

How Promotion Incentives and Online Comments Drive Purchases of Originote Moisturizer on Shopee Live Through Perceived Trust

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Received: 23-05-2024

Revised: 01-06-2024

Accepted: 01-06-2024

ABSTRACT

With the advancement of time, many new phenomena have emerged, including the use of live streaming in the buying and selling of products. This trend is evident in e-commerce platforms, one of which is Shopee. Shopee has a feature called Shopee Live that is frequently used to help sellers promote their products. This study aims to analyze the influence of promotion incentives and online comments review on impulsive buying, with perceived trust as an intervening variable (focused on Shopee live streaming consumers). The research employs a quantitative method with purposive sampling, to collect 135 samples. The analysis is conducted using Structural Equation Model with calculations performed through the AMOS 24.0 program. The results indicate that promotion incentive information has a positive and significant effect on impulsive buying behavior, online comments have a positive and significant effect on impulsive buying behavior, promotion incentive information has a positive and significant effect on perceived trust, online comments have a positive and significant effect on perceived trust, and perceived trust has a positive and significant effect on impulsive buying behavior. However, perceived trust cannot mediate the relationship between promotion incentive information and online comments on impulsive buying behavior.

Keywords: promotion incentives, online comments, impulse buying



INTRODUCTION

Advancements in technology have led to a significant surge in internet usage. This increase is particularly evident in the growing number of active internet users interacting with various social media platforms. Undoubtedly, the internet has played a crucial role in simplifying and facilitating various activities.¹ One such activity is online shopping, which operates seamlessly without geographical or time constraints. According to reports, a significant portion of the Indonesian population prefers shopping online, specifically on e-commerce platforms, rather than traditional stores. This trend is driven by the convenience of buying and selling without visiting physical stores. The emergence of e-commerce, especially Shopee, has experienced rapid growth, offering a wide range of products, including beauty products, fashion, and daily necessities, while also ensuring secure payment methods.²

For business owners utilizing e-commerce, the Shopee platform offers additional features such as live streaming, which further simplifies the marketing process. Shopee Live has seen an extraordinary surge in popularity within the Shopee app, attracting numerous business operators and viewers who use it for promoting high-quality products online.³ When sellers conduct live streaming, consumers pay attention to the promotions being offered. Therefore, sellers need to provide accurate information and attractive promotions to capture the interest of consumers.⁴ One way to achieve this is by offering incentive promotions, such as discounts or price reductions on products, as well as providing free shipping vouchers to consumers. This approach can attract consumers and lead to unplanned or impulsive purchases.⁵

¹ Galih Ginanjar Saputra and Fadhilah Fadhilah, "Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online Dan Dampaknya Pada Keputusan Pembelian," *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)* 4, no. 2 (2022): 442–52, <https://doi.org/10.47065/ekuitas.v4i2.2353>.

² Inneke Tanriady and Fanny Septina, "Pengaruh E-Wom Dan Sales Promotion Terhadap Impulsive Buying Produk Fashion Di Shopee Pada Mahasiswa Universitas Ciputra Surabaya," *JEMMA (Journal of Economic, Management and Accounting)* 5, no. 1 (February 18, 2022): 1, <https://doi.org/10.35914/jemma.v5i1.800>.

³ Ita Rahmawaty, Lailatus Sa'adah, And Linda Musyafaah, "Pengaruh Live Streaming Selling, Review Product, Dan Discount Terhadap Minat Beli Konsumen Pada E-Commerce SHOPEE," *Jurnal Riset Entrepreneurship* 6, No. 2 (August 29, 2023): 81–93, <https://doi.org/10.30587/Jre.V6i2.5956>.

⁴ Berliana Citra Hapsari and Sri Rahayu Tri Astuti, "Pengaruh Keragaman Produk Dan Promosi Penjualan Terhadap Minat Beli Ulang Di Toko Online Lazada Dengan Kepuasan Konsumen Sebagai Variabel Intervening," *Diponegoro Journal of Management* 11, no. 2 (2022): 1–15, <https://ejournal3.undip.ac.id/index.php/djom/index>.

⁵ Galih Ginanjar Saputra and Fadhilah Fadhilah, "Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online Dan Dampaknya Pada Keputusan Pembelian," *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)* 4, no. 2 (2022): 442–52, <https://doi.org/10.47065/ekuitas.v4i2.2353>.

