

The Influence of Online Customer Reviews, E-promotion, and Perceived Ease of Use on Purchase Intention

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Abstract

Purpose: This study examines the effects of online customer reviews, E-promotion, and perceived ease of use on the purchase intention of cosmetic products on the Shopee Live platform.

Research Methodology: This study uses a quantitative approach to test the relationship between variables and confirm hypotheses that have been formulated based on previous theories and findings. The study population was composed of all potential buyers of cosmetics during live shopping on Shopee, the exact number of which is still unknown. The sampling technique was carried out using a non-probability sampling technique, more precisely purposive sampling. The sample size was calculated using the Slovin formula so that the final number of respondents was 100.

Results: The results of the study stated that online customer reviews, E-promotion, and perceived ease of use have a significant impact on purchase intention, both partially and simultaneously.

Conclusions: This study concludes that businesses should manage customer reviews well, design effective promotions, and ensure ease of navigation and transactions to increase consumer buying intent.

Limitations: Although the observations show a relationship between online customer reviews, E-promotion, and perceived ease of use on purchase intention, this study has limitations because it only focuses on correlational relationships and does not directly examine causality relationships or other factors that may influence customer purchase intention.

Contributions: The present study contributes to cosmetic businesses by optimizing digital strategies through the live shopping feature to increase consumer interaction and purchase intention.

Keywords: *E-promotion, Online Customer Review, Perceived Ease of Use, Purchase Intention*

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1. Introduction

Digital technology has grown rapidly in Indonesia, particularly in terms of Internet usage ([Anggrayani, Kurniawan, & Nurmalia, 2025](#)). In addition to functioning as a communication tool, the Internet has become an essential instrument for various activities, including business, education, entertainment, and electronic commerce (e-commerce). One of the latest innovations in e-commerce is live shopping ([Panjaitan, Hasan, & Sudiyono, 2025](#)). Live shopping has increasingly attracted customers to engage in online buying and selling activities. In response to this positive trend, Shopee introduced the Shopee Live feature. Sellers can conduct live broadcasts to customers using Shopee Live. With this feature, sellers can communicate directly with customers, offer exclusive deals, launch new products, and

provide more comprehensive product information ([Hamdedi & Kenamon, 2024](#)). Consequently, customers find it easier to select and purchase products based on their needs. Shopee Live is one of the most popular live shopping platforms among Indonesian consumers, as shown in Figure 1.

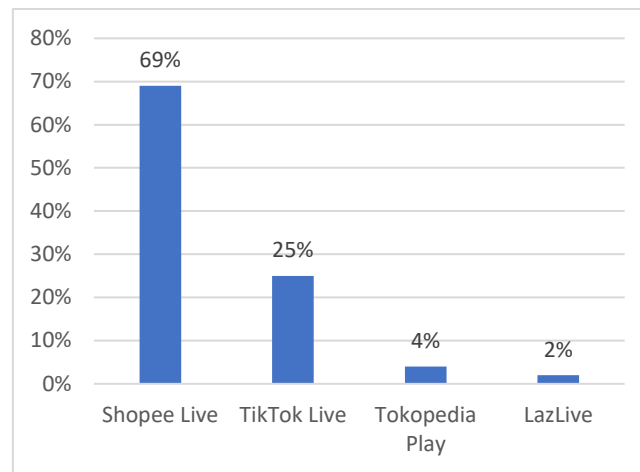


Figure 1. The most widely used live shopping feature in Indonesia

Shopee Live is the most frequently used live shopping platform among Indonesians (69%), surpassing TikTok Live (25%), Tokopedia Play (4%), and LazLive (2%). The most popular product categories on Shopee Live include beauty and personal care products, such as cosmetics, mother and baby products, and home living goods. This indicates that beauty products have significant potential to increase customer purchase intention on the platform.

