

The Effect of Increasing Customer Purchase Intention in E-Commerce

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Customer purchase intention refers to a consumer's tendency to purchase or own a particular product or service. This study aims to determine the effects of Content Marketing, Live Streaming, and the Free Shipping Program on Customer Purchase Intention in Shopee e-commerce. The study employed a quantitative method. The population consisted of all students at Universitas Islam Lamongan. Data were collected through a questionnaire, with a sample of 98 respondents. The data were analyzed using SPSS version 25. The analytical techniques included multiple linear regression, classical assumption tests, t-tests, F-tests, and the coefficient of determination; the questionnaire data were first tested for validity and reliability. Based on the analysis and discussion, the three independent variables—Content Marketing, Live Streaming, and Free Shipping—each had a significant partial effect on Customer Purchase Intention. The resulting multiple linear regression equation was $Y = 3.708 + 0.160X_1 + 0.285X_2 + 0.198X_3 + e$. At a significance level of 5% or 0.05, the calculated F-value was 104.317, which was greater than the F-table value of 2.70, and the significance value was 0.001, which was less than 0.05. This means that Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) simultaneously influenced Customer Purchase Intention (Y).

Keywords: Content Marketing, Live Streaming, Free Shipping Program, Customer Purchase Intention

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1. Introduction

The current digital era has driven rapid advances in technology, information, and internet use in Indonesia. According to Yusuf et al. (2020), the number of internet users in Indonesia reached 150 million, with 55.9% of Indonesians using internet services for various purposes. This development has opened up new business opportunities, one of which is e-commerce: websites focused on the online buying and selling of goods. E-commerce can be a highly profitable business opportunity for those wishing to enter this field directly. Indonesia has several highly popular e-commerce platforms, including Shopee, Tokopedia, Lazada, Bukalapak, Alfagift, Blibli, KlikIndomaret, and JD.ID. Shopee is among the most popular e-commerce platforms and attracts the largest number of visitors in Indonesia.

The survey results on Indonesians' preferred e-commerce platforms can be seen in Figure 1.1. In 2022, Shopee ranked first as the preferred e-commerce platform in Indonesia, with 77% of users. Shopee was therefore able to compete with other platforms in Indonesia, namely Tokopedia (39%), Lazada (25%), Bukalapak (9%), Alfagift (7%), Blibli (7%), KlikIndomaret (5%), and JD.ID (5%). Shopee also employs marketing strategies, which are essential activities that companies—whether selling goods or services—must undertake to maintain business continuity. This is because marketing is one of a company's activities that directly relates to consumers. According to Idayanti (2022), marketing is a social process through which

individuals and groups obtain what they need and want by creating and exchanging products and value with other individuals and groups.

The growth of e-commerce creates new challenges for Shopee in attracting and retaining customers. According to Fatyandri et al. (2023), the threat of new entrants in the e-commerce industry remains relatively high. The cost of starting an e-commerce business is comparatively low, and an increasing number of people use the internet to make purchases, making the industry attractive to prospective entrepreneurs. Content marketing, as a marketing strategy focused on creating and distributing valuable content, has substantial potential to influence customer perceptions. More specifically, content marketing is a marketing strategy or technique designed to create and distribute relevant and valuable content in order to reach, attract, and engage a clearly defined and readily understood target market. This study connects modern marketing theories, including content marketing theory, consumer engagement theory in the context of live streaming, and the theory of free-shipping offers.

2. Literature Review

Content Marketing

Content marketing is a marketing strategy focused on the creation, distribution, and promotion of valuable, relevant, and consistent content to attract and retain a specific audience. Such content may include blog articles, e-books, videos, social media posts, images, infographics, customer cases, and various other forms of content. According to A'yun (2023), content marketing is a marketing effort involving the planning, production, and distribution of content by a company to attract audience attention and thereby encourage purchasing decisions.

