

## **Integration of Content Marketing and Live Streaming of Purchase Intention through Online Customer Review as a Moderating Variable on Market place Users in West Java**

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**Abstract:** This research is a quantitative study, namely the effect of independent variables, namely content marketing (X1) and live streaming (X2) on purchase intention (Y2) as the dependent variable and online customer review as a moderating variable (Y1). The population in this study were shopee market place users in West Java whose number was unknown using the Cochrun formula obtained a sample size of 322 respondents. Respondent samples have age criteria of more than 17 years who use the Marketplace application, have experience seeing firsthand the shopping offered by the Marketplace. SmartPLS version 4 used to process and analyse data collection result and its results are: 1 The Online Reviews variable affected significantly by Content Marketing variable, 2 The Purchase Intention variable affected significantly by Content Marketing variable, 3 the Online Reviews variable affected significantly by The Live Streaming variable, 4 Variable of Purchase Intention affected significantly by variable of Live Streaming, 5 The Online Review variable no effect on Purchase Intention, 6 Variable of Content Marketing affect to variable of Purchase Intention which mediated by the Online Reviews variable does not meet the requirements in this study, 7 Effect of Live Streaming variable to the variable of Purchase Intention mediated by the Online Reviews variable does not meet the requirements in this study.

**Keywords:** *content marketing; live streaming; purchase intention; online customer review*

### **1. Introduction**

In the digital era, strategies of marketing have undergone significant changes with the emergence of various new platforms and information technologies. The technological development facilitates the behavior of customers who previously made purchases directly at offline shops, to make purchases through marketplace or e-commerce. In addition, the existence of various types of marketplaces also provides opportunities for sellers to increase product marketing at a small cost but provides extraordinary benefits in the economic activities carried out (Ardianto et al., 2020). Internet users in Indonesia, which continue to grow, are a very promising market for e-commerce players, so that many e-commerce and marketplaces have sprung up such as Blibli, Bukalapak, Lazada, Matahari Mall, Shopee, Tokopedia, and others (Mulyati & Gesitera, 2020).

Content marketing and live streaming have become two important elements in modern digital marketing strategies. Research (Prasetya & Susilo, 2022) has proven that on Instagram @Planetban, Consumer decisions are influenced by content marketing activities positively and significantly. According to (Pulizzi's, 2013). approach of strategic marketing by content marketing discuss more detail about content creating and distributing to attract and retain consumers. Its study shows that engaging content, when delivered through influencer marketing,

can significantly increase brand visibility and consumer interest (Izza et al., 2024); (Peralta et al., 2024). In the study (Wong et al., 2015), it describes a new trend in practical marketing by content marketing. With content designed to answer customer needs and questions, companies can create deeper relationships and increase brand trust. Furthermore, the integration of humor and enjoyable content significantly enhances user experience, which in turn increases the likelihood of users following accounts and engaging with their content (Barta et al., 2023). This trend highlights a shift in consumer culture towards valuing authentic narratives and self-brand connections, as evidenced by the virality of content featuring celebrities engaging in relatable activities (Su et al., 2020).

Milhinhos (2015) valuable technique by Content marketing discuss more detail on the topic content of creation and distribution to attract and acquire consumers. Variable of content marketing ((Rahman et al., 2019)) is a process of implementing digital marketing that has a focus from creating to distributing consistent and relevant content. Variable of Content marketing deeply discuss on creating relevant and valuable of content for consumers to build long-term relationships, because streaming allows direct interaction between business actors and consumers which can create a more authentic and in-depth interactive experience. According to (Ma et al., 2022), live streaming is a media that can record and transmit sound and images in real-time from a program via the internet network, making consumers feel present in person. Live streaming can also be said to be a live audio and video broadcast via the internet. Variable Live streaming can be used for a variety of purposes such as marketing, entertainment and education. (Kotler & Keller, 2018). Utilizing features like live streaming and user-generated content further enhances engagement, making it easier for sellers to showcase their products and foster a sense of community around their brand (Purwandani et al., 2023); (Sabila & Andni, 2023). Thus, customers will find the specific product easier to see the product personally and identify the seller as a result. Of course, the live streaming sales feature will increase sales decisions, this is supported by research (Amin & Fikriyah, 2023); (Deva et al., 2024); (Ma et al., 2022); (Pongratte et al., 2023); (Rahmayanti & Dermawan, 2023); (Sabila & Andni, 2023)(Xu et al., 2022);. Live streaming show that is broadcast simultaneously with the original event. (Sarah & Sobari, 2022). Thus, customers can gain greater knowledge of product features, including components, texture, shape, and advantages and disadvantages, allowing consumers to make better decisions with more informative facts. (Guo et al., 2020) defines live streaming used on e-commerce as a model of economic development which is an evolutionary process. (Wang et al., 2022), argues that live streaming used on e-commerce as a business model that connects between consumers and business actors directly through live streaming. (Zhang et al., 2020) explains the variable of live streaming used on marketplace as a new model of e-commerce that is able to interact and socialize well, where companies and business actors can close the distance between consumers and sellers. (Huang et al., 2020), explained that live streaming used on market place as a shopping model through an e-commerce platform that uses an internet network from a cellular operator that utilizes live streaming technology and communication media to interact between business actors and consumers in a timely manner, product display information and comprehensive explanations, so that the sales goal is achieved. (Lou & Xie, 2021) (Amin & Fikriyah, 2023); (Marlina et al., n.d.; Pongratte et al., 2023; Rahmayanti & Dermawan, 2023; Sun & Zhang, 2024), their research shows that live streaming strategy, can

