of Lamongan in 2023. In this study, the sample used was 98 respondents. The results of the study showed that the variables of content marketing, live streaming and free shipping programs had a positive and significant effect partially on the clone milnat belli. The variables of content marketing, live streaming and free shipping programs have a positive impact on the success of the Simlultan Slecara Slable Facing Milnat Belli Klonsumen.
This is an open access article under the CC BY-NC license 	Corresponding Author: Ali Makhmud Master of Management Study Program, Postgraduate, Lamongan Islamic University Email: alimakhmud@unisla.ac.id

INTRODUCTION

In this digital era, consumer behavior has undergone a significant shift. They are now more active in seeking information and making purchases online. This opens up great opportunities for e-commerce platforms like Shopee to grow rapidly. According to Joseph et al.,(2020) Internet users in Indonesia have a 1150 million year, while 515.9% of Indonesian people use the internet to communicate with each other. Thus new business opportunities are opened, One of which is the website e-commerce that is a site that focuses on the business of buying and selling goods in a online, e-commerce can be a very profitable business field for those who want to jump directly into this business world.

Shopee, as one of the most developed e-commerce platforms in Aslia Tenglgara, has shown the growth of the last few tahlun days. This cannot be separated from various strategies that have been implemented, one of which is by utilizing content marketing, live streaming, and free shipping programs. According to Kotler quoted from Yunita (2021 : 89) Contelnt Marketling There are marketing activities that involve pemlbluatan, kulrlasi, distllribusi, dlaln mempllerkuat kolnIten yalnlg menarlik, relelvan dlan begluna untluk klelompok Specifically, Aglar is responsible for the discussion of the Kolnten Question. According to Ricky and Yudani (2022 : 2) Lilve strelaming Broadcasting is a way of langsulng

sluatu vildeo yalng dirlekam talnpa adalnya prosels editing dlan judga post-prolduction, as well as the akkses More spitting. According to Widodo (2022 : 3) Grlatis onlgkir is the first time that Grlatis has been delivered.

RESEARCH METHOD

This study employed a quantitative research approach. Data were collected using a structured questionnaire. The questionnaire consisted of closed-ended questions, and the variables were measured using a Likert scale. The research was conducted at Lamongan Islamic University by distributing an online questionnaire through a web link in 2024. The data were analyzed using validity and reliability tests, classical assumption tests, simple linear regression analysis, multiple linear regression analysis, the coefficient of determination test, t-tests, and F-tests. The sampling technique employed in this study was random sampling.

DISCUSSION QUESTIONS

Ulji Valliditas

Table 1. Results of the Validity Test

Variabel	Item	R value calculated	R Table	Remarks
Content Maketing	1	0,621	0,11918	Embankments
	2	0,657	0,1198	Embankments
	3	0,625	0,1198	Embankments
	4	0,62	0,1198	Embankments
	5	0,553	0,1198	Valild
	6	0,698	0.1918	Valild
	7	0,623	0,1198	Valild
	8	0,609	0.1918	Valild
	9	0,625	0.1918	Embankments
	10	0,683	0.1918	Valild
Live Striming	1	0,629	0.1918	Valild
	2	0,602	0.1918	Valild
	3	0,568	0.1918	Validl
	4	0,718	0.1918	Embankments
	5	0,637	0.1918	Embankments
	6	0,665	0.1918	Embankments
The Free Shipping Program	1	0,605	0.1918	Valild
	2	0,609	0.1918	Valild
	3	0,621	0.1918	Valild
	4	0,737	0.1918	Embankments
	5	0,693	0.1918	Embankments
	6	0,657	0.1918	Embankments
	7	0,74	0.1918	Embankments

Variabel	Item	R value calculated	R Table	Remarks
	8	0,635	0.1918	Valid
Buying Interest	1	0,559	0.1918	Embarkments
	2	0,685	0.1918	Embarkments
	3	0,656	0.1918	Valid
	4	0,728	0.1918	Embarkments
	5	0,723	0.1918	Valid
	6	0,717	0.1918	Valid

Source : Primary Data Processed SPSS 25 (2024)

All indicators have corrected item–total correlation coefficients exceeding the r-table value of 0.198, indicating that all questionnaire items are valid.

Uji Reliability

Tabel 2. Hasil Uji Accountability

Varilabel	Allpha	Status
<i>Content Marketing</i>	0,831	Reliable
<i>Live streaming</i>	0,708	Reliable
Free Shipping Program	0,815	Reliable
Buying Interest	0,761	Reliable

Source : Primary Data Processed SPSS 25 (2024)

The results of the reliability test indicated that the questionnaire had a reliability coefficient greater than 0.60, demonstrating that it was reliable and suitable for use as a research instrument.

Classical Assumption Tests

Normality Test

Table 3. Results of the Normality Test

Unstandardized Residual	
N	98
Sig. Value (2-tailed)	.200 ^{c,d}
a. Test distribution is Normal.	

Source : Primary Data Processed SPSS 25 (2024)

Based on the results presented in the table above, the Kolmogorov–Smirnov normality test yielded a significance value of 0.200 ($0.200 > 0.05$), indicating that the data are normally distributed.