Impulsive buying is a behavior characterized by unplanned purchases, driven by a spontaneous urge within consumers that can significantly influence their purchasing behavior.⁶ During the sales process, it is not only the incentive promotions presented by the seller that can prompt consumers to make a purchase; online comments about the product are also taken into consideration by consumers.⁷ Online comments are feedback provided by other consumers and potential buyers of the product. These comments are often considered by consumers when deciding whether to purchase a product. The feedback from other consumers can create a sense of trust in the information provided about the product, which can in turn encourage impulsive buying.⁸

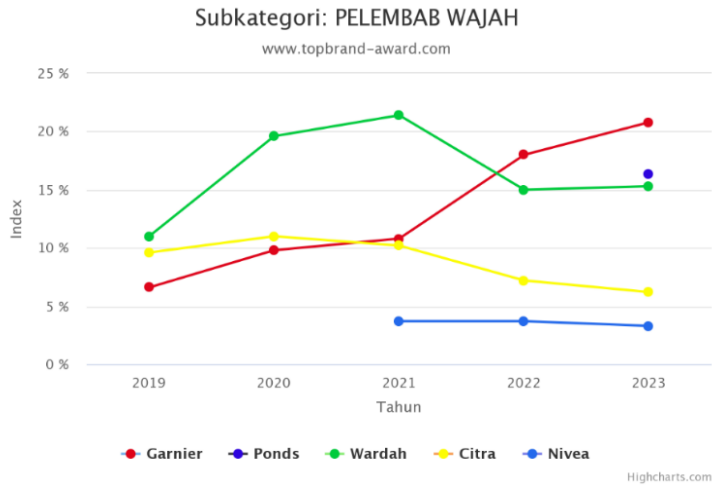
Among the various products frequently sold and promoted by sellers through live streaming, skincare products, particularly facial moisturizers, have garnered significant attention and become viral sensations. The Originote serves as a prime example of this trend.⁹ Many consumers are drawn to The Originote products, leading to frequent promotions and sales during Shopee Live events. Despite the skincare product's popularity among the public and its high sales on e-commerce platforms, The Originote faces an issue as it has not yet entered the top brand index. This can be seen in the popularity ranking of facial moisturizers from various brands through the Top Brand Index website, which is a significant benchmark in the Indonesian market, as shown in the image below:

⁶ A. Et Al Anggraeni, "Pengaruh Shopping Lifestyle Dan Visual Merchandising Terhadap Impulse Buying Melalui Emosi Positif," *Jurnal Entrepreneur Dan Bisnis (Jebi) Issn*, Vol. 1, 2020, 93–100.

⁷ Michael Hasim and Retno Budi Lestari, "Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM Dan Gaya Hidup Berbelanja Terhadap Impulse Buying Di Tokopedia," 2022, 59–69.

⁸ Inneke Tanriady and Fanny Septina, "Pengaruh E-Wom Dan Sales Promotion Terhadap Impulsive Buying Produk Fashion Di Shopee Pada Mahasiswa Universitas Ciputra Surabaya," *JEMMA (Journal of Economic, Management and Accounting)* 5, no. 1 (February 18, 2022): 1–12, <https://doi.org/10.35914/jemma.v5i1.800>.

⁹ S et al. Effendi, "Electronic Word Of Mouth Dan Hedonic Shopping Mot," *Jurnal Akuntansi Dan Manajemen*, vol. 17, 2020, 22–31, www.databoks.katadata.co.id.



Data Source: www. topbrand-award.com (2023)

Figure 1. Top Brand Index Facial Moisturizer Category Graph

Based on the chart, in 2023, Garnier ranks as the top facial moisturizer brand in the Top Brand Index with a 20.8% rating. Although Garnier holds this position as the best facial moisturizer in the Top Brand Index, The Originote brand has not managed to penetrate the TBI despite conducting sales through Shopee live streaming. This can influence consumers' perception of promotional efforts and create doubts among some consumers when making a purchase. Apart from the absence of the brand in the Top Brand Index, another influencing factor in sales is the online comments on The Originote product page on Shopee, as shown in Table 1 below:

Table 1: Comments During the Originote's Live Streaming

No	Username	Comments
1	@sulekah_	Is cash on delivery (COD) not available?
2	@deaoutfit	What should I do if COD is not an option? I wanted to checkout Originote.
3	@anisaalazahra669	Makes my skin dull, better to use the pink one.
4	@tesi_setia	The moisturizer doesn't suit me and makes my skin dull..
5	@syifaummah916	Causes comedogenic issues and breakouts.