increase consumer interest in purchasing online by reducing psychological distance and doubts about the products offered.

Both of content marketing and live streaming strategies are promising, their effectiveness is still influenced by various external factors, like online customer reviews. Customer reviews provide accurate product information that can form digital word-of-mouth which is often the main reference for consumers before making a buying decision. Based on research by (Filieri et al., 2021), Online reviews have an important role in shaping consumer perceptions of product and service quality, so as to increase relationship between purchase intention and marketing strategy. The form of online customer reviews, containing emotions from customers refers to the journal (Guo et al., 2020). Several previous research results (Prilia Naomi & Ardhiansyah, 2021), show relationship between variables of online customer reviews, ratings and customer trust in purchasing decisions and found that all three variables have a significance effect for decisions of purchasing. The research conducted (Liu & Ji, 2018) used the variables of online customer reviews, promotional marketing and consumer trust in purchasing decisions. This study (Mantik & Faradita Chasanah, 2021), explain more detail how to determine the effect of content marketing and the quality of Scarlett brand beauty products on purchasing decisions through people's purchasing interest in Surabaya as an intervening variable. The results of the study (Anggraini & Mochlasin, 2023), showed that purchasing decisions were significantly affected by the ratings of online customer, reviews of online customer and consumer confidence, while the study (Trenz & Berger, 2013), explained the analysis of online reviews and research conducted (Ventre & Kolbe, 2020), explain the significant influence of three variables : customer risk, customer trust and online reviews in purchase intention. Research (Chen et al., 2021) explains the involvement and role of online customer reviews in purchasing decision making.

The potential for integrating content marketing and live streaming has been widely discussed, there is a lack of research into how online customer reviews moderate this relationship. Many businesses face challenges in maximizing the potential of live streaming and content marketing as negative reviews can decrease the effectiveness of their marketing campaigns. Previous research, such as that conducted by (Lee & Chen, 2021), shows that negative reviews can reduce consumer trust in the information conveyed through marketing content. Therefore, this study focuses on a more in-depth exploration of the integration of content marketing and live streaming, as well as the role of online customer reviews as moderating variables which can strengthen or weaken the influence these marketing strategies on consumer purchase intentions. These findings are expected to provide strategic guidance for businesses in utilizing online reviews to support digital marketing success.

Technology-based marketing strategies such as content marketing and live streaming have become key tools for businesses to increase interest in product purchases. However, the effectiveness of these two strategies does not always guarantee success, especially when influenced by negative reviews from online customers. This phenomenon is increasingly relevant in today's fiercely competitive marketplaces, where consumers rely not only on promotional content, but also reviews from other users to make purchasing decisions. One of the key issues is the high sensitivity of consumers to online customer reviews, both positive and negative. According to (Eriksson & Nielsen, 2022) , more than 70% of consumers tend to trust online

reviews over information provided directly by companies. In this context, negative reviews can undermine consumer trust in content delivered through content marketing and live streaming, even if the content is creative and engaging. Conversely, positive reviews can strengthen the influence of these marketing strategies on purchase intent. Unfortunately, many businesses do not fully understand how to utilize online customer reviews as a strategic element in their marketing. This suggests that it is still necessary to explore the role of online customer reviews as a variable of moderating in the relationship between live streaming, content marketing and consumer purchase intentions. This research has an important role in overcoming the literature gap and is able to provide strategic insights for businesspeople in the digital era.