Purchase intention, or buying decision, is an important indicator of consumer behavior. [Ivansyah and Novitaningtyas \(2023\)](#) stated that purchase intention is a key factor associated with increased sales. Therefore, a deeper observation is required to examine this relationship. [Fitriana and Oktini \(2022\)](#) and [Qiu and Zhang \(2024\)](#) explain that purchase intention emerges after consumers receive stimuli from a product they observe, leading to interest in trying it, and ultimately resulting in the desire to purchase. Meanwhile, [Hildayanti, Utami, Noor, Elizabeth, and Munizu \(2024\)](#) define purchase intention as a condition in which consumers have the willingness to make choices and conduct purchases based on their experiences.

Several key factors drive online shopping activities, including E-promotion, online customer reviews, and perceived ease of use. Before making a purchase, potential buyers can seek convincing information from online customer reviews, which are a form of electronic word of mouth that includes comments, ratings, and suggestions regarding products that have been purchased and used ([Nurvianti & Hartiningtyas, 2023](#)). According to [Hildayanti et al. \(2024\)](#), online customer reviews enable potential buyers to obtain information about product quality and previous customer experiences. [T. Chen, Samaranayake, Cen, Qi, and Lan \(2022\)](#) demonstrate that positive online reviews increase the likelihood of purchase compared to negative reviews. Several studies, such as those by [Jesslyn, Alzah, Serpian, and Novianti \(2023\)](#), [Salsabilla and Handayani \(2023\)](#), and [Hildayanti et al. \(2024\)](#) indicate that purchase intention is influenced by online customer reviews. However, [Nurvianti and Hartiningtyas \(2023\)](#) found that online customer reviews do not affect purchase intention.

E-promotion, as part of the marketing mix, aims to influence, inform, and persuade consumers regarding a product or brand. E-promotion can increase purchase intention by turning previously uninterested consumers into interested buyers ([Ivansyah & Novitaningtyas, 2023](#)). [Savitri and Anggela \(2020\)](#) define E-promotion as communication activities conducted through the Internet to persuade customers to purchase products. Online promotions are often conducted in various forms, such as flash sales offering attractive prices within a limited time, to create a sense of urgency among customers ([Luo et al., 2021](#)). Research by [Ivansyah and Novitaningtyas \(2023\)](#) shows that purchase intention is influenced by E-

promotion, whereas [Qadafi, Latief, and Mariah \(2023\)](#) argue that purchase intention is not influenced by E-promotion.

Perceived ease of use describes the ease of technology experienced by consumers during the online purchasing process ([Abidin, 2024](#)). Convenience and ease of system use are important factors that can enhance purchase intention ([Helfiyana, Alwie, & Samsir, 2024](#); [Saraswati & Rahyuda, 2021](#)). [Verina and Susanti \(2022\)](#) state that a system that is easy to use and understand is referred to as having perceived ease of use. This construct is fundamental and plays a central role in the adoption process of a system ([L. Chen & Aklkokou, 2020](#)). Research by [Nyssa and Rahmidani \(2019\)](#) found that perceived ease of use influences purchase intention, whereas [Andriany and Yuspian \(2024\)](#) reported that perceived ease of use does not affect purchase intention.

Although many studies have examined the influence of Online Customer Reviews (OCR), E-promotion, and perceived ease of use on purchase intention, a specific research gap remains, particularly in the context of live shopping on e-commerce platforms such as Shopee. Previous studies have tended to focus on static purchasing interactions, such as those in conventional marketplaces, and have not extensively explored the dynamics of real-time interactions during live shopping. In this context, the influence of OCR is not limited to textual reviews but also includes live interactions and audience comments during broadcasts. Similarly, E-promotion in live shopping involves more direct and personalized engagement. Additionally, perceived ease of use in live shopping includes ease of navigation, interaction, and checkout processes, which differ significantly from traditional online shopping experiences. Therefore, research focusing on how these three variables interact and influence purchase intention in the Shopee live shopping ecosystem, particularly for cosmetic products requiring visual demonstrations, is limited and requires further exploration.