Data Source:Shopee.co.id (2023)

Based on Table 1, the majority of consumers or potential buyers will pay attention to various comments regarding the product. These comments can influence consumers' actions or motivations to make a purchase. Based on the background information provided, the statement of this research is to determine the level of incentive promotions and online comments on impulsive buying with consumers' perceived trust in purchasing The Originote facial moisturizer beauty products during live streaming purchases.

Promotion Incentive Information on Impulsive Buying Behavior

The importance of incentive promotions as a purchasing strategy cannot be overstated. Promotions play a crucial role in introducing products to consumers and convincing them of the product's benefits, even if the product is of high quality. Without effective promotion, consumers may not become aware of or confident in making a purchase, especially when it comes to impulsive buying, which is often unplanned.¹⁰ Promotional information can also be described as a central element of marketing efforts, encompassing various incentive tools used to encourage consumers to purchase products more quickly or in larger quantities.¹¹

Emphasize that promotion serves as an activity to communicate product advantages, fostering trust and serving as an incentive to make a purchase. Incentive promotions, in particular, are employed to attract consumers by influencing short-term promotional activities.¹²

H₁: Promotion incentive information has a positive and significant impact on impulsive buying behavior.

Online Comments on Impulsive Buying Behavior

The more online comments provided by buyers who have previously made purchases and experienced the product, the more convincing it can be for new buyers who see and directly read reviews because of the responsive feedback given by other consumers to make a purchase. This can be one form of trust for other consumers to make unplanned purchases and be enticed by the existing

¹⁰ Fandy Tjiptono, *Manajemen Pemasaran Dan Pemasaran Jasa* (Jakarta : PT. Indeks Kelompok Gramedia, 2017).

¹¹ P., & Gary Armstrong Kotler, *Prinsip-Prinsip Pemasaran*, Edisi 12. Jilid 1 (Jakarta: Bob Sebran. Erlangga, 2014).

¹² Iqbal Varian Sembada, Bustam, and Enur Hotimah, "Pengaruh Promosi Dan Testimoni Terhadap Minat Beli Produk Lyfira Hijab Dimediasi Oleh Kepercayaan (The Influence of Promotions and Testimonials on Purchase Intention of Lyfira Hijab Products Is Mediated by Trust)," *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis* 3, no. 1 (2022): 21–30, <https://doi.org/10.37366/ekomabis.v3i01.276>.

reviews regarding the accuracy of discounts, promotions, and product authenticity, which lead consumers to make impulsive purchases without planning. This can be a form of trust for other consumers to make purchases where they are unplanned and feel interested in the reviews available regarding the accuracy of information about discounts, promotions, and product authenticity, which lead consumers to make impulsive purchases without planning.¹³

The level of consumer trust in online comments and engagement levels on the platform regarding reviews can enhance the impact of these reviews on impulsive buying tendencies. This is because reviews serve as a platform for consumers to express their opinions online, thereby instilling trust in the information provided through these reviews. The better the online comments provided by consumers, the more likely it is to encourage consumers to make purchases. This is due to the presence of accurate information from consumers about the product, leading consumers to make impulsive purchases without prior planning.¹⁴

H₂ : Online comments have a positive and significant impact on impulsive buying behavior.

Promotion Incentive Information on Perceived Trust

Emphasizes that delivering promotional information is key to building consumer trust, particularly by highlighting specific advantages of a product during promotions. The communication channels used to convey promotional information about marketed products play a crucial role in reinforcing consumer trust. The presence of incentive promotional information enables consumers to feel confident about the accuracy of the information provided by the seller.¹⁵

Promotion is a crucial element in providing information to consumers about the promotional offers from sellers. Especially when shopping through live broadcasts, where accurate information from sellers can prompt impulsive purchases, increase consumer trust, and reduce transactional doubts.¹⁶ Asserts that the more frequent the promotional efforts by sellers or companies, the more attention consumers will pay to making purchases. This is due to the promotional

¹³ Wang Y, Li X, Ren L, Zhao J, Hu Y Huang C, *Clinical Features of Patients Infected With* (China: Lancet, 2018).

¹⁴ Trinanda Akina, Danang Kurniawan, and Iain Kudus, "Pengaruh E-Service Quality, Ewom , Dan Sales Promotion Pada Saat Special Event Day Terhadap Impulse Buying Pengguna Aplikasi Shopee," *Jurnal Ekonomi Dan Bisnis Islam* 1, no. 1 (2023): 70–81, <http://jim.ac.id/index.php/jebisku/>.