This research with the title Integration of Content Marketing and Live Streaming on Purchase Intention through Online Customer Review as a Moderating Variable, starting from previous studies, namely research (Khalishan & Hermina, 2023) on the Tokopedia market place, where the results of the study show a direct influence of digital content marketing on purchase intention, this was also examined in research (Prasetya & Susilo, 2022) explain the results of their research that there is an effect of content marketing on purchase intention which is mediated by online customer reviews. The R-Square results that explain the effect of content marketing (X) and customer engagement (Y1) are able to explain the variability of purchase intention (Y2). In research (Mantik & Faradita Chasanah, 2021), it was found that there is a direct effect of digital content marketing on purchase intention, while in research (du Plessis, 2022), explained that the results not only synthesize empirical evidence on the causal relationship between content marketing and online consumer behavior but also identify several gaps in literature knowledge to guide future research. For research related to live streaming, there is previous research (Wongsunopparat & Deng, 2021) which shows that product individualization and platform loyalty have a significant impact on consumer purchasing decisions, while price, promotion, public image of live streaming and interaction have no significant influence on purchasing decisions. In research (Zhang et al., 2020), proving that LVS strategies can increase customers' online purchase intentions. In research (Guo et al., 2021), shows that live streaming variables significantly increase overall consumer perceived value and purchase intention, in research (Lu & Chen, 2021) contributes to the live streaming literature by uncovering potential mechanisms for how live streaming affects consumer purchase intentions. In research (Afriani Banurea et al., 2023.), proves that online reviews have a significant positive effect on purchase intention. In research (Prilia Naomi & Ardhiyansyah, 2021; Sugianto & Astuti, 2023; Ventre & Kolbe, 2020), proving that online customer reviews have an effect on purchase intention or purchase decisions. Based on a review of the previous literature, in this research try to combine existing variables in one study, so that the complexity of this research is obtained and becomes an update, here I also explore consumer behavior, especially marketplace users so that it can become additional new knowledge for other researchers, business people, both consumers and producers as well as new marketing knowledge, especially related to the case under study. This research is expected can produce a significant theoretical and practical contribution to the development of digital marketing literature and become a consideration for policy makers in designing more effective programs and policies to encourage interest in digital marketing.

This study aims to determine the effect of content marketing and live streaming on purchase intention through online reviews as a moderating variable.

## 2. Method of Research

This research applies quantitative methods with a verification approach where surveyed object are marketplace users. The dimensions on Content Marketing are referred to Karr's research (2016) and include: cognition of reader, decision-making, persuasion, sharing motivation, and useful factors. Additionally, Milhinhos (2015) identifies six dimensions: 1. Relevance, 2. Accuracy, 3. Value, 4. Ease of Understanding, 5. Ease of Finding, and 6. Consistency. The indicators live streaming (Ma et al., 2022), are derived from research, which includes: 1. Interactivity, 2. Visualization, 3. Entertainment, 4. Profesionalization. The indicators for online customer reviews are derived from research by Dzulqarnain (2019), which includes: 1. Usefulness of Perceived, 2. Credibility of Source, 3. Quality of Argument, 4. Valence, and 5. Reviews Volume. The method to collect data used in this study by online survey via Google Forms. The target data consists of consumers using the marketplace since the total number of marketplace users is unknown, the size of sample was calculated using the Cochran formula, producing sample 322 people.

The method of sampling in this data collection is the method of non-probability sampling and the purposive sampling type where the respondent data collected must meet the criteria: Consumers must have marketplace account and Respondents must be domiciled in West Java province. In this study, 4 variables were determined to be studied, namely content marketing, live streaming, online customer reviews and purchase intentions. Data collection process was carried out by distributing questionnaires through social media where the questionnaire form was created using Google Form. Survey was used to collect respondents' opinions on the questions on the questionnaire using a Likert scale from value 1 up to value 5, that can be describe" to "The survey employed a Likert scale ranging from 1 to 5, where: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, and (1) Strongly Disagree."

. The results of the data obtained from 322 respondents were processed using the SEM PLS Version 4 application.



**Figure 1. Research Stage**

In the research methodology stage, the steps we took were:

1. Identify journals that are relevant to the research theme using the keyword TikTok marketing.



2. Synthesize the findings of relevant journals.
3. Creating a research design on how to compile closed questions on each variable used and then poured into a google form, to be sent to respondents in West Java via social media. To attract respondents to fill out the questionnaire, the researcher gave prizes to 10 people selected at random.
4. Tabulate data and then conduct descriptive data analysis using quantitative analysis with verification approach with SmartPLS version 4
5. Conclusion”.