In the context of research on purchase intention for cosmetic products in Shopee live shopping, the novelty of this study lies in the integration of three main independent variables: Online Customer Reviews (OCR), E-promotion, and perceived ease of use. Although these variables are often studied separately, this research examines how they interact and simultaneously influence purchase intention. Specifically, focusing on Shopee live shopping makes this study unique, as the platform combines real-time interactions with sellers, live reviews, and dynamic promotion features that may not be present in traditional e-commerce. Thus, this study provides new insights into consumer behavior in the rapidly growing live shopping ecosystem and fills a gap in the literature that is limited to specific platforms and contexts.

This study analyzed and empirically examined the influence of online customer reviews, E-promotion, and perceived ease of use on purchase intention for cosmetic products via Shopee live shopping. Specifically, this study aimed to identify the extent to which each independent variable influenced consumer purchase intention. Additionally, this study aimed to provide a deeper understanding of the factors driving consumers to purchase cosmetic products through live shopping features on e-commerce platforms, offering practical implications for business actors and platform managers in developing more effective marketing strategies.

2. Literature Review and Hypothesis Development

2.1 Online Customer Reviews

Online customer reviews are a form of electronic word of mouth consisting of reviews, ratings, and recommendations regarding products that have been purchased and used, serving as a reliable source of information for potential customers before making a purchase ([Nurvianti & Hartiningtyas, 2023](#); [Ventre & Kolbe, 2020](#)). According to [Hildayanti et al. \(2024\)](#), online customer reviews enable potential buyers to obtain information about product quality and previous customer experiences. The indicators used to measure the online customer review variable are as follows:

1. Attractive
2. Trustworthiness
3. Expertise

2.2 E-promotion

E-promotion is part of the marketing mix that aims to persuade, inform, and remind consumers about a product or brand. E-promotion can increase customers' purchase intention by turning previously uninterested consumers into interested buyers ([Ivansyah & Novitaningtyas, 2023](#)). [Savitri and Anggela \(2020\)](#) define E-promotion as communication activities conducted through the internet to persuade customers to purchase products. According to [Savitri and Anggela \(2020\)](#), the indicators used to measure the E-promotion variable are as follows:

1. Ability to attract attention
2. Clear information
3. Providing clear knowledge
4. Attractiveness of images or content

2.3 Perceived Ease of Use

Perceived ease of use describes the ease of technology experienced by customers during the online purchasing process. Comfort and ease of system use are important factors that can enhance customer purchase intention ([Saraswati & Rahyuda, 2021](#)). [Verina and Susanti \(2022\)](#) explain that perceived ease of use refers to the belief that a system is easy to use and understand. According to [Verina and Susanti \(2022\)](#), the indicators used to measure perceived ease of use are as follows:

1. Easy to learn
2. Easy to access
3. Easy to use

2.4 Purchase Intention

[Fitriana and Oktini \(2022\)](#) explain that customers' intention to purchase is triggered by the products they observe, receive stimuli from, and subsequently become interested in trying. [Salsabilla and Handayani \(2023\)](#) state that purchase intention is a desire that arises from evaluating and analyzing a product or service before using it. According to [Salsabilla and Handayani \(2023\)](#), the indicators used to measure purchase intention are as follows:

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Exploratory interest

2.5 Hypotheses

H_0 : Online customer review has no effect on purchase intention

H_1 : Online customer review has an effect on purchase intention

H_0 : E-promotion has no effect on purchase intention

H_2 : E-promotion has an effect on purchase intention

H_0 : Perceived ease of use has no effect on purchase intention

H_3 : Perceived ease of use has an effect on purchase intention

3. Methodology

This study employs a quantitative approach to examine the relationships between variables and confirm the hypotheses formulated based on theoretical foundations and previous research findings. This method was chosen to analyze numerical data collected directly from respondents through an online survey using Google Forms. The research instrument consisted of statements measured using a five-point Likert scale, allowing for a structured and systematic measurement of respondents' levels of agreement. Thus, the resulting data can be statistically processed to support or reject the proposed hypotheses. Therefore, the quantitative approach is considered the most appropriate for achieving the research objectives, which are verification and generalization in nature.