¹⁵ Freddy Rangkuti, *Strategi Promosi Yang Kreatif & Analisis Kasus – Integrated Marketing Communication* (Jakarta: PT. Gramedia Pustaka Utama, 2015) .

¹⁶ M Mulyana, *Strategi Promosi Dan Komunikasi*. (Bandung : PT. Remaja , 2019).

information provided, offering unique promotional offers, particularly through discounts or price reductions on specific purchases.¹⁷

H3: Promotion Incentive Information has a positive and significant effect on Perceived Trust.

Online Comments on Perceived Trust

In marketing, online comments have become a significant factor driving consumers to make purchases, especially in the context of live broadcasts used by sellers to promote and sell products. These reviews originate from consumers who provide information about various aspects of the product. The expectation is that this information can assist consumers, including potential ones, in evaluating the quality of products they seek based on reviews and the purchasing experiences of other consumers.¹⁸ states that online comments are related to trust, stemming from the experiences of consumers who have purchased a product. This is because consumers perceive trust in the direct reviews provided by other buyers, as well as consumers who have made purchases and left testimonials about the product.¹⁹

Online comments encompass buyers' experiences related to products, services, and information provided by sellers from various aspects of direct sales. Many comments or reviews are provided by other consumers during broadcasts, aiming to provide testimonials regarding products they have purchased. These reviews serve as a driver for other consumers' interest and instill trust, prompting them to consider purchasing based on the authentic testimonials.²⁰ As a result, many consumers make purchases, such as developing trust in purchasing on Shopee e-commerce due to high ratings given by consumers who have bought products from the online store. Consequently, new consumers feel confident about the quality and information provided by the online store.²¹

H4: Online comments have a positive and significant influence on Perceived Trust.

¹⁷ Hermawan, A, *Promosi dalam Prioritas Kegiatan Pemasaran*. Penerbit (Jakarta PT Buku Seru, 2014)

¹⁸ Nuhroho J. Setiadi, *Perilaku Konsumen: Konsep Dan Implikasi Untuk Strategi Dan Penelitian Pemasaran* (Jakarta : PT. Karisma Putra Utama , 2016).

¹⁹ T. Suryani, *Perilaku Konsumen : Implikasi Pada Strategi Pemasaran* (Yogyakarta: Graha Ilmu., 2014).

²⁰ Jusuf Dewi Indriani, *Perilaku Konsumen Di Masa Bisnis Online* (Yogyakarta: Andi Offset, 2018).

²¹ Nur Kamisa, Almira Devita Putri, and Dian Novita, "Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Kepercayaan Konsumen (Studi Kasus: Pengguna Shopee Di Bandar Lampung)," *Journals of Economics and Business* 2, no. 1 (2022): 21–29, <https://doi.org/10.33365/jeb.v2i1.83>.

Perceived Trust on Impulsive Buying Behavior

Consumer trust arises from the consumer's own inclination towards the product. It is this trust in impulsive buying that leads consumers to make unplanned purchases, without thorough consideration, often triggered by emotional impulses.²² Therefore, trust becomes crucial in conveying information, as accurate information can foster trust in consumers, which is essential as it can influence an individual's level of loyalty. This will ultimately lead to positive impacts on the perceived experience and information.²³

Asserts that trust emerges from the emotional aspect of consumers. If consumers trust an online shopping platform, it can lead to impulsive buying decisions during online sales. This is because of the trust in transaction security, promotional information provided by sellers, and positive reviews and recommendations from other consumers regarding the products being sold.²⁴

H5: Perceived Trust has a positive and significant impact on Impulsive Buying Behavior.

RESEARCH METHOD

This study uses a quantitative method, which involves collecting numerical data through structured questions. In short, this research is conducted in a numerical form, and the data is analyzed using statistical techniques.²⁵ This research analyzes the impact of promotion incentive information and online comments on impulsive buying behavior through perceived trust as an intervening variable. The object of the study is The Originote beauty brand's moisturizer products, which are purchased through live streaming sales on the e-commerce platform Shopee. The data source is primary data collected using questionnaires distributed online via Google Forms to respondents who have made purchases during live streaming.