### **3. Results and Discussions**

#### **a. Data Results**

Questionnaire data collected and filled in completely by 322 respondents were processed using PLS-SEM with SmartPLS version 4 application.

#### **1) Testing Outer Model**

The measurement model (outer model) is a measurement model used to assess the validity and reliability of the model. The outer model is often also called (outer relation or measurement model) which defines how each indicator block is related to its latent variable. According to Jogiyanto and (Abdillah, 2014) the outer model is a measurement model to assess the validity and reliability of the model. This model uses the following measurements:

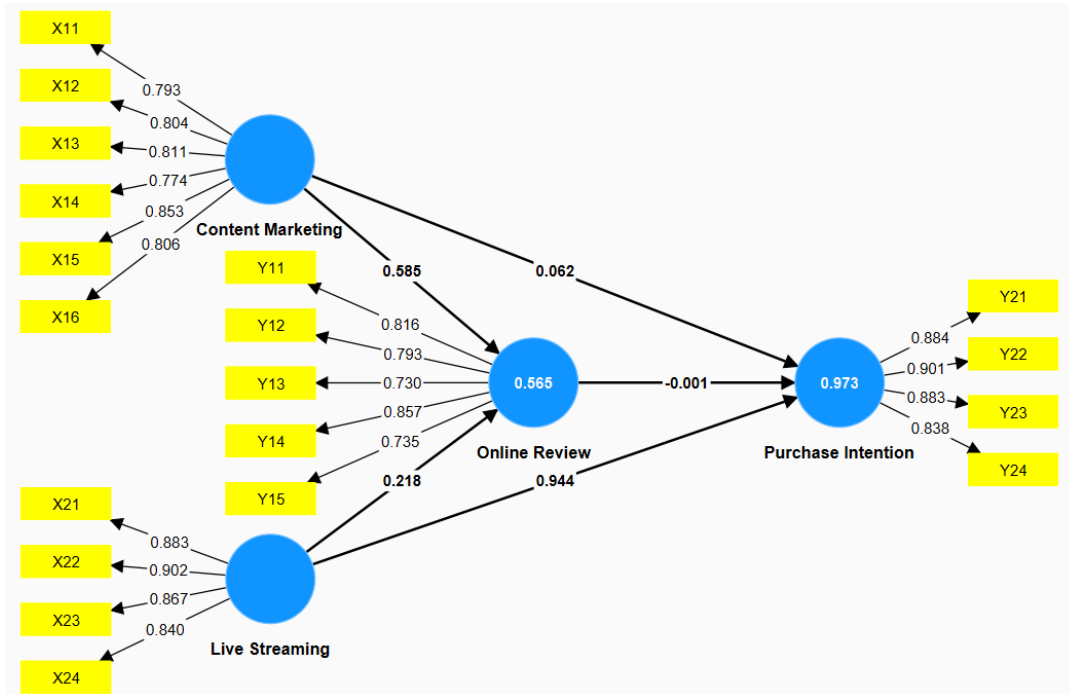
##### **a) Validity test**

According to JF Hair (2014:45), "Validity testing in this research uses two measurement methods, namely convergent validity and discriminant validity.

##### **1. Convergent Validity**

Convergent validity is one of the criteria when testing analysis in Smart PLS. The PLS convergent validity test using reflective indicators is evaluated based on factor loading (correlation between item scores/component scores and construct scores) of the indicators that measure the construct. Hair et al. (2006) state: "The rule of thumb usually used for initial examination of a factor matrix is that approximately 0.5 is considered to be the minimum level. " For a stress factor, approximately 0.5 is considered to have reached the minimum level. a level of 0.6 is considered good and any stress factor higher than that is considered good. A value of 0.6 is considered significant. It can be concluded that the higher the value of the loading factor, the more important the role of loading in the interpretation of the coefficient matrix. In this study we used a factor loading of 0.5, moreover the average variance extracted value of (AVE) yields the value of convergent validity. The results of the convergent validity test are declared valid if the external load value and the average variance extracted (AVE)

value are higher than 0.5. Figure 1 can be seen a path diagram showing the relationship between the load of each indicator and the cause and effect between its components.



