



# Jurnal Ekonomi Perusahaan

ISSN: 0854-8154 (print), 2830-1560 (online)

## Influence of visual merchandising, creative promotion, and price on purchase decisions in live shopping Shopee

Andrian Mulya Darma<sup>1\*</sup>, Elfrida Viesta Napitupulu<sup>2</sup>

<sup>1,2</sup> Management Department, Kwik Kian Gie School of Business and Information Technology, Jl. Yos Sudarso Kav 87, Sunter, Jakarta, Indonesia 14350

<sup>1</sup> email address: 0882201002@student.kwikkiangie.ac.id

<sup>2</sup> email address: elfrida.napitupulu@kwikkiangie.ac.id

\*Corresponding author

### ARTICLE INFORMATION

#### Flow:

Received: March 19, 2024

Reviewed: March 20, 2024

Accepted: April 1, 2024

Published: April 4, 2024

#### Keywords:

visual merchandising, creative promotion, price, purchasing decision

#### How to cite:

Darma, A. M., & Napitupulu, E. V. (2024). Influence of visual merchandising, creative promotion, and price on purchase decisions in live shopping Shopee. *Jurnal Ekonomi Perusahaan*, 31(1), 1-20.

<https://doi.org/10.46806/jep.v31i1.1113>

Copyright © Jurnal Ekonomi Perusahaan.  
All rights reserved

### ABSTRACT

Indonesia's internet boom (212.9 million users) fueled e-commerce growth, with Shopee leading the market (158 million visitors). This study explored factors influencing purchase decisions in Jakarta's Shopee live shopping. Live streams offered product visualization, seller interaction, and promotions. We investigated how visual merchandising, creative promotions, and price impacted buying decisions through a survey of 462 respondents. The research found that creative promotions and price significantly influenced purchases, while visual merchandising had no effect.



## INTRODUCTION

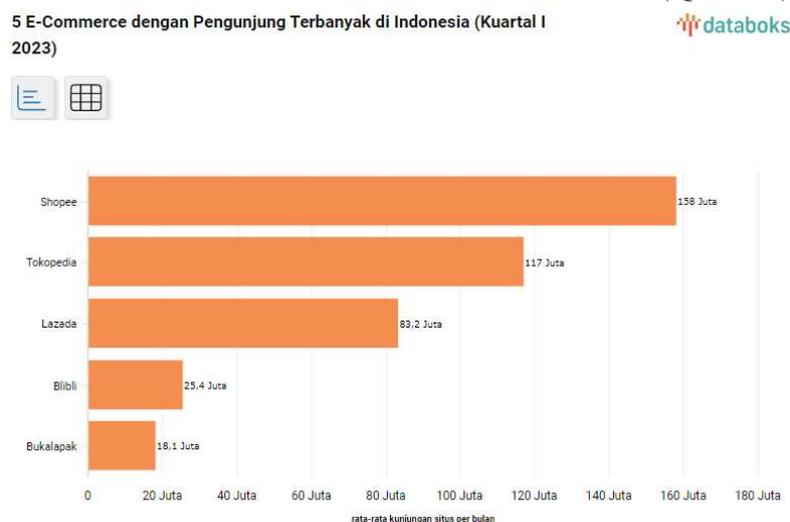
The world has now entered the era of globalization, where all things, whether daily necessities or luxury goods, can be purchased without having to visit a special place that sells these goods, such as to buy basic necessities, people do not have to come to the market and buy them. For luxury goods such as cars, people no longer need to go to a car dealer because all these needs can be done using a device connected to the internet.

Based on a survey conducted by We Are Social (2023), the number of internet users in Indonesia as of January 2023 was recorded at 212.9 million people out of a population of 276.4 million. This data states that around 77% of Indonesian people have access to the internet, leaving 23% without access to the internet. Of the 77% of internet users, 98.3% accessed it using mobile phones. Every day Indonesian people spend 7 hours 42 minutes (on average) accessing the internet. It can be seen from the data above that the number of cell phones connected to the internet is 353.8 million cell phones, which is more than the number of Indonesian people who have access to the internet (128%).

In line with the increasing number of internet users, learning habits are also changing, with research company Populix reporting that as many as 82 percent of Indonesians use e-commerce as a choice for purchasing electronic products. Along with this change in behavior, people previously believed more in buying goods, especially electronics, offline.

The above can happen because in the era of globalization technology has triggered major changes in the way Indonesian consumers shop. From shopping in physical stores, they are turning to e-commerce platforms that offer convenience and 24/7 access. However, a new trend is emerging: live shopping, which combines real-time interaction, entertainment, and education, is attracting consumer interest and driving a shift away from traditional e-commerce.

Figure 1.  
5 E-Commerce with the most visitors in Indonesia (Q1 2023)



Source : Ahdiat, Adi 5 E-Commerce dengan Pengunjung Terbanyak di Indonesia (Kuartal I 2023) databoks.katadata.co.id. Retrieved from <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>, Oktober 19, 2023.

Based on the data above, it can be seen that Shopee dominates the e-commerce sector in Indonesia with the number of visitors reaching 158 million people in the first quarter of 2023, followed by Tokopedia with 117 million people and Lazada with 83.2 million people. then there is also Blibli with 25.4 million people and finally Bukalapak with 18.1 million people.

Live shopping itself is an option because of the real-time interaction that makes live shopping possible direct interaction between sellers and buyers via video streaming. Consumers can ask questions, see products directly, and get real-time information, creating a more personalized and engaging shopping experience.

However, despite the large number of users of e-commerce and live shopping applications, this has resulted in a decrease in the number of visitors to offline shopping places/centers such as Tanah Abang market and ITC. Where traders in this place complain about the lack of their merchandise and suspect that one of the factors causing their place of business to be quiet is because of e-commerce and live shopping. This caught the attention of the Indonesian Minister of Trade, Zulkifli Hasan, when he visited the Tanah Abang market (Maulana, 2023).