In the sampling process, the researchers utilized Non-probability sampling technique employing Purposive sampling method. Purposive sampling is a sampling method deliberately organized to select subjects without considering hierarchy, randomness, and region. This sampling is based on specific criteria predetermined according to the adapted population.²⁶ The sample criteria for this study are as follows: consumers who have the Shopee app, are at least 17 years

²² Christina Whidya Utami, *Manajemen Ritel: Strategi Dan Implementasi Operasional. Bisnis Ritel Modern Di Indonesia*, 3rd ed. (Jakarta : Salemba Empat, 2017).

²³ M. J Colquitt, J. A., LePine, J. A., & Wesson, "Organizational Behavior: Improving Performance and Commitment in the Workplace," *Journal of Practice Development in Internasional* 4, no. 4 (2019): 1–24.

²⁴ Priansa, *Perilaku Konsumen Dalam Bisnis Kontemporer* (Bandung : Penerbit: Alfabeta , 2017).

²⁵ U dan Roger B. Sekaran, *Metode Penelitian Bisnis* (Jakarta: Penerbit Salemba Empa, 2017), 159.

²⁶ Hikmawati, *Metodeologi Penelitian* (Depok : Penerbit : PT. Raja Grafindo, 2017).

old, and have purchased The Originote moisturizer product through Live Streaming within the last six months.

The study utilized the Structural Equation Modeling (SEM) program AMOS 24 for data processing, including instrument testing, normality assessment, hypothesis testing, and direct and indirect effects analysis. The data processing results indicate that the processed data exhibit normality, with a multivariate range falling within the range of 1.059 and not exceeding ± 2.58 . All instruments used in the study are valid and reliable, as evidenced by results exceeding 0.70. Consistent with the criteria, the loading factor is above 0.70, and the Average Variance Extracted (AVE) is greater than or equal to 0.5.

RESULT AND DISCUSSION

At the data processing stage, we have gone through several stages by deleting several indicators in order to get good results, such as processing via AMOS in the image below, we have obtained changes related to the deletion of several indicators and there are 11 indicators remaining from four variables.

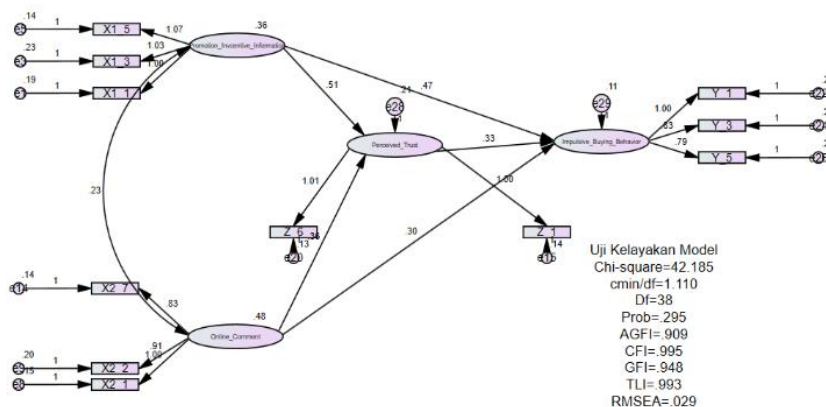


Figure 2: Structural Equation Modelling (SEM) Analysis

Based on the results of the image above, it can be seen that Promotion incentive information (X1) can influence impulsive buying (Y) because it is influenced by indicators of price sensitivity, purchasing atmosphere, and promotion time, as well as the perceived trust variable (Z). Online comments (X2) are able to influence Impulsive Buying (Y), influenced by indicators of perceived usefulness, perceived control, and perceived benefits, as well as the variable perceived trust (Z). Perceive trust (Z) is able to influence impulsive buying (Y) because it is influenced by consistent indicators in quality and composition of

information with quality. From the influence of each of these variables, the results show that the calculation of each hypothesis in this research has a good influence.

The following are the results of hypothesis testing. A hypothesis test can be accepted if the critical ratio (CR) value is ≥ 1.64 , indicating that the influence has a positive direction, and the probability value (P) is < 0.05 , indicating that the value has a significant effect. The results of the hypothesis tests conducted are based on the calculations from the AMOS 24.0 program.