**Picture 1. Outer Model**  
Source: SMART PLS4 Process (2024)

**Table 1. Outer Loading Test**

Variable	Indicator	Content Marketing	Live Streaming	Online Review	Purchase Intention
Content Marketing	X11= Relevance	0.793			
	X12= Accuracy	0.804			
	X13= Valuable	0.811			
	X14= Easy to Understand	0.774			
	X15= Easy to find	0.853			
	X16=Concistent	0.806			
Live Streaming	X21= Interactivity		0.883		
	X22= Visualization		0.902		
	X23= Entertainment		0.867		
	X24= profesioalism		0.840		
Online Review	Y11= Perceived Usefulness			0.816	
	Y12= Source Credibility			0.793	
	Y13= Argument Quality			0.730	
	Y14= Valence			0.857	
	Y15= Volume of Review			0.735	
Purchase Intention	Y21= Main Choice				0.884
	Y22= Recommended				0.901
	Y23= Main Choice Online trans				0.883
	Y24= Get to know more				0.838

Source: Data processing result by Author, 2024

In table 1, the outer loading test values of the components of the 4 variables studied are shown and the smallest value is 0.735 and the largest value is 0.902. Because the values of outer loading test values of all components of the 4 variables studied are higher than 0.5, so can be concluded that all components of 4 variables studied are valid.

**Table 2. Value of AVE**

<b>Variables</b>	<b>Average variance extracted (AVE)</b>
Content Marketing	0.651
Live Streaming	0.763
Online Review	0.620
Purchase Intention	0.768

Source: Data processing result by Author, 2024

In table 2, the AVE value for all variables studied obtained the smallest value of 0.651 for the content marketing variable and the largest value of 0.768 for the purchase intention variable. Because all AVE values for all variables studied are greater than 0.5, it can be concluded that the convergent validity test of all variables in this study is valid.

## **2. Discriminate Validity**

Discriminant validity test is one of the methods used in statistical analysis, especially in the development of research instruments such as questionnaires or measurement scales, to evaluate the extent to which a construct (the theoretical concept being measured) can be clearly distinguished from other constructs. The main purpose of the discriminant validity test is to ensure that the items in the instrument measuring a construct do not overlap or correlate too highly with items measuring other constructs. The Croos-Laoding Value is used to test discriminant validity. The results of the discriminant validity test are declared qualified if the value of each variable in a construct is always greater than the correlation of the construct with other latent variables.



**Table 3. Cross Loading**

Indicator	Content Marketing	Live Streaming	Online Review	Purchase Intention
X11	0.793	0.515	0.551	0.543
X12	0.804	0.529	0.536	0.557
X13	0.811	0.574	0.588	0.595
X14	0.774	0.553	0.616	0.547
X15	0.853	0.585	0.637	0.611
X16	0.806	0.558	0.620	0.571
X21	0.568	0.883	0.524	0.869
X22	0.655	0.902	0.583	0.887
X23	0.571	0.867	0.462	0.856
X24	0.596	0.840	0.588	0.829
Y11	0.585	0.472	0.816	0.475
Y12	0.610	0.494	0.793	0.504
Y13	0.537	0.483	0.730	0.486
Y14	0.651	0.528	0.857	0.538
Y15	0.496	0.455	0.735	0.468
Y21	0.585	0.875	0.523	0.884
Y22	0.676	0.892	0.594	0.901
Y23	0.602	0.865	0.474	0.883
Y24	0.619	0.823	0.615	0.838

Source: Data processing result by Author, 2024

On table 3, all value of cross loading for each variable (in yellow) is always greater than the cross-loading value of other latent variables, so it can be concluded that the discriminator validity test results in this study is valid.

### **b) Reliability Test**

Reliability Test is a statistical procedure used to measure the extent to which a research instrument (such as a questionnaire, measurement scale, or test) produces consistent and stable results when used to measure the same construct or variable. Reliability refers to the degree of reliability and consistency of an instrument in measuring what it is supposed to measure. Reliability is an important aspect of research because unreliable instruments can produce inaccurate data, thus affecting the validity of the research results. If an instrument is reliable, the measurement results will be consistent even if they are carried out at different times or by different people.

Reliability test to measure the consistency and accuracy of latent variables. How to conduct a reliability test by using the results of data processing on the value of cronbach alpha variability and composite reliability. If the cronbach alpha and composite reliability values are greater than 0.7, it can be concluded that the data collected has strong consistency and accuracy.