After conducting in-depth research and also a visit to Tanah Abang, the Indonesian Ministry of Trade made a Minister of Trade Regulation as outlined in Minister of Trade Regulation Number 31 2023 which regulates business licensing, advertising, guidance and supervision of business actors in trading through electronic systems. Where one of the contents explains that social media is prohibited from playing a dual role as e-commerce. Social media can only promote goods, without carrying out transactions in the application. Where after this regulation was issued on 04 October 2023 at 17:00 WIB Tiktok Shop was officially closed and prohibited from operating in Indonesia. (Septyaningsih, 2023).

In finding out the reasons why many consumers choose online shopping compared to offline shopping, it is influenced by customer purchasing decisions which consist of many factors. Consumers prefer live shopping because it offers various advantages compared to conventional offline shopping. Here are some of the main reasons consumers prefer live shopping, ease and comfort. Live shopping allows consumers to shop anytime and anywhere, without having to go to a physical store. Consumers can also watch and see streamers trying products directly via video streaming, so they can make more informed purchasing decisions. Promotions and discounts. Live shopping often offers attractive promotions and discounts, so consumers can save money (Sud, 2023).

Based on the results of a Populix survey (Trinoviana, 2023) conducted in March 2023, here are several specific reasons consumers prefer live shopping, such as being able to see the appearance and features of products directly (Visual Merchandising), being able to ask the seller directly, getting promos and discounts (Price), saving time and energy, fun and entertaining (Creative Promotion).

Among these factors, the most influential factor and the one that differentiates the most between online and offline shops is creative promotion, where in online shops, especially live shopping, sellers represented by Streamers can provide new experiences to their viewers, such as offering and trying products directly and also interacting directly. to the audience, which e-commerce in general does not have.

Based on the problem description explained above, this research will further examine the influence of each variable that makes people shop live shopping in Central Jakarta via the Shopee live shopping platform, namely visual merchandising, creative

promotions and prices by involving 462 respondents who live in Central Jakarta as a representative population.

## **LITERATURE REVIEW**

### **1. Live Shopping**

Live streaming uses one or more communication device technologies to quickly transmit sound and images to another location, allowing users to feel their presence. Live shopping is a new type of social media that is very popular with the public where design features and customer perceptions have an impact on live streaming. However, it is necessary to consider technical features and customer needs because live shopping requires significant HCI (Human Computer Interaction) (Chen & Lin, 2018).

Meanwhile, according to (Rahmawati & Agoestiyowati, 2021) Live shopping is a concept that combines live streaming features with real-time purchasing transactions. This is an effective way for sellers to increase the value of their sales turnover through live shopping platforms. In the live shopping process, sellers can live stream and interactively introduce their products to the audience. Merchants can attract customers' attention in a variety of ways, such as putting on a show, providing instructions, or inviting customers to play challenges or games related to their products. Viewers can directly ask questions, leave comments, or show their interest in the product during the stream.

So live shopping is content created by users, called live streaming. Live shopping allows streamers to post video content in real-time, showing games, talent shows, daily activities, and other content (Hu et al., 2017). This activity is a unique blend of certain types of media. Streamers can talk to viewers in real time during live streaming. (Lu & Chen, 2021).

### **2. Visual Merchandising**

Visual merchandising is the presentation of a store or brand and merchandise to customers through a work team consisting of store advertising, displays, certain events, fashion coordination, and the sales department. A sales person who does not speak but can effectively convey sales messages through visual stimulation (Maymand & Ahmadinejad, 2011).

Furthermore, visual merchandising is a method of displaying merchandise in a way that is attractive and appealing to potential consumers. Visual merchandising explains how to use or use a product or service and allows retailers to combine various elements to attract customers (Jain, 2013).

As part of the visual merchandising strategy, good product visualization is expected to provide positive stimulation and increase customer interest in buying the product. As a marketing program, this visual merchandising strategy can be used to convince people to buy goods. So according to (Chastity, 2012) is placing customer attention on the needs and appearance of our products. The following are the dimensions used to evaluate visual merchandising, namely the selection of store displays, how to present products, the design of off-self displays and the design of window displays. However, according to research conducted by (Mehta & Chugan, 2013) there are 4 (four) important dimensions in visual merchandising, namely window displays, in-store forms / mannequin displays, floor merchandising and promotion signage.

### 3. Creative Promotion

According to (Laksana, 2019) Promotion is a communication that is formed between the seller and the buyer starting from the right information with the aim of changing the attitude and behavior of the buyer, who at first did not know the product/service being offered to become familiar with it where the final goal is for the buyer to buy. the goods and remember the information about the goods/services. Meanwhile, according to (Assauri, 2018) Promotion is a business effort to attract buyers by using all elements of the marketing mix. Promotional policies are different from other marketing mix policies, so they are very dependent on all other marketing policies which aim to disseminate information to influence or persuade and remind the market of the targets that have been set by the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question.

According to (Rangkuti, 2009) creative promotion is a synergy, creativity, integration and integrated marketing communication by utilizing various different communication elements to create harmony between variables that support each other. The dimension for creative promotion is defined within 4 (four) variables according to (Malau, 2017) which is behavior modification, providing information, persuading and reminding. But according to research by (Reinartz & Saffert, 2013) the variables is originality, flexibility, elaboration, synthesis, and artistic value.

### 4. Price

According to (Kotler & Armstrong, 2008) Price is the amount of money paid for a product or service or the value exchanged by consumers to own or use a product or service. In this price there are several variables such as list price, discounts, rebates, and payment periods, which are some of the main components of price variables. According to (Kotler & Keller, 2016) states that price is an element in the marketing mix which not only determines probability but also acts as a signal to communicate the value proposition of a product. Price is the amount of money or other measure exchanged to obtain the right to own or use goods or services. In addition, price is the only marketing mix component that generates revenue or profits for the company compared to other marketing mix components.