The population in this study consists of potential buyers of cosmetic products who actively participate in live shopping sessions on Shopee. Because the exact population size is unknown, the researcher employs a non-probability sampling technique using purposive sampling. This method was selected to target respondents who met specific research criteria. To determine a representative sample size, the

Slovin's formula was applied, and based on the calculation, the final sample size was set at 100 respondents.

Before conducting further data analysis, the research instrument was tested for feasibility through validity and reliability tests. The validity test aimed to determine whether the constructed items accurately represented the intended constructs, whereas reliability testing ensured the consistency of the measurement results. In addition, to meet the requirements for multiple linear regression analysis, several classical assumption tests were conducted, including normality, linearity, and multicollinearity tests. The normality test examined the data distribution, linearity assessed the linear relationship between variables, and multicollinearity detected high correlations among the independent variables. The data analysis technique used in this study was multiple linear regression to determine both the simultaneous and partial effects of the independent variables on the dependent variable.

4. Results and Discussion

4.1 Validity Test

The validity test is a statistical procedure used to measure the extent to which a research instrument, such as a questionnaire, can measure what it is intended to measure. Validity indicates the accuracy and precision of a measuring instrument in performing its function. An instrument is considered valid if it is capable of producing accurate data that align with the concept being measured. Good validity test results ensure that each question or statement item in the instrument is truly relevant and able to represent the variables under study, such that the collected data can be relied upon for further analysis. The validity test results showed that the r-count value was greater than the r-table value (0.1654) for each statement item. Therefore, all items were considered valid.

4.2 Reliability Test

The reliability test is a statistical procedure used to measure the consistency and stability of a measurement instrument. This test aims to ensure that an instrument, such as a questionnaire, produces consistent results when used repeatedly on the same subjects or under similar conditions. A reliable instrument indicates that the collected data are not influenced by random factors and can be trusted. One of the commonly used methods to measure reliability is Cronbach's alpha, where a value closer to 1 indicates a higher level of reliability. Based on the reliability test results, each variable had a Cronbach's alpha value greater than 0.6. Therefore, all variables were considered reliable.

4.3 Classical Assumption Test

4.3.1 Normality Test

The normality test is a statistical method used to evaluate whether data are normally distributed. This test is important because it is one of the basic assumptions before conducting parametric statistical analyses, such as t-tests, analysis of variance, or linear regression.

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	0.0000000	
	Std. Deviation	1.63155978	
Most Extreme Differences	Absolute	0.063	
	Positive	0.057	
	Negative	-0.063	
Test Statistic		0.063	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.		0.430
	99% Confidence Interval	Lower Bound	0.417
		Upper Bound	0.443

Figure 2. Normality test results

Figure 2 shows that the significance value of the normality test was $0.2 > 0.05$. Therefore, the data were assumed to be normally distributed.

4.3.2 Heteroscedasticity Test

The heteroscedasticity test was conducted to assess whether there was an inequality of variance in the residuals of a linear regression model. This test is an important classical assumption test to ensure the validity of the regression model.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.487	0.746		0.652	0.516
	Online Customer Review	0.053	0.053	0.187	1.004	0.318
	E-promotion	0.051	0.069	0.148	0.745	0.458
	Perceived Ease of Use	-0.063	0.046	-0.253	-1.388	0.168

Figure 3. Heteroscedasticity test results

Figure 3 indicates that all variables have a significance value of ≥ 0.1 . Therefore, it can be concluded that there are no symptoms of heteroscedasticity.

4.3.3 Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a high or perfect correlation among the independent variables in a regression model. If multicollinearity occurs, it can cause the regression model estimates to become unstable and difficult to interpret, and the regression coefficients become highly sensitive to small changes in the data.