Live Streaming

Live streaming is video content broadcast live over the internet. During a live stream, editing and post-production cannot be performed; the broadcaster simply turns on the camera and begins recording at any time. According to Andriani (2023), live streaming is a real-time audio and video broadcast of a program over the internet that gives viewers the feeling of being present at the event.

Free Shipping Program

Free shipping is a program or promotion that waives the cost of shipping goods from the seller to the buyer in an online transaction. According to Widodo (2022), free shipping means that no delivery charge is imposed. As is generally known, sellers normally charge buyers for product delivery.

Customer Purchase Intention

Customer purchase intention is a consumer's tendency to buy or own a particular product or service. According to Kotler and Keller, as cited in Sriyanto (2019), purchase intention is consumer behavior that arises in response to an object and indicates the customer's desire to make a purchase. Thus, purchase intention is a genuine desire to acquire something through a sacrifice, and it arises when consumers are satisfied with the quality of the product provided by the company.

3. Research Method

This study used a quantitative method, a form of research based on data systematically collected during the study concerning the facts and characteristics of the object under investigation. The data were then subjected to several statistical tests and interpreted based on theories and literature related to firm value and company conditions. According to Sugiyono (2022), the quantitative descriptive research method is

based on the philosophy of positivism, is used to study a specific population or sample, employs research instruments, and analyzes numerical data quantitatively or statistically, with the aim of developing and testing predetermined hypotheses.

The population in this study comprised all 4,500 students enrolled at Universitas Islam Lamongan in 2023. The study used probability sampling, a sampling technique that gives every element (member) of the population an equal opportunity to be selected as a sample member. The Slovin formula was used to determine the sample size, resulting in a sample of 98 respondents. SPSS was then used to analyze the data and test all hypotheses in the study.

4. Results and Discussion

Reliability Test

The reliability test used Cronbach's alpha, as it is the most commonly applied technique. According to Nurhaisya et al. (2023), if the Cronbach's alpha coefficient is greater than 0.70, the questions are considered dependable, or the construct or variable is considered reliable. Conversely, if the Cronbach's alpha coefficient is less than 0.70, the questions are considered unreliable.

Table 1. Reliability Test Results

No.	Variable	Cronbach's Alpha	Conclusion
1	Content Marketing (X1)	0.831	Reliable
2	Live Streaming (X2)	0.708	Reliable
3	Free Shipping Program (X3)	0.815	Reliable
4	Customer Purchase Intention (Y)	0.761	Reliable

Source: SPSS 25.0 Processed Data

The questionnaire reliability test showed that the Cronbach's alpha value for every item in each variable was greater than 0.70. It can therefore be concluded that all questionnaire items for each variable were reliable.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
1	Constant	4.538	0.970	–	4.678	0.000	–	–
	Content Marketing (X1)	0.162	0.033	0.349	4.881	0.000	0.520	1.922
	Live Streaming (X2)	0.289	0.059	0.362	4.941	0.000	0.494	2.024
	Free Shipping Program (X3)	0.163	0.041	0.285	4.001	0.000	0.523	1.912

Source: SPSS 25.0 Processed Data

Based on the table above, the regression equation obtained from the statistical calculations is as follows: $Y = b + b_1X_1 + b_2X_2 + b_3X_3$ ($Y = 4.538 + 0.162 + 0.289 + 0.163$). The regression equation can be interpreted as follows:

- a. The constant value of 4.538 means that if the Content Marketing, Live Streaming, and Free Shipping Program variables are assumed to be zero (0), Customer Purchase Intention will be 4.538.
- b. The regression coefficient for the Content Marketing variable is 0.162. This means that each one-unit increase in Content Marketing will increase Customer Purchase Intention by 0.162. Conversely, a one-unit decrease in Content Marketing will reduce Customer Purchase Intention by 0.162 units, assuming the other variables remain constant.
- c. The regression coefficient for the Live Streaming variable is 0.289. This means that each one-unit increase in Live Streaming will increase Customer Purchase Intention by 0.289. Conversely, a one-unit decrease in Live Streaming will reduce Customer Purchase Intention by 0.289 units, assuming the other variables remain constant.
- d. The regression coefficient for the Free Shipping Program variable is 0.163. This means that each one-unit increase in the Free Shipping Program will increase Customer Purchase Intention by 0.163. Conversely, a one-unit decrease in the Free Shipping Program will reduce Customer Purchase Intention by 0.163 units, assuming the other variables remain constant.