**Table 4. Realibility Test**

Variable	Cronbach's alpha	Composite reliability	Composite reliability (rho_c)	Average variance extracted (AVE)
Content Marketing	0.893	0.894	0.918	0.651
Live Streaming	0.896	0.897	0.928	0.763
Online Review	0.846	0.851	0.891	0.620
Purchase Intention	0.899	0.901	0.930	0.768

Source: Data processing result by Author, 2024

The smallest Cronbach's alpha value of 0.846 for the online review variable and the smallest composite reliability value of 0.851 for the online review variable can be seen in Table 4. Based on the explanation of the reliability test that has been explained above, it was obtained that the Cronbach's alpha and composite reliability values for all variables studied were greater than 0.7, therefore it can be concluded that the results of the reliability test on the data collected in this study have strong consistency and accuracy.

## 2) Test Inner Model

This internal model is measured using the R2 determination coefficient test (R-Square). Value of R-square test aims to explain the extent to which the variability of exogenous variables significantly affects to endogenous variables. R square value is grouped into 3 parts: 1 R square value  $> 0.67$ , its indicates a strong relationship, 2 R square value between 0.33 to 0.67 showa medium relationship and R square value  $< 0.19$  indicates a weak relationship.

**Table 5. R-Square**

Variable	R-square
Online Review	0.565
Purchase Intention	0.973

Source: Data processing result by Author, 2024

In table 5 shown that the R-Square value for online reviews is 0.565 and for the variable of purchase intention is 0.973. These values indicate that content marketing and live streaming contribute 56.5% to online reviews and the rest 43.5% influenced by other variables. Furthermore, content marketing and live streaming contribute 97.3% to variable of purchase intention and the remaining 2.7% is the influence of other variables.

## 3) Hypothesis Test

If all the analyzed data meet the requirements, then it will be continued with hypothesis testing by selecting the bootstrapping algorithm in the SEM PLS version 4 application. Bootstrapping

eliminates large sample sizes with the assumption of normal distribution (Ghozali & Laten, 2012). By using no sign change scheme, 322 data are used, the significance test value is 5% and if T-statistic value is higher than 1.96, refer to the research (Hair, 2013), can be concluded that hypothesis test can be accepted.

### a. Direct Hypothesis

The structural model (Inner Model) to test direct hypothesis in this study, especially on variables that have a direct influence on other variables. The conclusion of the hypothesis can be accepted or not, will consider the T-statistic values obtained from the results of data processing using the Smart PLS 4 tool. The hypothesis being tested is accepted if the value of T-statistic is greater than 1.96 and if the value of T-statistic is less than 1.96, the hypothesis will be not accepted. Table 6 shows the test results for each hypothesis.

**Table 6. Direct Hypothesis**

Direct Hypothesis	Original sample (O)	T statistics ( O/STDEV	P values	Information
Content Marketing -> Online Review	0.585	10.162	0.000	Accepted
Content Marketing -> Purchase Intent	0.062	3.011	0.003	Accepted
Live Streaming -> Online Review	0.218	3.786	0.000	Accepted
Live Streaming -> Purchase Intention	0.944	40.338	0.000	Accepted
Online Review -> Purchase Intention	-0.001	0.039	0.969	Not Accepted

Source: Data processing result by Author, 2024

In table 6, the direct hypothesis and its value of T Statistics show the hypothesis of the influence of one variable on another variable will be accepted or not. It can be seen that the smallest value is 0.039 (online review -> purchase intention) and the largest value is 40.338 (live streaming -> purchase intention). According to the table above can be summarized the conclusion of direct hypothesis as follows:

1. Hypothesis 1: direct influence of content marketing -> online review is accepted because T Statistic  $10.162 > 1.96$
2. Hypothesis 2: the direct influence of content marketing -> purchase intention is accepted because T Statistic  $3.011 > 1.96$
3. Hypothesis 3: the direct influence of live streaming -> online review is accepted because T Statistic  $3.786 > 1.96$
4. Hypothesis 4: the direct influence of live streaming -> purchase intention is accepted because T Statistic  $40.338 > 1.96$
5. Hypothesis 5: the direct influence of online review -> purchase intention is not accepted because T Statistic  $0.039 < 1.96$

## b. Indirect Hypothesis

Inner Model will be used to test the hypothesis of indirect influence. If T-statistic value result is higher than 1.96, so indirect hypothesis accepted. In Table 7, the indirect hypothesis between variables can be seen leading to variable of purchase intention through the online review variable. The T-statistic value is obtained.