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Online Customer Review	0.291	3.440
	E-promotion	0.256	3.905
	Perceived Ease of Use	0.305	3.284

Figure 4. Multicollinearity test results

Figure 4 shows that each variable had a VIF value of < 10 and a tolerance value > 0.1 . Therefore, it can be concluded that there were no symptoms of multicollinearity.

4.4 Multiple Linear Regression Equation

Multiple Linear Regression is a statistical method used to model the relationship between one dependent variable and two or more independent variables. The main objective of this method is to predict the value of the dependent variable based on the values of the independent variables.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.344	1.281		-3.391	0.001
	Online Customer Review	0.299	0.090	0.260	3.314	0.001
	E-promotion	0.515	0.119	0.363	4.344	0.000
	Perceived Ease of Use	0.360	0.078	0.353	4.599	0.000

Figure 5. Results of multiple linear regression equation

Regression Equation:

$$Y = -4.344 + 0.299 (X_1) + 0.515 (X_2) + 0.360 (X_3) \quad (1)$$

Description:

- Y = Purchase intention
- X_1 = Online customer review
- X_2 = E-promotion
- X_3 = Perceived ease of use

- a. Constant (-4.344): If all X variables are equal to zero, then the value of Y is estimated to be 4.344.
- b. Coefficient of X_1 (0.299): Assuming that all other variables remain constant, Y will increase by 0.299 for every one-unit increase in X_1 .
- c. Coefficient of X_2 (0.515): Assuming that all other variables remain constant, Y will increase by 0.515 for every one-unit increase in X_2 .
- d. Coefficient of X_3 (0.360): Assuming that all other variables remain constant, Y will increase by 0.360 for every one-unit increase in X_3 .

4.5 t-Test Results

The t-test is a statistical method used to compare the means of two groups of data to determine whether there is a significant difference between them. Its purpose is to test hypotheses and draw statistical conclusions, such as whether a new treatment has a different effect than a standard treatment.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.344	1.281		-3.391	0.001
	Online Customer Review	0.299	0.090	0.260	3.314	0.001
	E-promotion	0.515	0.119	0.363	4.344	0.000
	Perceived Ease of Use	0.360	0.078	0.353	4.599	0.000

Figure 6. t-test results

- a. Based on the t-test results, online customer reviews have a significance value of $0.001 < 0.05$, indicating that online customer reviews have a significant partial effect on purchase intention.
- b. E-promotion has a significant value of $0.000 < 0.05$, indicating that E-promotion has a significant partial effect on purchase intention.
- c. Perceived ease of use has a significance value of $0.000 < 0.05$, indicating that perceived ease of use has a significant partial effect on purchase intention.

4.6 F-Test Results

The F-test is a statistical test used to compare the variances of two or more populations. In regression analysis, the F-test is used to determine whether at least one of the independent variables has a significant relationship with the dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1270.423	3	423.474	154.261	0.000 ^b
	Residual	263.537	96	2.745		
	Total	1533.960	99			

Figure 7. F-test results

Figure 7 shows the F-test results, where the significance value is $0.000 < 0.1$ and the F-count value is greater than the F-table value (2.699). Therefore, it can be concluded that online customer reviews, E-promotion, and perceived ease of use simultaneously have a significant effect on purchase intention.

4.7 Discussion

4.7.1 The Effect of Online Customer Review on Purchase Intention

Based on the test results, the t-count value (3.314) is greater than the t-table value (1.66071) at a significance level of $0.001 < 0.1$, indicating that H_1 is accepted. The acceptance of H_1 indicates that there is a relationship between online customer reviews and purchase intention. When consumers read positive and credible reviews about a product or service, their perception of product quality and reliability increases. This builds trust and reduces uncertainty, which ultimately encourages consumers to make a purchase. Conversely, negative reviews can create doubt and distrust, thereby reducing the likelihood of consumers purchasing the product. Thus, online customer reviews serve as a highly influential source of information that significantly shapes consumer attitudes and purchase intentions (Santoso, Maulidani, Riduansah, Saiful, & Hakim, 2025).