Meanwhile, according to (Ramli, 2013) price is the relative value of a product, but this value is not an appropriate measure that shows the amount of resources needed to produce the product. The aim of pricing itself according to (Assauri, 2018) is to obtaining maximum profits, gaining a certain market share, market skimming, achieving maximum levels of sales revenue, achieving targeted profits and promoting products. Furthermore, according to (Kotler & Keller, 2016) there are 5 indicators related to price, including price affordability, price competition for similar products, consumer price assumptions, price is said to be a quality indicator and price period determination. Meanwhile, according to (Tjiptono, 2015) the price dimension consists of several variables, namely price affordability, price suitability to product quality and price competitiveness.

### 5. Purchasing Decision

According to (Alma, 2016), consumers' decisions about what products they will buy are influenced by many factors, including technology, economics, culture, politics, price, location, promotion, physical evidence, people and processes. Thus, consumers'

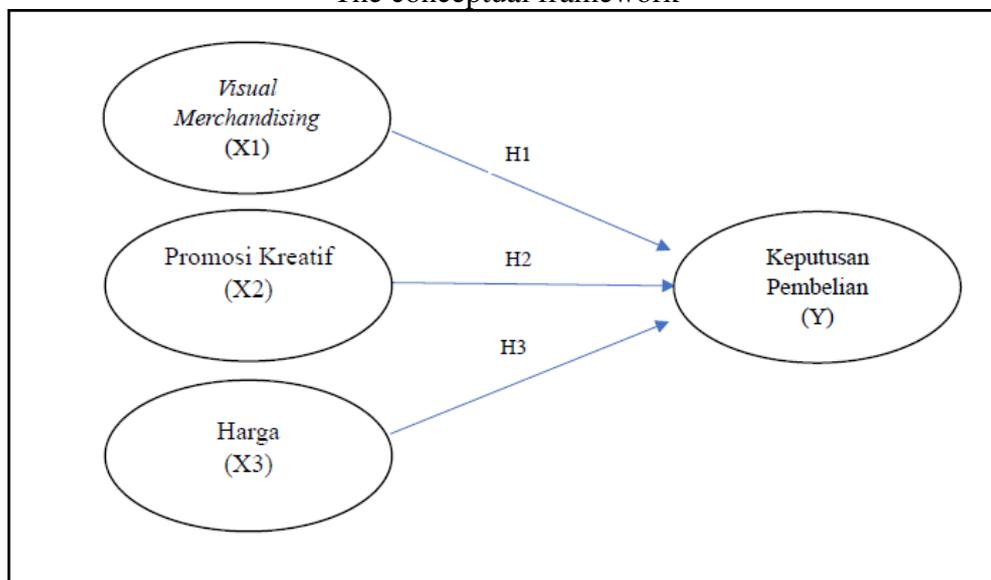
attitudes towards this information are influenced by these factors. According to (Tjiptono, 2015) When consumers understand their problems and look for information about certain goods or brands, they carry out a process known as purchasing decision definition to fulfill their wants or needs, whereas according to (Kotler & Keller, 2016) consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to satisfy their needs and desires.

Therefore, consumer purchasing decisions cannot be separated from consumer behavior, so that each consumer has different purchasing habits which can be differentiated in several dimensions, namely brand choice, dealer choice, purchase time, purchase amount and payment method. Furthermore, according to (Thompson et al., 2020) there are 4 dimensions that influence purchasing decisions, namely according to needs, having benefits, accuracy in purchasing products and repeat purchases. However, according to (Kotler & Armstrong, 2003) there are 4 (four) characteristic dimensions of purchasing decisions, namely product stability, purchasing habits, recommendations from other people and repeat purchases.

## 6. Framework

Based on the research background and problem formulation described in the previous section, the following section explains the research framework for the dimensions of Influence of Visual Merchandising, Creative Promotion, and Price on Purchase Decisions in Live Shopping Shopee.

Figure 2  
The conceptual framework



## 7. The influence of visual merchandising on purchasing decisions

Visual merchandising is a method of displaying merchandise in a way that is appealing and appealing to potential consumers. Visual merchandising explains how to use or use a product or service and allows retailers to combine various elements to attract customers (Jain, 2013).

As part of the visual merchandising strategy, good product visualization is expected to provide positive stimulation and increase customer interest in buying the

product. As a marketing program, this visual merchandising strategy can be used to convince people to buy goods. It can be concluded that the more attractive the visual merchandising, the higher the level of purchasing decisions of potential buyers.

## 8. The influence of creative promotions on purchasing decisions

According to (Laksana, 2019) Promotion is a communication that is formed between the seller and the buyer starting from the right information with the aim of changing the attitude and behavior of the buyer, who at first did not know the product/service being offered to become familiar with it where the final goal is for the buyer to buy the goods and remember the information about the goods/services.

Furthermore, according to (Assauri, 2018) Promotion is a business effort to attract buyers by using all elements of the marketing mix. Promotional policies are different from other marketing mix policies, so they are very dependent on all other marketing policies which aim to disseminate information to influence or persuade and remind the market of the targets that have been set by the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question. . Therefore, it can be concluded that the more interesting the creative promotions are, the higher the level of purchasing decisions of potential consumers.

## 9. The influence of price on purchasing decisions

According to (Kotler & Armstrong, 2008) Price is the amount of money paid for a product or service or the value exchanged by consumers to own or use a product or service. In this price there are several variables such as list price, discounts, rebates, and payment periods, which are some of the main components of price variables.

Furthermore, according to (Kotler & Keller, 2016) states that price is an element in the marketing mix which not only determines probability but also acts as a signal to communicate the value proposition of a product. Price is the amount of money or other measure exchanged to obtain the right to own or use goods or services. Therefore, it can be concluded that the more the price offered matches the benefits to be obtained, the higher the consumer's purchasing decision will be.

The research hypothesis from the framework above is:

H1: Visual merchandising has a positive effect on decisions consumer purchases.

H2: Creative promotions have a positive effect on purchasing decisions consumer.

H3: Price has a positive effect on consumer purchasing decisions.