**Table 7. Indirect Hypothesis**

Indirect Hypothesis	Original sample (O)	T statistics ( O/STDEV )	P values	Information
Content Marketing -> Online Review -> Purchase Intention	0.000	0.038	0.970	Not Accepted
Live Streaming -> Online Review -> Purchase Intention	0.000	0.037	0.971	Not Accepted

Source: Data processing result by Author, 2024

Table 7 shows the T statistic value used to conduct an indirect hypothesis test and reffer to T statistic value on the table 7, it can be summarized that:

6. Hypothesis 6: Indirect influence of Content marketing -> online review -> purchase intention, is not accepted because value of T statistic is  $0.038 < 1.96$
7. Hypothesis 7: Indirect influence of Live Streaming -> online review -> purchase intention, is not accepted because value of T statistic is  $0.037 < 1.96$ .

## b. Discussion

### 1) Content Marketing Effect on Online Customer Review

The test results produce an output path coefficient value for the relationship between content marketing and online reviews with a coefficient parameter of 0.585 with a significance of 0.000, a statistical value of 10.162 ( $10.162 > 1.96$ ). Based on these results, hypothesis one can be accepted. This shows that the marketing content offered by the Marketplace will affect the online reviews given by consumers, when marketing content is created well it will produce good online comments. The study (Siripipatthanakul et al., 2022.) shows that there is a relationship between content marketing and e-Promotion related to customer intentions to book a hotel room. The study (Setia Pratama et al., 2022) shows that there is a relationship between content marketing and online reviews. Based on previous studies, this study strengthens previous studies where there is a positive and significant relationship between content marketing and Online Customer Reviews, based on research (Lopes & Casais, 2022.), in their journal "Digital Content Marketing: Conceptual Review and Recommendations For Practitioners", explains that this paper

presents recommendations for content marketing management strategies for digital marketers. Related to this study, content marketing created by the market place, especially digital marketers, will determine the reviews responded to by customers, the better the digital marketer's strategy in creating content will determine whether the reviews given are good or not.

## **2) Content Marketing Influence on Purchase Intention**

An output path correlation value of the relationship between Content marketing and purchase intention is 0.62 with a significance of 0.003 and a statistical value of 3.011 ( $3.011 > 1.96$ ) thus the second hypothesis can be accepted. According to research (du Plessis, 2022) summarizes empirical evidence of the influence of content marketing on consumer behavior in a structured and comprehensive manner and also identifies several knowledge gaps needed for further research. Research (Prasetya & Susilo, 2022) proves that Content Marketing has a positive influence on Purchase Intention. Another study (Marlina et al., 2024), content marketing (X3) has a significant influence on repurchase intention (Y), acceptable. Based on research (Rowley, 2008), explaining the importance of digital content to the growth of business and society, it is important to seek a holistic perspective on the definition and nature of digital marketing. The customer experience of digital content is influenced by all stakeholders in the value chain and also requires customers to participate in the learning and co-creation of the experience. The connection with this research is that content marketing created in the market place based on customer desires and attractive will provide satisfaction to customers and will generate interest in buying.

## **3) The Live Streaming Influence on Online Customer Review**

The test results produce the value of output path coefficient that represents the relationship between live streaming and online review has a parameter coefficient of 0.944 with a significance of 0.000, a statistical value of 3.786 ( $3.786 > 1.96$ ), thus hypothesis three can be accepted. Live streaming has a significant role in building good online customer review. This means that when the live streaming is done well, the online review given by consumers in the comment's column will be good, and vice versa, when the live streaming is not good in the perception of consumers, it will also give a bad review. This corresponds to research (Rahmayanti & Dermawan, 2023) there is a relationship between live streaming and online customer review. According to (He & Jin, 2024), the growing maturity of the Live streaming Commerce has driven the development of the live streaming industry, some companies and institutions have begun to focus on the cultivation of streamers, in relation to this research, market places need to find people who will become streamers because of the professionalism here consumers will provide reviews regarding the appearance of streamers who will promote the products to be sold.

## **4) The Live Streaming Influence on Purchase Intention**

The output path coefficient value shows the relationship between brand image and trust has a parameter coefficient of 0.333 with a significance of 0.000, a statistical value of 40.338 ( $40.338 > 1.96$ ), thus hypothesis four can be accepted. This indicates that when an online shop in TikTok provides live streaming, it has an influence on buying interest, interesting live streaming will make consumers who watch live streaming make decisions to make transactions. This research is in accordance with the results of research conducted by (M. Zhang et al., 2020). This study explores whether and how Live Video Streaming an emerging marketing strategy, can influence customers' online decision-making behavior. Live Shopping streaming have a positive and significant impact on purchasing decisions. Research conducted by (Deva et al., 2024), the Live Shopping streaming hypothesis also has a significant influence on purchasing decisions. Research conducted by (Elsholihah et al., 2023), shows that live-streaming commerce has a positive impact on purchasing decisions. Other studies that strengthen this research include (Elsholihah et al., 2023; Lu & Chen, 2021; Ma et al., 2022; Wang et al., 2022), which have proven that live streaming has a positive effect on purchase intention.