In line with the Theory of Planned Behavior (TPB), online customer reviews function as an external source of information that significantly influences consumers' attitudes toward a product. When potential buyers read positive reviews, their perceptions of product quality, reliability, and value tend to increase, which in turn forms favorable attitudes and strengthens purchase intention. Conversely, negative reviews can trigger doubt and reduce such intention. Therefore, customer reviews act as subjective norms (social influence) that can alter individuals' beliefs and attitudes, thereby directly influencing their intention to make a purchase. The more positive reviews potential buyers read, the stronger their belief in having a similar experience, which directly encourages purchase intention.

Consistent with the study conducted by Suganda and Religia (2024), the results show that online customer reviews have a positive and significant effect on purchase intention. With the acceptance of the first hypothesis, it can be concluded that the better the quality of online customer reviews, the higher customers' purchase intention for cosmetic products. Customers tend to trust products with positive reviews and pay close attention to reviews provided by other customers when determining their purchase intention.

4.7.2 The Effect of E-promotion on Purchase Intention

The test results revealed that the t-count value (4.334) > t-table (1.66071) at a significance level of $0.000 < 0.1$, indicating that H_2 is accepted. The acceptance of H_2 indicates that there is a relationship between E-promotion and purchase intention. E-promotion, which includes various digital marketing activities such as online advertising, email marketing, and promotion through social media, aims to attract consumer attention and inform them about products or services. When E-promotion is designed attractively and relevantly, it can increase brand awareness and build a positive perception of the product.

This awareness and positive perception will ultimately motivate consumers to consider the product, which directly increases their purchase intention. In other words, the more effective the E-promotion, the greater the likelihood that consumers will have the intention to purchase the product ([Neves, Godina, G. Azevedo, Pimentel, & Matias, 2019](#)).

The relationship between E-promotion and purchase intention can be explained through the framework of the Theory of Planned Behavior (TPB), in which digital promotion functions as an external stimulus that indirectly shapes consumer purchase intention. According to the TPB, a person's intention to perform a behavior (such as purchasing a product) is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. E-promotion, such as discounts, flash sales, and attractive advertisements on social media, directly affects these three factors. For example, promotions offering affordable prices can form a positive attitude toward purchasing and increase perceived behavioral control because of discounts. In addition, massive and popular promotions can create subjective norms. Therefore, E-promotion acts as a catalyst that strengthens the elements of the TPB, ultimately encouraging consumer purchase intention ([Anjastari & Gorda, 2025](#)).

In line with the study conducted by [Pidada and Suyasa \(2021\)](#), the results show that E-promotion has a significant effect on purchase intention. With the acceptance of the second hypothesis, it is known that the better the E-promotion is implemented, the higher the purchase intention of customers for cosmetic products. By conducting E-promotion effectively, it increases awareness and builds customer purchase intention for cosmetic products.

4.7.3 The Effect of Perceived Ease of Use on Purchase Intention

The test results revealed that the t-count value (4.599) > t-table (1.66071) at a significance level of $0.000 < 0.1$, indicating that H_2 is accepted. The acceptance of H_3 indicates that there is a relationship between perceived ease of use and purchase intention. Perceived ease of use has a strong relationship with purchase intention. Perceived ease of use is defined as the extent to which a person believes that using a system or technology does not require much effort. When consumers perceive an online purchasing process (such as website navigation, form filling, or payment processes) as easy to perform and not complicated, they tend to have a higher intention to make a purchase. Conversely, if consumers perceive the process as confusing, difficult, or time-consuming, they are more likely to abandon their shopping carts, which ultimately reduces purchase intention. Therefore, e-commerce companies often invest heavily in simplifying user interfaces and purchase processes to improve perceived ease of use, which is directly positively correlated with consumer purchase intention ([Parsaoran & Wibasuri, 2025](#)).