## METHODS

This research aims to examine the Influence of Visual Merchandising, Creative Promotion, and Price on Purchase Decisions in Live Shopping Shopee. The subjects of this study were civilian that lived in Central Jakarta, at least 15 years old, Respondents know that there is a live shopping feature in the Shopee application and respondents have shopped more live shopping on the Shopee application than once.

The questionnaire survey followed the research design of (Cooper & Schindler, 2017) Data were collected using a questionnaire. The research was conducted to study the causality relationship in knowing the strength of the relationship between the independent variables (factors that will influence : Visual Merchandising, Creative Promotion and Price). Which every variable will be measured with Likert Scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Questionaries were distributed from July –

September 2023 with 462 respondent filled the form and only 400 respondent qualified for the requirements.

## 1. Data Analysis Technique

### Validity Test

To test the validity of this research, Pearson Product Moment correlation analysis will be used. In this analysis, the score for each item is correlated with the total score, which is the sum of all item scores. (Sugiyono, 2017) stated that items that have a positive correlation with the total score and have a high correlation indicate that the item has high validity. If  $n=400$  and  $r=0.098$ , then the item is declared invalid because the correlation is less than 0.098 and is declared valid if the correlation value is more than 0.098.

### Reliability test

According to (Sekaran & Bougie, 2017) Reliability is a measure that shows how precise the measurement is, which ensures that the measuring instrument is stable and unbiased. Despite the uncontrollability of the test circumstances and the respondent's condition, the ability of the measurement to be stable over time can be demonstrated as a sign of stability and low susceptibility to changes in circumstances. Where to measure reliability we will use Cronbach Alpha which according to (Sugiyono, 2017) a value is declared reliable and trustworthy, but if the reliability coefficient is at least 0.6. If the Cronbach Alpha value is below 0.6 then it is declared unreliable and cannot be trusted.

## 2. Classical assumption test

### Normality test

According to (Priyatno, 2018) The data normality test aims to find out whether the data used in the research model has a normal distribution. Good data, which can be considered as a representation of the population, is data that has a normal distribution pattern, that is, a distribution that is not skewed to the left or right. The data normality test can be carried out using the one sample Kolmogorov-Smirnov test in the SPSS program with certain criteria, namely by looking at the significance value more than or equal to 0.05 (assuming alpha 5%) then the data is said to be normally distributed, but vice versa if the significance value less than or smaller than 0.05 then the data is not normally distributed.

However, in this research, data normality will use theory from (Bowerman et al., 2017) namely the central limit theorem which states that if the sample size is above 30 then it can be assumed that the data is normally distributed. Because this study has a sample of 400 respondents, it is assumed that the sample data in this study is normally distributed.

### Multicollinearity test

According to (Priyatno, 2018) Multicollinearity testing can be used to check whether there is a correlation between independent variables (also called independent variables) in a regression model. If there is a correlation between independent variables then the data can be categorized as good, but conversely if there is none, the regression model can be categorized as not good. Calculation of resilience value and inflation value factor. VIF (Value Inflation Factor) can be used to determine whether there is multicollinearity in research or not. When the VIF value is less than 10 and the

robustness value is more than 0.1, then multicollinearity can be considered absent or not present in the study. If the VIF value is more than 10 and the robustness value is less than 0.1, then multicollinearity can be considered to exist or there is multicollinearity in the research.

### **Heteroscedasticity test**

(Priyatno, 2018) said that the heteroscedasticity test aims to find out whether the residual variance is not the same as the observations in the regression model. A good regression model is one that does not occur heteroscedasticity, also known as homoscedasticity. When the difference between observations remains, it is called homoscedasticity. On the other hand, heteroscedasticity occurs when there are new differences. To determine heteroscedasticity in this research, the Glejser test will be used, where the results show that the homoscedasticity condition is achieved if the significance value or Sig value. (2-tailed) is more than 0.05, and if the significance value or Sig value. (2-tailed) less than 0.05, it can be concluded that there is a problem with heteroscedasticity.

To test the hypothesis that the researcher has created in this research, the researcher will use the model feasibility test (F test), coefficient test (T test) and also the coefficient of determination test (R2 test) which will be explained as follows :

### **feasibility test (F test)**

According to (Sekaran & Bougie, 2017) the F test is useful for evaluating the suitability of a regression model for predicting the dependent variable. The examination criteria used are identical (same) as the T test criteria, and both tests also use a significance value of 0.05. The parameters are: If the F significance value is  $< 0.05$  then  $H_0$  is rejected, which means the regression model can be used to predict the dependent variable and is suitable for use, but if the F significance value is  $> 0.05$  then  $H_0$  is accepted, which means the regression model is not can be used to predict the dependent variable and is not suitable for use.

### **coefficient test (T test)**

According to (Priyatno, 2018) The influence of independent variables partially or individually on the dependent variable can be measured using the T test. The decision making method is based on comparing the significance value with the alpha value ( $\alpha$ ) = 0.05. The parameters are: If the F significance value is  $< 0.05$  then  $H_0$  is rejected, which means the independent variable has an effect on the dependent variable. If the F significance value is  $> 0.05$  then  $H_0$  is accepted, which means the independent variable has no effect on the dependent variable

### **coefficient of determination test (R2 test)**

According to (Sugiyono, 2017) the coefficient of determination test, it is used to find out how far or how well the independent variable is able to explain the dependent variable. The coefficient of determination value ranges from zero to one, and if the value is close to one, then the independent variable is able to provide almost all the information needed to predict the dependent variable. The provisions include the following, namely if the R2 value is equal to or close to 0 (zero), then the independent variable has little or limited influence on the dependent variable. If the R2 value is close to 1 (one), then the independent variable has a strong influence on the dependent variable.