Table 2: Hypothesis Testing

			C.R	P	Result	Explanation
Perceived Trust	<---	Promotion Incentive Information	4,560	0,000	Positive and significant	Accepted
Perceived Trust	<---	Online Comment	3,747	0,000	Positive and significant	Accepted
Impulsive Buying Behavior	<---	Perceived Trust	2,839	0,005	Positive and significant	Accepted
Impulsive Buying Behavior	<---	Promotion Incentive Information	3,859	0,000	Positive and significant	Accepted
Impulsive Buying Behavior	<---	Online Comment	3,183	0,001	Positive and significant	Accepted

Source: Data Results of AMOS 2024 Calculations

Based on the hypothesis testing conducted, it was found that each hypothesis yielded a positive and significant effect. The following is the final instrument test in the research, examining both direct and indirect influences, as shown in the table below

Table 3: Direct and Indirect Effects Results

Variable	Direct effect	Indirect Effect	Total influence	Conclusion
Promotion Incentive Information	0,373	0,119	0,469	Perceived Trust cannot mediate between Promotion Incentive Information on Impulsive Buying Behavior.
Online Comment	0,302	0,147	0,449	Perceived Trust cannot mediate between Online

Source: Data Results of AMOS 2024 Calculations

The results of Promotion Incentive Information on Impulsive Buying Behavior show a direct influence of 0.373, which is greater than the indirect influence of 0.119. This indicates that Perceived Trust does not mediate the effect of Promotion Incentive Information on impulsive buying behavior. Regarding Online Comment on Impulsive Buying Behavior, the direct influence is 0.302, which is greater than the indirect influence of 0.147. This suggests that Perceived Trust does not mediate the relationship between online comments and impulsive buying behavior.

The Influence of Promotion Incentive Information on Impulsive Buying Behavior

Based on the hypothesis testing results, it can be concluded that promotion incentive information has a positive and significant influence on impulsive buying behavior among consumers of The Originote moisturizer through Shopee live streaming. This study indicates that the incentive promotions conveyed by sellers during live streaming about the product provide accurate, good, and appealing information to consumers. According to Kotler, the better the promotional information provided by the seller with accurate product-related offers and information, the more consumers feel inclined to purchase and consider the product, leading to unplanned purchases.²⁷

These findings are also supported by previous research conducted by Maulina, which demonstrated a positive and significant influence of promotion incentive information on impulsive buying.²⁸ Another study by Ahmadi stated that promotion incentive information has a positive and significant effect on impulsive buying behavior.²⁹

²⁷ P., & Gary Armstrong Kotler, *Prinsip-Prinsip Pemasaran*, Edisi 12. Jilid 1 (Jakarta: Bob Sebran. Erlangga, 2014).

²⁸ Bella Yulinda Maulina, Derriawan Derriawan, and Agustinus Miranda, "Pengaruh Promosi Online, Celebrity Endorsement Terhadap Perilaku Pembelian Impulsif Berdampak Pembelian Ulang Dengan Word of Mouth," *Jurnal Riset Manajemen Dan Akuntansi* 2, no. 2 (2022): 63–72, <https://doi.org/10.55606/jurima.v2i2.254>.

²⁹ Ahmadi, "Pengaruh E-Commerce, Promosi Penjualan, Dan Gaya Hidup Terhadap Perilaku Pembelian Impulsif," *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 1, no. 2 (July 2020): 481–93.

The Influence of Online Comments on Impulsive Buying Behavior

Based on the hypothesis testing results, it can be concluded that online comments have a positive and significant impact on impulsive buying behavior among consumers of The Originote moisturizer during live streaming. This study indicates that online comments provided by other consumers during live streaming can serve as a form of information that convinces other consumers based on experiential comments regarding product purchases. According Huang states that the more online comments given by buyers who have purchased and experienced the product, the more convincing they are to new buyers who see and directly read the reviews due to the responsive feedback provided by other consumers for making purchases.³⁰

This research findings are supported by previous studies, Akina stated that Online Comments can stimulate consumers to engage in impulsive buying behavior, this having a positive and significant impact.³¹ Similarly, research conducted by Putri & Fikriyah shows that online comments can prompt consumers to make purchases, leading to online comments having a positive and significant impact on impulsive buying behavior.³²

The Influence of Promotion Incentive Information on Perceived Trust

Based on the hypothesis testing results, it is evident that promotion incentive information has a positive and significant impact on perceived trust among consumers of The Originote moisturizer during Shopee live streaming. This study indicates that promotion incentive information serves as a key factor in building consumer trust in performing actions, including purchases. According Rangkuti states that delivering promotional information is key to building consumer trust, particularly by highlighting specific advantages of a product during promotions.³³

These research findings are supported by previous studies. Aryanti & Andarini demonstrated that promotion incentive information has a positive and

³⁰ Wang Y, Li X, Ren L, Zhao J, Hu Y Huang C, *Clinical Features of Patients Infected With* (China: Lancet, 2018).

