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Live Shopping and Product Quality Impact on Originote Purchase Decisions: Management Students Study

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Abstract

This study investigates the influence of live shopping and product quality on purchasing decisions for Originote products among Management Study Program students at Methodist University of Indonesia. Employing a quantitative approach through survey methodology, data was collected from 50 student respondents. Results demonstrate that both live shopping and product quality exhibit positive and significant impacts on purchasing decisions, analyzed individually and simultaneously, achieving an adjusted R^2 of 0.635. This indicates that 63.5% of consumer purchasing decisions are explained by these factors. The findings emphasize the significance of interactive digital marketing strategies and consistent product standards in influencing consumer behavior. This research contributes valuable insights for marketing strategy formulation by highlighting the crucial role of live shopping and product quality in purchase decision-making.

Keywords: Live Shopping, Product Quality, Purchase Decision

Introduction

Digital transformation has revolutionized marketing strategies, establishing live streaming as an innovative and highly interactive promotional instrument. Real-time broadcasting on platforms such as Shopee, TikTok, and Instagram enables retailers to showcase products directly, engage with audiences instantaneously, and offer time-sensitive promotions. This approach enhances consumer engagement while significantly affecting purchasing behavior through trust development and urgency creation in decision-making processes, particularly among digitally native consumers like university students.

Concurrently, product quality remains a fundamental determinant in purchasing decisions. Contemporary consumers rely extensively on online reviews, rating systems, and peer recommendations to assess product authenticity. Brands like Originote, operating in the competitive skincare market, must consistently maintain superior product standards to meet consumer expectations. For students who exhibit both price consciousness and quality awareness, perceived reliability and effectiveness of products, supported by positive digital testimonials, are critical factors influencing their purchasing decisions. This study aims to investigate how live shopping and product quality collectively influence students' decisions regarding Originote product purchases.

Literature Review

Live Shopping

Live shopping constitutes a marketing strategy where retailers conduct real-time broadcasts to communicate product information, often incorporating product demonstrations during these live presentations (Chen & Wang, 2023). This interactive format combines entertainment with commerce, creating engaging customer experiences that bridge traditional retail gaps (Martinez et al., 2022).



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Product Quality

Product quality refers to a product's ability to deliver results that meet customer expectations and potentially exceed those expectations (Rodriguez & Silva, 2021). Quality perception significantly influences consumer satisfaction and loyalty in competitive markets (Thompson & Brown, 2020).

Purchase Decision

The decision-making process represents a fundamental psychological mechanism that plays a crucial role in understanding consumer purchasing behavior (Anderson & Davis, 2023). This process involves multiple stages from need recognition to post-purchase evaluation (Kim et al., 2022).

Hypotheses Development

The Effect of Live Shopping on Purchase Decision

Live shopping represents an innovative digital marketing approach that enables real-time interaction between sellers and consumers through streaming platforms. This interactive format creates immersive shopping experiences that significantly influence consumer behavior by building trust, providing immediate product demonstrations, and creating urgency through limited-time offers. Research demonstrates that live shopping enhances consumer engagement and directly impacts purchasing intentions by reducing information asymmetry and purchase uncertainty (Garcia & Lopez, 2023; Wilson & Taylor, 2022).

H₁: Live Shopping has a positive effect on Purchase Decisions for Originote Products.

The Effect of Product Quality on Purchase Decision

Product quality serves as a fundamental determinant in consumer decision-making processes, representing the product's ability to meet or exceed customer expectations. In competitive markets, quality perceptions function as critical evaluation criteria that directly influence purchase intentions and brand preferences. High-quality products reduce perceived purchase risks, enhance consumer satisfaction, and justify premium pricing, while poor quality perceptions lead to purchase avoidance and negative word-of-mouth behavior (Lee & Park, 2020; Smith & Jones, 2023).

H₂: Product Quality has a positive effect on Purchase Decisions for Originote Products.

Simultaneous Effects

Consumer purchase decisions result from complex interactions between multiple marketing and product-related factors rather than single determinants. Research demonstrates that promotional methods and product attributes work synergistically to influence purchasing outcomes, requiring integrated marketing approaches that combine engaging presentation techniques with superior product offerings. The simultaneous effect of live shopping and product quality creates a comprehensive framework for understanding consumer purchasing behavior dynamics in digital commerce environments (Clark & Davis, 2021; Green & Adams, 2022).

H₃: Live Shopping and Product Quality simultaneously have a positive effect on Purchase Decisions for Originote Products.

Methods

This research employs quantitative methodology to examine the relationship between live shopping and product quality on purchasing decisions. This approach is commonly utilized in consumer behavior studies due to its ability to quantify relationships between variables through statistical analysis. The rationale for selecting this methodology is to provide objective analysis of how live shopping and product quality influence students' Originote purchasing decisions.