t-Test (Partial Hypothesis Test)

The t-test results for the effects of Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) on Customer Purchase Intention (Y) are presented in the following table:

Table 3. Results of the t-Test (Partial Hypothesis Test)

Model	Variables	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	Constant	4.538	0.970	–	4.678	0.000	–	–
	Content Marketing (X1)	0.162	0.033	0.349	4.881	0.000	0.520	1.922
	Live Streaming (X2)	0.289	0.059	0.362	4.941	0.000	0.494	2.024
	Free Shipping Program (X3)	0.163	0.041	0.285	4.001	0.000	0.523	1.912

Source: SPSS 25.0 Processed Data

Under the decision rule that a significance value below 0.05 leads to rejection of H0 and acceptance of H1, an independent variable has an individual and significant effect on the dependent variable. Similarly, when the calculated t-value is greater than the critical t-value, H0 is rejected and H1 is accepted, indicating that the independent variable affects the dependent variable.

F-Test (Simultaneous Hypothesis Test)

The F-test results for the effects of Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) on Customer Purchase Intention (Y) in Shopee e-commerce are as follows:

Table 4. Results of the F-Test (Simultaneous Hypothesis Test)

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.099	3	62.033	94.041	0.000
	Residual	62.006	94	0.660	–	–
	Total	248.105	97	–	–	–

Source: SPSS 25.0 Processed Data

The table above shows that the calculated F-value was 94.041, which was greater than the F-table value of 2.703, and the significance value was 0.000, which was less than 0.05. This means that Content

Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) simultaneously and significantly affected Customer Purchase Intention (Y).

Based on the findings of this study, Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) had positive effects on Customer Purchase Intention (Y). The discussion of each hypothesis test is presented below:

H1: Content Marketing (X1) has a positive and significant partial effect on Customer Purchase Intention (Y).

The t-test results show that Content Marketing had a positive and significant partial effect on Customer Purchase Intention, with a calculated t-value of 4.881, which was greater than the critical t-value of 1.661 ($4.881 > 1.661$). The significance value was 0.000, which was less than 0.05 ($0.000 < 0.05$). It can therefore be concluded that H1 was accepted. This finding is also consistent with previous studies conducted by Irianto (2021), Rahmayanti and Dermawan (2023), and Rahmah (2023). The results show that Content Marketing (X1) had a significant effect on Purchase Intention (Y). Content Marketing is important for companies or businesses in creating value for consumers and competing in the digital era. Shopee's content has benefited consumers by providing information about products and available benefits or promotions in an attractive format, thereby influencing consumer purchase intention. Accordingly, distributing unique and appealing Content Marketing that reaches various segments of society can affect consumer purchase intention. In creating and distributing content, Shopee needs to consider moral and subjective values so that its Content Marketing is perceived positively in practice.

H2: Live Streaming (X1) has a positive and significant partial effect on Customer Purchase Intention (Y).

The t-test results show that Live Streaming had a positive and significant partial effect on Customer Purchase Intention, with a calculated t-value of 4.941, which was greater than the critical t-value of 1.661 ($4.941 > 1.661$). The significance value was 0.000, which was less than 0.05 ($0.000 < 0.05$). It can therefore be concluded that H2 was accepted. This finding is consistent with studies conducted by Rahmah (2023) and Nugraheni (2023). The results indicate that Live Streaming (X2) had a significant effect on Purchase Intention (Y). The more frequently sellers on Shopee conduct live-streaming sessions and the better their quality—for example, by demonstrating products, interacting with customers, and providing engaging information—the stronger customers' intention or desire to purchase the products offered on the platform. This study emphasizes the importance of live streaming as an effective marketing strategy for increasing customer purchase intention, particularly in an e-commerce environment such as Shopee. Sellers who successfully adopt a strong live-streaming approach have an advantage in attracting customers' attention and purchase intention on the online shopping platform.