## RESULTS AND DISCUSSION

After testing with the SPSS version 27 application with an alpha of 5%, the following results were obtained :

### 1. Validity and Reliability Test

Table 1  
Validity and Reliability Test Results

No	Dimensions and items	Product-Moment Correlation	Alpha
Visual Merchandising			
1	The streamer during live shopping displays an attractive shop background.	0,769	0,894
2	Streamers during live shopping display items that will be sold during live shopping.	0,739	
3	Streamers during live shopping present their products in an interesting way.	0,772	
4	Streamers during live shopping present their products in detail.	0,776	
5	The streamer during live shopping displays other products in the background which attracts the audience's attention.	0,715	
6	When live shopping, streamers use attractive layouts to display goods in their windows.	0,727	
7	Streamers during live shopping provide information about discount coupons if purchased during live shopping.	0,759	
8	Streamers during live shopping display discount signs on certain products that are being sold	0,800	
Creative Promotion			
9	When live shopping, streamers brand a particular brand which makes the audience interested.	0,760	0,916
10	Streamers during live shopping explain the specific advantages of a particular brand which makes the audience interested.	0,729	
11	Streamers during live shopping provide relevant information regarding products that generate purchase intentions.	0,764	
12	Streamers in live shopping actively answer audience questions in the live chat column.	0,740	
13	During live shopping, streamers provide special offers so that viewers buy the items being shown.	0,777	
14	During live shopping, the streamer persuades the audience with persuasive sentences so that the audience buys the items being displayed.	0,740	

No	Dimensions and items	Product-Moment Correlation	Alpha
15	The streamer during live shopping reminds you what benefits you will get if you buy the product being displayed.	0,755	
16	The streamer during live shopping reminds you what promotions you will get if you buy the product right away.	0,748	
17	During live shopping, streamers make product presentations using visuals that attract the attention of the audience.	0,771	
18	During live shopping, streamers make product presentations using audio that attracts the audience's attention	0,770	
Price			
19	Prices for goods during live shopping are affordable	0,719	0,900
20	Prices for goods during live shopping are more affordable than buying offline	0,754	
21	Prices for live shopping are more competitive than buying in online stores	0,745	
22	Prices for live shopping are more competitive than buying at offline stores	0,706	
23	Prices during live shopping are in accordance with the prices expected by consumers	0,749	
24	Prices during live shopping are in accordance with prices that consumers can afford	0,717	
25	Prices during live shopping are in accordance with the quality of the goods	0,696	
26	Prices during live shopping are directly proportional to the quality of the goods	0,745	
27	Prices during live shopping are more affordable at certain hours	0,693	
28	Prices during live shopping are more affordable when there are promotions for good dates	0,734	
Purchasing Decision			
29	You feel that the items offered by the streamer during live shopping suit your needs	0,734	0,872
30	You feel that the items offered by the streamer during live shopping are relevant to the items you are looking for	0,720	
31	You feel that the items offered by the streamer during live shopping are useful for you but not yet needed	0,706	
32	You feel that the items offered by the streamer during live shopping are useful for you according to your needs	0,745	

No	Dimensions and items	Product-Moment Correlation	Alpha
33	You feel that the prices of goods offered by the streamer during live shopping are within your budget.	0,727	
34	You feel that the price of the goods offered by the streamer during live shopping is appropriate to your needs.	0,729	
35	You are satisfied with purchasing goods during live shopping and will buy via live shopping again in the near future	0,718	
36	You feel satisfied with purchasing goods during live shopping and will recommend buying live shopping to your friends	0,734	

From the table above, it can be seen that the Cronbach's Alpha value of each variable shows a value above 0.800, which is a sign that each variable has a very high and reliable level of confidence. Apart from that, the total of each variable has a value of 0.972 which is also above 0.800, which indicates a very high and reliable level of confidence.

## 2. Multicollinearity Test

Table 2  
Multicollinearity Test Results

Model	Tolerance	VIF	Result
Visual Merchandising	0,128	7,792	Multicollinearity does not occur
Creative Promotion	0,111	9,016	Multicollinearity does not occur
Price	0,173	5,792	Multicollinearity does not occur

Based on the table above, it can be seen that the calculation results of each tolerance value for each variable starting from Visual Merchandising, Creative Promotion, and Price are >0.1 or close to 1 (one). Likewise, with the calculation results of the VIF value <10, based on the data above it can be concluded that there is no multicollinearity in all the independent variables.

## 3. Heteroscedasticity Test

Table 3  
Heteroscedasticity Test Result

Model	Sig.	Result
Visual Merchandising	0,115	Heteroscedasticity does not occur
Creative Promotion	0,209	Heteroscedasticity does not occur
Price	0,612	Heteroscedasticity does not occur

In the test table above, it can be seen that the significance value of each variable has a value greater than 0.05, which means that heteroscedasticity does not occur in all the independent variables.

#### 4. Feasibility Test (F test)

Table 4  
Simultaneous Significance Test (F Test) / ANOVA

F	Sig.
801.630	<0,001

Based on the test table above, it can be seen that the significance value is <0.001 or below the alpha, namely 0.05, so it is proven that the independent variables Visual Merchandising (X1), Creative Promotion (X2), and Price (X3) have an effect simultaneously or together. the same for the dependent variable, namely Purchase Decision (Y). Thus it can be said that this model is considered suitable for use in research

#### 5. Coefficient test (T test)

The t test is used to test the influence of each independent variable individually on the dependent variable. This test can be carried out by comparing the calculated t with the t table with an alpha of 5% (0.05) based on the significance value of the SPSS output results in the coefficient table contained in the multiple linear regression F test table above, it can be seen that :

#### 6. Visual Merchandising (X1)

Has a Sig value. (2-tailed) is  $0.774 / 2 = 0.387$  where the value is  $>0.05$  so it can be said that there is no significant influence because it does not meet the significance criteria. Which means the results of this research show that there is no influence between Visual Merchandising (X1) and purchasing decisions (Y).