The research design utilized a survey approach through structured questionnaires distributed to participants. The study sample comprised 50 respondents familiar with live shopping practices and Originote products. Data collection was conducted via online questionnaires. To ensure reliability and validity, the research instrument underwent preliminary testing and refinement. Data analysis employed multiple linear regression using SPSS



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software to examine both simultaneous and individual effects of independent variables on the dependent variable. This methodological approach ensures collected data remains relevant, accurate, and appropriate for testing the proposed hypotheses.

Results and Discussion

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.027	2.120		7.087	.000
Live Shopping	.209	.033	.546	6.274	.000
Product Quality	.274	.045	.525	6.035	.000

Source: SPSS 26 data processing results, (2025)

Based on the data analysis results, the following multiple regression equation model was developed:

$$Y = a + b_1X_1 + b_2X_2 + e$$
$$Y = 15.027 + 0.209 X_1 + 0.274 X_2$$

The equation interpretation is as follows:

1. Constant (a) = 15.027. This indicates that when live shopping (X_1) and product quality (X_2) values equal zero, the purchase decision value remains at 15.027.
2. The live shopping variable regression coefficient (b_1) shows a positive value of 0.209. This demonstrates that each unit increase in live shopping results in a 0.209 increase in purchase decision.
3. The product quality variable regression coefficient (b_2) presents a positive value of 0.274. This indicates that each unit increase in product quality leads to a 0.274 increase in purchase decision.

The equation confirms a positive, directional relationship between live shopping and product quality variables with the purchase decision variable. This means that improvements in live shopping and product quality variables will correspondingly enhance the purchase decision variable.

Hypothesis Testing

Partial Test (t-Test)

Table 2. Partial Hypothesis Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.027	2.120		7.087	.000
Live Shopping	.209	.033	.546	6.274	.000
Product Quality	.274	.045	.525	6.035	.000

Source: SPSS 26 data processing results, (2025)

Table 2 analysis reveals:

1. The live shopping variable (X_1) shows a t-calculated value (6.274) exceeding t-table (2.011) with a significance level of $0.00 < 0.05$, resulting in H_1 acceptance and H_0 rejection. This confirms a positive and significant partial influence of live shopping (X_1) on purchase decision (Y).



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2. The product quality variable (X_2) demonstrates a t-calculated value (6.035) surpassing t-table (2.011) with a significance level of $0.00 < 0.05$, leading to H_2 acceptance and H_0 rejection. This verifies a positive and significant partial influence of product quality (X_2) on purchase decision (Y).

Simultaneous Test (F Test)

Table 3. Simultaneous Hypothesis Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.007	2	85.004	43.609	.000 ^b
	Residual	91.613	47	1.949		
	Total	261.620	49			

Source: SPSS 26 data processing results, (2025)

Table 3 demonstrates that F-calculated exceeds F-table ($43.609 > 4.04$) with a significance level of $0.00 < 0.05$. This confirms H_3 acceptance and H_0 rejection, indicating that live shopping and product quality collectively demonstrate a positive and significant influence on Originote purchase decisions among management study program students at Methodist University of Indonesia.

Coefficient of Determination Test (R^2)

Table 4. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.650	.635	1.39614

Source: SPSS 26 data processing results, (2025)

Table 4 shows that the coefficient of determination or adjusted R-Square value reaches 0.635, indicating that 63.5% of purchase decisions are influenced by live shopping and product quality, while 36.5% results from other unexamined variables.

Discussion

The Influence of Live Shopping on Purchase Decision

Based on regression analysis results shown in the coefficients table, Live Shopping demonstrates a positive and significant effect because the calculated t-value of 6.274 significantly exceeds the critical t-table threshold of 2.011, with a regression coefficient of 0.209. The significance level of $0.000 < 0.05$, confirming that Live Shopping exerts positive and significant influence on Purchase Decision. Therefore, it can be concluded that the first hypothesis (H_1), Live Shopping has a positive and significant impact on Purchase Decision, is accepted. The positive coefficient of 0.209 indicates that each unit increase in live shopping effectiveness leads to a 0.209 unit enhancement in purchase decision outcomes, assuming other variables remain constant. This demonstrates that live shopping serves as an effective marketing tool that directly influences consumer purchasing behavior. According to consumer behavior theory and digital marketing principles, live shopping creates an interactive and engaging environment that bridges the gap between online and offline retail experiences (Garcia & Lopez, 2023). In the contemporary e-commerce context, where consumers seek authentic product demonstrations and real-time interaction, live shopping functions as a critical determinant of purchase intention and decision-making processes (Wilson & Taylor, 2022). Consumers demonstrate greater purchase confidence and engagement when provided with interactive, real-time shopping experiences compared to traditional static product presentations.



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This finding emphasizes live shopping's critical role in modern consumer decision-making optimization. A well-executed live shopping strategy reduces purchase uncertainty and information asymmetry, enhances consumer engagement and trust, provides immediate product demonstrations and expert guidance, while poor live shopping experiences may lead to decreased purchase intention and consumer dissatisfaction (Johnson & Miller, 2021). This phenomenon reflects the evolving nature of digital commerce where interactive elements significantly influence purchasing outcomes.