#### **5) The Online Review Effect on Intention of Purchase**

The output path coefficient value shows that there is a relationship between trust and customer satisfaction, the parameter coefficient is -0.001, the significance is 0.969, and the statistical value is 0.039 ( $0.039 < 1.96$ ), so that Hypothesis 5 not Accepted. This shows that existing online reviews may not be sufficient to increase buying interest directly, this is possible because the reviews are negative so that consumers are not interested in making purchases. This shows that Online Review is not one of the factors in making consumers interested in buying a product. This shows that consumers see reviews from previous consumers in providing reviews about the quality and service that has been provided by the TikTok shop. When consumers have not seen reviews, consumers feel less confident in the decisions made, besides that consumers also see positive and negative reviews given by other consumers to make a decision to buy an item. This contradicts research (Martha et al., 2022; Mulyati & Gesitera, 2020; Mulyono, 2021; Prilia Naomi & Ardhiyansyah, 2021; Rose et al., 2011; Ventre & Kolbe, 2020), which shows that online reviews have a positive and significant effect on purchase intention. Research (Macheka et al., 2023) effect of eWOM and consumer online reviews, as well as the effect these have on young female purchase intention, the research therefore contributed to a better understanding of the ways in which eWOM, and online consumer reviews influence consumers buying intention

#### **6) Content Marketing Effect on Purchase Intention with Online Review as a mediating variable.**

The output path coefficient value shows the relationship between content marketing and purchase intention through online review has a parameter coefficient of 0.000 with a significance of 0.970, a statistical value of 0.038 ( $0.038 < 1.96$ ), thus hypothesis six not accepted. This shows that Online Reviews are not significant in influencing the relationship



between Content Marketing and purchasing interest. This shows that Online Review is not significant in influencing the relationship between content marketing and purchase intention. This shows that Online Review is unable to influence the relationship between content marketing and purchase interest in products in the marketplace. Content marketing according to (Vinerean, 2017) is Content marketing has been identified as part of digital inbound marketing, in the quest to “attract potential customers, retain existing once, and transform aspirational consumers in advocates by developing various forms of content that prospects consider valuable and will use the created content in order to access a website to learn more or come into contact with a marketing offer.” Online review menurut (Schoenmueller et al., 2020) Online reviews are a major source of information for consumers in making decision

**7) The Live Streaming influence on Purchase Intention with Online Review as a mediating variable.**

To test the seventh hypothesis using the results of data processing, the output path correlation value is 0.000 which indicates a relationship between Live Streaming and Purchase Intention through Online Review, a significance of 0.037 and a statistical value of 0.971 ( $0.971 < 1.96$ ). Based on the results of the comparison value, it can be concluded that the seventh hypothesis is not accepted or in this study shows that Online Review does not have a significant effect on the relationship between Live Streaming and purchase intention or Online Review is unable to influence the relationship between Live Streaming and purchase intention on products in the marketplace. Based on the results of the researcher's observations, there is still no other research that has combined the 3 variables above, but there is research that examines the relationship between the influence of live streaming on purchase intention mentioned in the study (Elsholiha et al., 2023; Ma et al., 2022; Xu et al., 2022; M. Zhang et al., 2020) where the study proves that the live streaming variable has an effect on consumer purchase intention.

#### **4. Conclusions**

SmartPLS version 4 used to process and analyse data collection result and its conclusion results are: 1 The Online Reviews variable affected significantly by Content Marketing variable, 2 The Purchase Intention variable affected significantly by Content Marketing variable, 3 Online Reviews variable affected significantly by The Live Streaming variable, 4 the Purchase Intention variable affected significantly by Live Streaming variable, 5 Online Review variable no effect on Purchase Intention. 6. The effect of Content Marketing variable to the Purchase Intention variable which mediated by the Online Reviews variable does not meet the requirements in this study. 7. The effect of Live Streaming variable to the Purchase Intention variable mediated by the Online Reviews variable does not meet the requirements in this study.

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