#### 7. Creative Promotion (X2)

Has a Sig value. (2-tailed) is  $0.001 / 2 = 0.0005$  where the value is  $<0.05$  so it can be said that there is a significant influence because it meets the significance criteria, while the coefficient value  $\beta$  X2 is positive 0.345. Which means the results of this research show that there is a positive and significant influence between Creative Promotion (X2) and purchasing decisions (Y) which is in accordance with hypothesis X2 in this research, namely accept Ha.

#### 8. Price (X3)

Has a Sig value. (2-tailed) is  $0.001 / 2 = 0.0005$  where the value is  $<0.05$  so it can be said that there is a significant influence because it meets the significance criteria, while the coefficient value  $\beta$  X3 is positive 0.606. Which means the results of this research show that there is a positive and significant influence between Price (X3) and purchasing decisions (Y) which is in accordance with hypothesis X3 in this research, namely accept Ha.

## 9. Coefficient of Determination Test (R2 test)

Table 5  
Coefficient of Determination Test (R2 test) Result

R	R Square
0,927	0,859

From the table above, it can be seen that the R Square value is 0.859, which shows that 85.9% of the Visual Merchandising, Creative Promotion and Price variables together influence purchasing decisions. Meanwhile, the remaining 14.1% is influenced by variables other than those studied.

## MANAGERIAL IMPLICATION

### 1. The Influence of Visual Merchandising on Purchasing Decisions

Visual Merchandising is a variable that influences buying interest from live shopping viewers because the more attractive the Visual Merchandising is, the more buying interest the viewers will have and will increase store sales. This can also be seen in the research results, namely that Visual Merchandising has a positive and significant effect on Purchasing Decisions, which is also in accordance with the initial hypothesis of this research. The results of this research are also in line with previous research conducted by (Maymand & Ahmadinejad, 2011), (Jain, 2013) and (Chastity, 2012). Where Maymand & Ahmadinejad (2011) explain that there is a positive and influential relationship between discounts on products and a thorough inspection of goods and the desire to buy from a shop. This is in line with visual merchandising indicators which discuss detailed explanations about a product. products and also ongoing promotions on these products. Based on the results of research which produced an average score taken from a questionnaire regarding the influence of visual merchandising on live shopping users on the Shopee application in Central Jakarta, 400 respondents showed scores that were in the very good category. It is known that the lowest average value of the Visual Merchandising indicator is at the point where the Streamer during live shopping displays other products in the background that attracts the audience's attention and the highest point is at the point where the Streamer during live shopping presents his product in detail.

Research conducted by (Jain, 2013) explains that visual merchandising is an important aspect to attract customer buying interest, which involves product presentations that attract attention, attractive sales methods and also a combination of color, light and sound. Where the research shows positive and significant results between visual merchandising and time spent when visiting a store. This is also in line with the question indicators on the visual merchandising variable which discusses the attractive store background, attractive presentation methods and also products arranged to attract the attention of the audience.

So the implication of the visual merchandising variable for streamers who use live shopping facilities is to display a background with attractive products that will be sold by the streamers. Where the streamers must also present their products in an attractive way that displays visuals that arouse the audience's desire to buy. these items and also ask about other items behind the streamer.

## 2. The Influence of Creative Promotions on Purchasing Decisions

Creative promotion is a synergy, creativity, integration and integrated marketing communication by utilizing various different communication elements to create harmony between variables that support each other. Based on the results of research which produced an average score taken from a questionnaire regarding the influence of creative promotions on live shopping users on the Shopee application in Central Jakarta, 400 respondents showed scores that were in the very good category. It is known that the lowest average value of the Creative Promotion indicator is on the Streamer indicator when live shopping makes product presentations using audio that attracts the audience's attention and the highest point is on the Streamer indicator when live shopping reminds what promotions you will get if you buy the product at the time of purchase. that is, too.

The research results prove that Creative Promotions have a positive and significant effect on Purchasing Decisions, which means that the more attractive the promotions carried out by sellers during live shopping will increase the buying interest of the audience. The results of this research are also in line with the initial hypothesis which is also in line with previous research conducted by (Seanna, 2022) and (Yurindera, 2023).

Research conducted by Seanna (2022) explains that there is a positive and significant influence between persuasive communication and purchasing decisions on the TikTok Shop application, where during live streaming the streamer is able to introduce the product and its features to the audience fluently and the audience is able to recognize their need for the product. is displayed. This is in line with creative promotion indicators which discuss how streamers explain products that make viewers interested by providing relevant information and answering questions asked by viewers in the chat column.

Apart from that, research conducted by Yurindera (2023) shows that sales promotion has a positive and significant effect on purchasing interest in TikTok live shopping. Where by increasing frequency, increasing quality, increasing value and ensuring that promotions are carried out in accordance with set targets, purchases made during live shopping will increase. This is also in line with creative promotion indicators which discuss special offers given by live streamers during live shopping, including the benefits and promotions that will be obtained if you buy at that time by providing attractive product presentations both audio-visually.

The implication of the creative promotion variable for streamers who use live shopping facilities is that when streaming on streamers they must make good use of creative promotion elements so that they can attract the attention of viewers to continue watching the broadcast by providing relevant information about the products being displayed, promos. what is there and what benefits can the audience get if they buy right away, such as direct price discounts or bonus items, thereby giving rise to the desire to buy impulsively in the audience.

## 3. The Influence of Price on Purchasing Decisions

Price is the amount of money paid for a product or service or the value exchanged by consumers to own or use a product or service. In this price there are several variables such as list price, discounts, rebates, and payment periods, which are some of the main components of price variables.

According to (Kotler & Keller, 2016) states that price is an element in the marketing mix which not only determines probability but also acts as a signal to communicate the value proposition of a product. Price is the amount of money or other measure exchanged to obtain the right to own or use goods or services. In addition, price is the only marketing mix component that generates revenue or profits for the company compared to other marketing mix components.

Based on the results of research which produced an average score taken from a questionnaire regarding the influence of creative promotions on live shopping users on the Shopee application in Central Jakarta, 400 respondents showed scores that were in the very good category. It is known that the lowest average value of the Price indicator is when live shopping is in accordance with the price expected by consumers and the highest point is in the indicator that discusses the price of goods when live shopping is affordable.