H3: The Free Shipping Program has a positive and significant partial effect on Customer Purchase Intention (Y).

The t-test results show that the Free Shipping Program had a positive and significant partial effect on Customer Purchase Intention, with a calculated t-value of 4.001, which was greater than the critical t-value of 1.661 ($4.001 > 1.661$). The significance value was 0.000, which was less than 0.05 ($0.000 < 0.05$). It can therefore be concluded that H3 was accepted. This finding is also consistent with studies conducted by Sanjaya and Ningrum (2021), Wahyudi (2022), and Widodo (2022). The results indicate that the Free Shipping Program (X3) had a significant effect on Purchase Intention (Y). The Free Shipping Program is regarded as an attractive incentive for customers during the online purchasing process. This study emphasizes the importance of free shipping as an effective marketing strategy for increasing customer purchase intention, particularly in an e-commerce environment such as Shopee. Sellers who successfully

offer free shipping under favorable conditions have an advantage in attracting customers' attention and purchase intention on the online shopping platform.

H4: Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) simultaneously have a positive and significant effect on Customer Purchase Intention (Y).

The simultaneous effects of Content Marketing, Live Streaming, and the Free Shipping Program on Customer Purchase Intention in Shopee e-commerce were examined using the F-test. The results show that Content Marketing, Live Streaming, and the Free Shipping Program simultaneously had a positive and significant effect on Customer Purchase Intention, with a calculated F-value of 94.041, which was greater than the F-table value of 2.70, and a significance value of 0.000, which was less than 0.05. This finding is also consistent with the study conducted by Rahmah (2023). The results indicate that Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) simultaneously affected Customer Purchase Intention (Y). The better sellers on Shopee implement Content Marketing, Live Streaming, and the Free Shipping Program, the greater the combined increase in customers' intention or desire to purchase products offered on the e-commerce platform. This study emphasizes the importance of implementing an integrated marketing strategy that combines Content Marketing, Live Streaming, and the Free Shipping Program to increase Customer Purchase Intention in an e-commerce environment such as Shopee. Sellers who can optimize all three strategies simultaneously will have a competitive advantage in attracting customers' attention and purchase intention on the online shopping platform.

5. Conclusion

The conclusions of this study are as follows: (1) Content Marketing had a positive and significant partial effect on customer purchase intention. This conclusion is supported by the partial t-test, in which the calculated t-value was greater than the critical t-value and the significance value was below the predetermined threshold. Thus, Content Marketing (X1) had a significant effect on Customer Purchase Intention (Y) in Shopee e-commerce. (2) Live Streaming had a positive and significant partial effect on customer purchase intention. This conclusion is supported by the partial t-test, in which the calculated t-value was greater than the critical t-value and the significance value was below the predetermined threshold. Thus, Live Streaming (X2) had a significant effect on Customer Purchase Intention (Y) in Shopee e-commerce. (3) The Free Shipping Program had a positive and significant partial effect on customer purchase intention. This conclusion is supported by the partial t-test, in which the calculated t-value was greater than the critical t-value and the significance value was below the predetermined threshold. Thus, the Free Shipping Program (X3) had a significant effect on Customer Purchase Intention (Y) in Shopee e-commerce. (4) Content Marketing, Live Streaming, and the Free Shipping Program simultaneously had a positive and significant effect on Customer Purchase Intention. This conclusion is supported by the simultaneous F-test, in which the calculated F-value was greater than the F-table value and the significance value was below the predetermined threshold. Therefore, Content Marketing (X1), Live Streaming (X2), and the Free Shipping Program (X3) simultaneously and significantly affected Customer Purchase Intention (Y).

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