³¹ Akina, Kurniawan, and Kudus, "Pengaruh E-Service Quality, Ewom , Dan Sales Promotion Pada Saat Special Event Day Terhadap Impulse Buying Pengguna Aplikasi Shopee," (2023) 70–81.

³² Ishma Azizah Dwi Putri and Khusnul Fikriyah, "Pengaruh Influencer Dan Online Customer Review Terhadap Pembelian Impulsif Pada Produk Kosmetik Halal Di Tiktok Shop," *Jurnal Ilmiah Edunomika* 07, no. 01 (2023): 1–12, <https://www.jurnal.stie-aas.ac.id/index.php/jie/article/view/8062/pdf>.

³³ Freddy Rangkuti, *Strategi Promosi Yang Kreatif & Analisis Kasus – Integrated Marketing Communication* (Jakarta: PT. Gramedia Pustaka Utama, 2015).

significant influence on perceived trust.³⁴ Similarly, Sembada found that promotion incentive information has a positive and significant impact on perceived trust.³⁵

The Influence of Online Comments on Perceived Trust

Based on the hypothesis testing results, it is evident that online comments have a positive and significant impact on perceived trust in purchasing The Originote moisturizer during Shopee live streaming. This study indicates that online comments serve as information provided by consumers regarding their experiences with product purchases. According Suryani states that online comments are associated with trust, stemming from the experiences of consumers who have purchased a product. This is because of the perceived trust related to direct reviews provided by other buyers, as well as consumers who have made purchases and left testimonials about the product.³⁶

These research findings are supported by previous studies. Anggraeni demonstrated that online comments have a positive and significant impact on perceived trust.³⁷ Similarly, research conducted by Firdaus also showed that online comments have a positive and significant influence on perceived trust.³⁸

The Influence of Perceived Trust on Impulsive Buying Behavior

Based on the hypothesis testing results, it is evident that perceived trust has a positive and significant effect on impulsive buying behavior among consumers of The Originote moisturizer during live streaming. This study indicates that perceived trust becomes a factor that makes consumers feel confident in the products being sold. Consumer trust arises due to the consumer's

³⁴ Alvina Aryanti and Sonja Andarini, "SEIKO : Journal of Management & Business Pengaruh Promosi Penjualan Dan Konformitas Melalui Kepercayaan Pelanggan Terhadap Perilaku Impulse Buying (Studi Pada Generasi Z Pengguna Platform Online Food Delivery Gofood Di Surabaya)," *SEIKO : Journal of Management & Business* 6, no. 1 (2023): 693–703, <https://doi.org/10.37531/sejaman.v6i1.3993>.

³⁵ Sembada, Bustam, and Hotimah, "Pengaruh Promosi Dan Testimoni Terhadap Minat Beli Produk Lyfira Hijab Dimediasi Oleh Kepercayaan (The Influence of Promotions and Testimonials on Purchase Intention of Lyfira Hijab Products Is Mediated by Trust)," (2022): 21–30.

³⁶ T. Suryani, *Perilaku Konsumen : Implikasi Pada Strategi Pemasaran* (Yogyakarta: Graha Ilmu., 2014).

³⁷ Nadiya Tazkiyatunnisa Anggraeni, Agung Kresnamurti Rivai P, and Shandy Aditya, "Pengaruh Perceived Risk Dan Online Customer Review Terhadap Keputusan Pembelian Melalui Kepercayaan Pada Pengguna Marketplace Di Kota Bekasi," *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi* 1, no. 5 (January 30, 2023): 1311–22, <https://doi.org/10.54443/sinomika.v1i5.627>.

³⁸ Mukhammad Firdaus, Siti Aisyah, and Eka Farida, "Pengaruh Customer Review, Customer Rating, Dan Celebrity Endorser Terhadap Minat Beli Melalui Kepercayaan Di Online Shop Shopee," *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)* 4, no. 1 (2023): 67–83, <https://doi.org/10.37631/ebisma.v4i1.874>.

own inclination towards the product, it is this trust in impulsive buying that leads consumers to make unplanned purchases, without careful consideration, often triggered by emotional impulses.³⁹

These research findings are supported by previous studies. Agustintia & Putra show that perceived trust has a positive and significant effect on impulsive buying behavior; the higher the trust, the higher the tendency for impulsive purchases.⁴⁰ Similarly, research conducted by Lavenia & Erdiansyah demonstrates that perceived trust has a positive and significant effect on impulsive buying behavior.⁴¹