From the questionnaire data, it can be seen that the respondents felt that the prices offered during live shopping were affordable for them, but sometimes there were also some prices for goods that did not match the prices that consumers expected. Results from his research itself shows that price has a positive and significant effect on purchasing decisions. Apart from that, the research results are also in line with the initial hypothesis that has been established and are also in line with previous research conducted by (Hermawan, 2023) and (Ferdian, 2023).

Research conducted by Hermawan (2023) shows that there is a positive and significant influence between price suitability on the decision to purchase De Eve aromatherapy candle products in Jakarta, where customers will buy De Eve aromatherapy candle products if the customer feels that the price offered is appropriate. This is in line with the price indicator which discusses where the price offered during live shopping is in line with the audience's expectations and also the price offered can be reached by the audience to buy the product right away.

However, research conducted by Ferdian (2023) explains that price has no influence on consumer purchasing decisions for Xiaomi smartphones because the prices offered by Xiaomi are considered affordable by consumers, but because there are many competitors in the smartphone market who offer attractive specifications at affordable prices. such as Vivo, Oppo and Infinix create the perception that the prices offered by Xiaomi are relatively expensive by consumers. This is not in line with the results of this research because based on price indicators that discuss live streaming viewers feel that the prices offered by streamers are affordable and cheaper than buying offline.

The implication of the Price variable for streamers who use live shopping facilities is to use a pricing approach that is appropriate to the goods they want to sell, where consumers like goods that are relatively cheaper than buying elsewhere and also like goods that are commensurate with the value that can be provided from them. of these goods, therefore streamers must convince their viewers that the goods displayed have attractive, affordable prices and are commensurate with the quality that viewers will get if they buy the goods.

## **CONCLUSION**

At the end of this research the researcher will summarize the results of the research that the researcher has carried out with the tests that the author explained previously which will provide an overview of the results to be achieved in this research, namely :

**Visual Merchandising (X1) has no effect on decisions Live shopping purchases on Shopee**

With this it can be concluded that purchasing decisions from customers will decrease if the visual merchandising aspect determined by streamers increases. The conclusion of this research is that Visual Merchandising has no effect on Purchasing Decisions, which means that the higher the Visual Merchandising aspect will reduce consumer Purchasing Decisions. This can be explained because viewers watch live streaming on smartphones with small screens, if the streamer shows too much stuff in the background it will make the audience lose focus and make them change the show. So streamers should only focus on the items they want to sell and display relevant items in the live streaming background.

**Creative promotion (X2) has a positive and significant impact on the variable Live shopping purchasing decisions on Shopee**

With this it can be concluded that Purchase Decisions from customers will increase if the creative promotional aspects used by streamers increase. The conclusion of this research is that the Creative Promotion variable has a positive and significant effect on Purchasing Decisions, this happens because the more attractive the creative promotions carried out by streamers during live streaming will increase the audience's buying interest because the audience likes the shows shown and creates a desire to buy the product. that is being offered

**Price (X3) has a positive and significant impact on the Decision variable Live shopping purchases on Shopee**

With this, it can be concluded that purchasing decisions from customers will increase if the price aspect used by streamers is attractive and affordable for viewers. The conclusion of this research is that price has a positive and significant effect on purchasing decisions, which means that the more competitive and affordable the price of a product will increase buying interest from live streaming viewers because viewers feel that the price offered is comparable to the quality they will get from the product.

**REFERENCES**

Ahdiat, A. (2023). *5 E-Commerce dengan Pengunjung Terbanyak di Indonesia (Kuartal I 2023)*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>

Assauri, S. (2018). *Manajemen Pemasaran (Dasar, Konsep & Strategi)* (C. 16 (Ed.); p. 450). Rajawali Press. [https://pustaka.uinsu.ac.id/index.php?p=show\\_detail&id=23802](https://pustaka.uinsu.ac.id/index.php?p=show_detail&id=23802)

Bowerman, B. L., O'Connell, R. T., & Murphree, E. S. (2017). *Business Statistics in Practice : Using Data, Modeling and analytics* (Eighth Edi, p. 911). McGraw Hill.

Chastity, A. (2012). *Pengaruh Visual Merchandising Alun Alun Indonesia Terhadap Minat Beli Konsumen Di Grand Indonesia Shopping Town* [Universitas Indonesia]. <https://lib.ui.ac.id/detail?id=20308730&lokasi=lokal>

Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://www.sciencedirect.com/science/article/abs/pii/S0736585317307244?via%3DiHub>

Cooper, D. R., & Schindler, P. S. (2017). *Metode penelitian bisnis* (G. Gania (Ed.); Edisi 12, p. 318). Salemba Empat. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1186843>

Ferdian. (2023). *Analisis Pengaruh Harga, Kualitas Produk, dan Citra Merek terhadap Keputusan Pembelian Konsumen Smartphone Xiaomi* [Kwik Kian Gie School of Business]. <http://eprints.kwikkiangie.ac.id/4846/>

Hermawan, A. (2023). *Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Lilin Aromaterapi De Eve di Jakarta* [Kwik Kian Gie School of Business]. <http://eprints.kwikkiangie.ac.id/4824/>

Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behaviour*, 75, 594–606. <https://www.sciencedirect.com/science/article/abs/pii/S0747563217303758?via%3DiHub>

Jain, R. (2013). Effect of Visual Merchandising of Apparels on Impulse Buying Behavior of women. *Management*, 3(12), 310–312. [chrome-extension://efaidnbnmnibpcajpcglclefindmkaj/https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/recent\\_issues\\_pdf/2013/December/December\\_2013\\_1385987011\\_cc62d\\_95.pdf](chrome-extension://efaidnbnmnibpcajpcglclefindmkaj/https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/recent_issues_pdf/2013/December/December_2013_1385987011_cc62d_95.pdf)

Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran edisi 12 jilid 2* (12th ed., p. 301). Erlangga. <https://opac.polinema.ac.id/item/5326>

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed., p. 714). Pearson Education. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=967747>

Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran* (Cetakan Pe, p. 216). Khalifah Mediatama. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1187822>

Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7). <https://www.sciencedirect.com/science/article/abs/pii/S0378720621000835?via%3DiHub>

Malau, H. (2017). *Manajemen Pemasaran. Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global* (p. 385). Alfabeta. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=14329>

Maulana, A. H. (2023, September 29). Keluh Pedagang Pasar Tanah Abang soal Sepinya Pembeli: Hanya Jual 3 Baju dalam Sepekan meski Sudah Berusaha Keras. *Kompas.Com*, 1. <https://megapolitan.kompas.com/read/2023/09/29/09115991/keluh-pedagang-pasar-tanah-abang-soal-sepinya-pembeli-hanya-jual-3-baju?page=all>

Maymand, M. M., & Ahmadinejad, M. (2011). Impuls Buying: The Role of Store Environmental Stimulation and Situational Factors (An Empirical Investigation). *African Journal of Business Management*, 5(34), 13057–13065. [https://www.researchgate.net/publication/268184931\\_Impulse\\_buying\\_the\\_role\\_of\\_store\\_environmental\\_stimulation\\_and\\_situational\\_factors\\_An\\_empirical\\_investigation](https://www.researchgate.net/publication/268184931_Impulse_buying_the_role_of_store_environmental_stimulation_and_situational_factors_An_empirical_investigation)

Mehta, N., & Chugan, P. K. (2013). The Impact of Visual Merchandising on Impulse Buying Behavior of Consumer: A Case from Central Mall of Ahmedabad India. *Universal Journal of Management*, 1(2), 76–84. [https://www.researchgate.net/publication/285752494\\_The\\_Impact\\_of\\_Visual\\_Merchandising\\_on\\_Impulse\\_Buying\\_Behavior\\_of\\_Consumer\\_A\\_Case\\_from\\_Central\\_Mall\\_of\\_Ahmedabad\\_India](https://www.researchgate.net/publication/285752494_The_Impact_of_Visual_Merchandising_on_Impulse_Buying_Behavior_of_Consumer_A_Case_from_Central_Mall_of_Ahmedabad_India)

Priyatno, D. (2018). *SPSS: panduan mudah olah data bagi mahasiswa dan umum* (Giovanny (Ed.)). Penerbit Andi. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1198718>

Rahmawati, D. I., & Agoestiyowati, R. (2021). Pengaruh Promosi Melalui Media Sosial Dan Brand Awareness Terhadap Minat Beli Produk Dunkin Donuts (Studi Kasus Pada Konsumen Di Koja, Jakarta Utara). *Administrasi Bisnis*, 1 (6), 571–583. <https://ojs.stiami.ac.id/index.php/JUMABI/article/download/2355/1047>

Ramli, S. (2013). *Bacaan wajib para praktisi pengadaan barang/jasa pemerintah* (p. 400). Visimedia. [https://pustaka.kemdikbud.go.id/libdikbud/index.php?p=show\\_detail&id=30067](https://pustaka.kemdikbud.go.id/libdikbud/index.php?p=show_detail&id=30067)

Rangkuti, F. (2009). *Strategi Promosi yang Kreatif dan Analisa Kasus Intergrated Marketing Communication* (p. 286). Gramedia Pustaka Utama. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=711569>

Reinartz, W., & Saffert, P. (2013). Creativity in Advertising: When It Works and When It Doesn't. *Harvard Business Review*. [https://www.academia.edu/15479010/CREATIVITY\\_Creativity\\_in\\_Advertising\\_When\\_It\\_Works\\_and\\_When\\_It\\_Doesn\\_t](https://www.academia.edu/15479010/CREATIVITY_Creativity_in_Advertising_When_It_Works_and_When_It_Doesn_t)

Seanna, T. (2022). *Pengaruh Komunikasi Persuasif TikTok Live Online Shop terhadap Keputusan Pembelian Melalui TikTok Shop* [Kwik Kian Gie School of Business]. <http://eprints.kwikkiangie.ac.id/4352/>

Sekaran, U., & Bougie, R. (2017). *Metode penelitian untuk bisnis* (p. 230). Salemba Empat. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1186864>

Septyaningsih. (2023, October 4). Tiktok Shop Tutup, Pedagang Masih Bisa Promosi di Media Sosial. *Ekonomi.Republika.Co.Id*, 1.

<https://ekonomi.republika.co.id/berita/s1zjsg370/tiktok-shop-tutup-pedagang-masih-bisa-promosi-di-media-sosial>

Sud, S. (2023, April 23). Live Shopping: Metamorfosis Belanja Online. *Markeeters.Com*. <https://www.markeeters.com/live-shopping-metamorfosis-belanja-online/>

Sugiyono. (2017). *Metode Penelitian : Kuantitatif, Kualitatif, dan R&D* (p. 334). Alfabeta.

*THE CHANGING WORLD OF DIGITAL IN 2023*. (2023). We Are Social. <https://wearesocial.com/id/blog/2023/01/the-changing-world-of-digital-in-2023-2/>

Tjiptono, F. (2015). *Strategi Pemasaran* (p. 506). Penerbit Andi. <https://elibrary.bsi.ac.id/readbook/206460/strategi-pemasaran>

Trinoviana, A. (2023). *No Title*. Inews.Id. <https://www.inews.id/finance/bisnis/riset-populix-shopee-live-jadi-fitur-live-streaming-terpopuler-untuk-belanja-online>

Yurindera, N. (2023). Minat Beli pada Live Shopping TikTok berdasarkan Sales Promotion dan Influencer Credibility. *Jurnal Esensi Infokom : Jurnal Esensi Sistem Informasi Dan Sistem Komputer*, 7(1). <https://doi.org/10.55886/infokom.v7i1.613>