Within the TPB framework, behavioral intention is influenced by three main components: attitude, subjective norms, and perceived behavioral control. This is where PEOU plays its role. PEOU, which represents an individual's belief about how easy it is to use a system or technology, can be considered an important component of perceived behavioral control in the context of e-commerce. The easier a person perceives the use of a live shopping platform, the higher their belief that they are capable of conducting transactions.

This belief, in turn, strengthens perceived behavioral control and directly increases purchase intention. Thus, PEOU is not only an independent factor but also acts as an antecedent variable that strengthens key components in the TPB, thereby indirectly and directly contributing to consumer purchase intention ([Antariksa, 2025](#)). In line with the study conducted by [Niswah and Lestari \(2023\)](#), the results show that perceived ease of use has a significant effect on purchase intention. With the acceptance of the third hypothesis, it is known that the easier it is for customers to find and purchase products, the greater their intention to purchase cosmetic products. This ease attracts customers' purchase intention toward cosmetic products.

5. Conclusions

5.1 Conclusion

Based on the results of the study that has been conducted, Online Customer Review, E-promotion, and Perceived Ease of Use all have a relationship with Purchase Intention. Customers tend to trust products

with positive reviews, and they carefully consider other customers' reviews when making purchasing decisions. In addition, well-executed electronic promotions serve as a key attraction that can increase customers' purchase intention and influence their decisions. The ease of finding and purchasing cosmetic products is also important, as customers are more likely to make a purchase when the process is simple and accessible.

The results of this study have important implications for business actors and e-commerce platform managers. Theoretically, these findings strengthen and extend the relevance of the Theory of Planned Behavior (TPB) by demonstrating that perceived ease of use plays a significant role as a predictor of purchase intention in the dynamic context of live shopping. This indicates that ease of navigation and transactions directly enhances consumers' perceived behavioral control, thereby strengthening their purchase intention. In addition, these findings confirm that online customer reviews and E-promotions are crucial variables that must be integrated into the theoretical framework of consumer behavior in the digital environment.

Practically, this study provides strategic guidance for cosmetic businesses and e-commerce platform managers. They are advised to proactively manage customer reviews, design more interactive and personalized promotions, and optimize the user experience to ensure that the shopping process is intuitive and seamless. By integrating these three factors, companies can effectively increase purchase intention, build customer loyalty, and strengthen their competitive position in a highly competitive market.

5.2 Research Limitations

Based on the findings that show a significant influence of online customer reviews, E-promotion, and perceived ease of use on purchase intention, future research should explore several aspects in greater depth. First, future studies can expand the variables by considering other relevant factors, such as brand trust, service quality, or influencer impact, particularly in the context of live shopping, which is highly influenced by personal interactions. Second, it is recommended that qualitative methods, such as in-depth interviews, be used to gain a more detailed understanding of consumer motivations and psychological experiences when making purchasing decisions in Shopee live shopping.

Third, future research could compare different e-commerce platforms (e.g., TikTok Shop vs. Shopee Live) or focus on different product categories (e.g., fashion or electronics) to examine whether these findings can be generalized. Thus, a more comprehensive understanding of consumer behavior dynamics in the evolving e-commerce era can be achieved.

5.3 Suggestions and Directions for Future Research

For cosmetic product businesses, it is important to manage and encourage positive customer reviews, as positive, honest, and high-quality reviews can increase potential customers' purchase intention. Future researchers are encouraged to include other variables not covered in this study and to expand the research object to other product categories available on Shopee Live.

Author Contributions

AMP was responsible for the conceptualization, study design, data collection, and manuscript drafting. She also contributed to the analysis and revision of the manuscript. DD supervised the study design, provided guidance during data analysis, and contributed to the final approval of the manuscript. Both authors have read and approved the final version of the manuscript, ensuring transparency and clarifying individual accountability for the work.

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