The Influence of Promotion Incentive Information on Impulsive Buying Behavior through Perceived Trust as an Intervening Variable

The results of this study indicate that perceived trust is unable to act as an intervening variable between Promotion Incentive Information and Impulsive Buying Behavior. This is evident from the larger direct effect value compared to the indirect effect value, attributed to the lack of a conducive buying atmosphere created by sellers during live streaming sales, as well as the absence of spontaneity among consumers in making impulsive purchases. Consequently, this incentive promotion information fails to translate into perceived trust as a consumer action in impulsive buying due to its weak influence. Perceived trust is the form of consumer trust in making purchases based on their inherent beliefs.⁴²

These research findings align with a study conducted by Aryanti & Andarini, which indicates that perceived trust cannot serve as an intervening variable between promotion incentive information and impulsive buying behavior.⁴³

³⁹ Utami, *“Manajemen Ritel: Strategi Dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia.”* (Jakarta: Salemba Empat, 2018).

⁴⁰ Dwindia Agustintia¹ and Okka Adittio Putra², “Pengaruh Trust , Service Quality , Dan Preceived Enjoyment Terhadap Impulsive.” 15, no. 1 (2024): 60–68.

⁴¹ Gabrielle Lavenia and Rezi Erdiansyah, “Analisis Pengaruh Influencer Marketing Dan Perceived Trust Terhadap Impulsive Buying Menantea,” 2022, 328–323.

⁴² Priansa, *Perilaku Konsumen Dalam Bisnis Kontemporer* (Bandung : Penerbit: Alfabeta , 2017).

⁴³ Aryanti and Andarini, “SEIKO : Journal of Management & Business Pengaruh Promosi Penjualan Dan Konformitas Melalui Kepercayaan Pelanggan Terhadap Perilaku Impulse Buying (Studi Pada Generasi Z Pengguna Platform Online Food Delivery Gofood Di Surabaya),” (2023): 693–703.

The Influence of Online Comments on Impulsive Buying Behavior through Perceived Trust as an Intervening Variable

The results of this study indicate that perceived trust cannot act as an intervening variable between online comments and impulsive buying behavior. This is evidenced by the larger direct influence value compared to the indirect influence value, which occurs due to various negative online comments from other consumers, such as remarks on product quality not meeting consumers' perceived utility during the sales process. Therefore, online comments do not contribute to this perception of trust in consumers' impulsive buying behavior due to their weak influence. According Junni suggests that the emergence of perceived trust is one of the factors that influences consumers regarding the abundance of information available about the product's truthfulness. Consequently, many consumers make purchases based on the truthfulness of information provided about the product.⁴⁴

These research findings are consistent with studies conducted by Hilal & Astuti, indicating that perceived trust cannot act as an intervening variable between online comments and impulsive buying behavior.⁴⁵

CONCLUSION

Based on the research findings, it is shown that promotion incentive information and online comments have a positive influence on impulsive buying. It can be concluded that impulsive purchases made by consumers of The Originote moisturizer products during Shopee live streaming purchases are influenced by promotion incentive information and online comments. There is a result from the mediation of promotion incentive information and online comments with trust that cannot influence consumers in making purchasing decisions because they have a weak influence on impulsive buying. Therefore, promotions and online comments cannot instill trust in impulsive buying. Based on these results, future researchers may consider adding other variables that may influence perceived trust and impulsive buying behavior, such as product category

⁴⁴ Donni, *Perilaku Konsumen: Dalam Persaingan Bisnis Kontemporer*. (Bandung : CV Alfabeta, 2017).

⁴⁵ Anisaul Karimah Hilal and Septin Puji Astuti, "The Role of Online Customer Reviews in Increasing Impulsive Purchase of Fashion Products Online With Customer Trust As a Mediator," *Journal of Management and Islamic Finance* 2, no. 2 (2022): 310–23, <https://doi.org/10.22515/jmif.v2i2.5279>.

variables, store influence, shopping pressure, positive emotions⁴⁶ and variables perceived benefits, and integrity.⁴⁷

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⁴⁶ Fandy Tjiptono, *Pemasaran Jasa –Prinsip, Penerapan, Dan Penelitian* (Yogyakarta: Andi Offset, 2014).

⁴⁷ Priansa, *Manajemen Pelayanan Prima*. (Bandung: Alfabeta, 2017).

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