Multicollinearity Test

Table 4. Results of the Multicollinearity Test

Variable	Tolerance	VIF
Content Marketing	0.520	1.922
Live Streaming	0.494	2.024
Free Shipping Program	0.523	1.912

Source : Data Primer Diolah SPSS 25 (2024)

Based on Table 4, it can be seen that all variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10.00. Therefore, it can be concluded that the regression model used in this study does not exhibit multicollinearity.

Heteroscedasticity Test

Tebel 5. Heteroskadatity Test Results

Variable	Significance Value (Sig.)	Conclusion
Content Marketing	0.620	No heteroscedasticity
Live Streaming	0.652	No heteroscedasticity
Free Shipping Program	0.446	No heteroscedasticity

Based on the table above, it can be seen that the significance values of variables X1, X2, and X3 are greater than 0.05, with X1 = 0.620, X2 = 0.652, and X3 = 0.446. Therefore, it can be concluded that the data do not exhibit heteroscedasticity.

Autocorrelation Test

Table 6. Results of the Autocorrelation Test

Unstandardized Residual Value	Remarks
0.842	No autocorrelation occursV

Source: Primary data processed using SPSS Version 25 (2024).

Based on the table above, the test results show a significance value of 0.842 (0.842 > 0.05). Therefore, it can be concluded that no autocorrelation exists in the regression model.

Multiple Linear Regression Analysis

Table 7. Results of the Multiple Linear Regression Analysis

Variable	Regression Coefficient (B)	Interpretation
(Constant)	4.538	—
Content Marketing	0.162	Has a positive effect
Live Streaming	0.289	Has a positive effect
Free Shipping Program	0.163	Has a positive effect

Source : Primary Data Processed SPSS 25 (2024)

The data is known to be the same as the linear equation of the equation: $Y = 0.453 + 0.162X_1 + 0.289 X_2 + 0.163 X_3$. It can be implied that lilve strleaming is a variable of the bell of the domlinan with an effect on the minlat belli clonsumen.

Determination Test

Table 8. Results of the Coefficient of Determination Test

R Square Value	Remarks
0.750	The independent variables explain 75.0% of the variation in the dependent variable, while the remaining 25.0% is explained by other variables outside the model.

Source: Primary Data Processed Using SPSS Version 25 (2024)

Based on the coefficient of determination analysis, the R Square value is 0.750 (75.0%). This indicates that the independent variables, namely Content Marketing, Live Streaming, and

the Free Shipping Program, explain 75.0% of the variation in Consumer Purchase Intention, while the remaining 25.0% is explained by other variables not included in the regression model.

t-Test

Table 9. Results of the t-Test

No.	Variable	Calculated Value	t-Table	Sig. Value	Conclusion
1	Content Marketing	4.881	1.661	0.000	Positive and partially significant
2	Live Streaming	4.941	1.661	0.000	Positive and partially significant
3	Free Shipping Program	4.001	1.661	0.000	Positive and partially significant

Source: Primary Data Processed Using SPSS Version 25 (2024)

The t-test results indicate that Content Marketing (X_1) has a calculated t-value of 4.881, which is greater than the t-table value of 1.661. Likewise, Live Streaming (X_2) has a calculated t-value of 4.941 > 1.661, and the Free Shipping Program (X_3) has a calculated t-value of 4.001 > 1.661. Since all calculated t-values exceed the critical t-value and each significance value is 0.000 (< 0.05), H_0 is rejected and H_1 is accepted. Therefore, Content Marketing, Live Streaming, and the Free Shipping Program each have a positive and statistically significant partial effect on Consumer Purchase Intention.

These findings are consistent with previous studies. Research conducted by Irianto (2021), Rahmayanti and Dermawan (2023), and Rahma (2023) found that Content Marketing has a positive effect on consumer purchase intention. Similarly, Nugraheni (2023) reported that Live Streaming positively influences consumer purchase intention. Furthermore, studies by Sanjaya and Ningrum (2021), Wahyudi (2022), and Widodo (2022) concluded that the Free Shipping Program has a positive and significant effect on consumer purchase intention.

F-Test

Table 10. Results of the F-Test

Calculated F-Value	F-Table	Sig. Value	Conclusion
94.041	2.70	0.000	Simultaneously positive and significant

Source: Primary Data Processed Using SPSS Version 25 (2024)

Based on the F-test results, the calculated F-value is 94.041, which is greater than the F-table value of 2.70 (94.041 > 2.70). Therefore, H_1 is accepted. These results indicate that Content Marketing, Live Streaming, and the Free Shipping Program simultaneously have a positive and statistically significant effect on Consumer Purchase Intention in Shopee e-commerce.

CONCLUSION

Based on the research findings and the discussion presented, the following conclusions can be drawn:

1. Content Marketing has a positive and statistically significant partial effect on consumer purchase intention in Shopee e-commerce.
2. Live Streaming has a positive and statistically significant partial effect on consumer purchase intention in Shopee e-commerce.
3. The Free Shipping Program has a positive and statistically significant partial effect on consumer purchase intention in Shopee e-commerce.
4. Content Marketing, Live Streaming, and the Free Shipping Program simultaneously have a positive and statistically significant effect on consumer purchase intention in Shopee e-commerce.

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