The Influence of Product Quality on Purchase Decision

Based on regression analysis results shown in the coefficients table, Product Quality demonstrates a positive and significant effect because the calculated t-value of 6.035 significantly exceeds the critical t-table threshold of 2.011, with a regression coefficient of 0.274. The significance level of $0.000 < 0.05$, confirming that Product Quality exerts positive and significant influence on Purchase Decision. Therefore, it can be concluded that the second hypothesis (H_2), Product Quality has a positive and significant impact on Purchase Decision, is accepted. The positive coefficient of 0.274 indicates that improved product quality perceptions lead to enhanced purchase decision outcomes, representing a substantial predictor among all variables tested in this study. This coefficient value suggests that product quality has a slightly stronger individual impact compared to live shopping. According to consumer behavior theory and quality management principles, product quality serves as a fundamental determinant of consumer purchase decisions (Lee & Park, 2020). In the marketplace context, where consumers evaluate multiple product alternatives, quality perceptions function as critical evaluation criteria that directly influence purchase intention and brand preference (Smith & Jones, 2023). Consumers demonstrate greater willingness to purchase when products meet or exceed their quality expectations compared to products perceived as inferior or unreliable.

This finding underscores product quality's essential role in consumer decision-making processes. High product quality reduces perceived purchase risk and uncertainty, enhances consumer satisfaction and brand loyalty, provides value justification for price premiums, while poor quality perceptions prompt purchase avoidance and negative word-of-mouth behavior (Brown & White, 2022). This phenomenon reflects the fundamental importance of quality assurance in competitive markets where consumers have numerous alternatives.

The Influence of Live Shopping and Product Quality on Purchase Decision

Based on simultaneous test (F-test) findings shown in the ANOVA table, the calculated F-value (43.609) significantly exceeds the critical F-table threshold of 4.04 with a significance level of $0.000 < 0.05$. This confirms that Live Shopping and Product Quality simultaneously exert positive and significant effects on Purchase Decision among management study program students at Methodist University of Indonesia. Therefore, it can be concluded that the third hypothesis (H_3), Live Shopping and Product Quality simultaneously affect Purchase Decision, is accepted.

This means that the significance value of 0.000 indicates the possibility of error in concluding simultaneous influence is virtually eliminated. In other words, there is extremely high confidence that this research model is valid in explaining variations in Purchase Decision outcomes.

The comprehensive model demonstrates that both variables show high significance levels, and their collective influence creates a robust framework for understanding consumer purchasing behavior dynamics (Clark & Davis, 2021). The Adjusted R Square value of 0.635 indicates that 63.5% of purchase decision variations result from live shopping and product quality variations, while the remaining 36.5% stems from factors not examined in this study.

According to consumer behavior theory and integrated marketing theory, purchase decisions result from the interaction between promotional methods and product attributes (Green & Adams, 2022). In the e-commerce context, live shopping provides the marketing platform and engagement mechanism, while product quality delivers the fundamental value proposition that justifies the purchase. The simultaneous effect suggests that successful marketing strategies must address both interactive presentation methods and product excellence rather than focusing on single elements.



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This integrated approach reflects the complexity of consumer decision-making where multiple factors interact systematically to influence outcomes, emphasizing the need for holistic marketing approaches that combine engaging presentation with superior product offerings.

Conclusion

From the overall discussion and results obtained, the conclusions are:

1. Live Shopping shows significant positive individual influence on Purchase Decision among management study program students, demonstrating that interactive and engaging marketing presentations serve as effective tools for influencing consumer purchasing behavior and reducing decision uncertainty.
2. Product Quality demonstrates the strongest positive and significant influence on Purchase Decision, highlighting the fundamental role of product excellence and quality perceptions in consumer choice processes, confirming that quality remains a primary determinant of purchase intention.
3. Live Shopping and Product Quality simultaneously affect Purchase Decision with 63.5% explanatory power, confirming the multidimensional and interactive nature of consumer decision-making processes where both marketing presentation methods and product attributes work together to influence purchasing outcomes.

Suggestions

Based on the research findings above, the researcher suggests the following:

1. Future researchers are advised to extend the observation period and expand the sample size beyond management students to include diverse consumer demographics, age groups, and educational backgrounds, ensuring more generalizable results across different consumer segments and product categories.
2. Future researchers can incorporate additional variables such as price perception, brand image, social influence, personal income, shopping experience, trust in online platforms, and promotional incentives that are believed to influence purchase decisions in e-commerce settings.
3. For businesses and marketing practitioners, focus marketing strategies on optimizing both live shopping execution and product quality assurance including interactive presentation skills, real-time customer engagement, product demonstration effectiveness, and comprehensive quality control systems, as consumers respond positively to the combination of engaging presentation and superior product offerings.
4. For academic purposes, future research should explore mediating and moderating effects of demographic variables, technology adoption levels, shopping frequency, product involvement, and cultural factors on the relationship between these variables and purchase decisions across various product categories and e-commerce platforms.

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