

The Influence of Live Streaming, Brand Ambassadors, and Advertising on Purchase Decisions for Erigo Fashion Products on Shopee

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ABSTRACT

This study aims to analyze the influence of live streaming, brand Ambassadors, and Advertising on purchasing decisions for Erigo fashion products on Shopee. The study employs the Stimulus-Response (S-R) which was introduced by Ivan Pavlov in 1897, positioning live streaming, brand ambassadors, and advertising as stimuli that influence consumer responses—specifically, purchasing decisions. A quantitative approach was used, utilizing a non-probability purposive sampling technique to select 100 respondents who had previously purchased Erigo fashion products on Shopee. Data analysis was conducted using multiple linear regression with the aid of IBM SPSS Statistics 27. The results indicate that live streaming and brand ambassadors have a positive and significant influence on purchasing decisions, with brand ambassadors exerting the most dominant influence compared to the other variables. Meanwhile, while advertising showed a positive influence on purchasing decisions, the effect was not statistically significant. The novelty of this research lies in the simultaneous examination of the effects of live streaming, brand ambassadors, and advertising on purchasing decisions for Erigo fashion products on Shopee within the context of the Purwokerto community. This study is expected to contribute to the development of digital marketing research—particularly regarding the application of S-R theory—and provide valuable insights for the company in formulating effective marketing strategies.

INTRODUCTION

Kamay (2024) explains that the highly varied growth of fashion trends reflects changes in style and public interest in popular and widely accepted fashion products over a given period. The development of digital technology has transformed the way people behave in fulfilling their fashion needs. Users who previously purchased directly from physical stores are now shifting to using websites or digital applications. This change has driven the rapid

growth of e-commerce because it offers easy access, time efficiency, and the opportunity to compare various products. According to the e-Conomy SEA 2025 study conducted by Google, Temasek, and Bain & Company, the e-commerce sector remains the largest part of Indonesia's digital economy, with GMV estimated to reach US\$71 billion in 2025, up more than 14% compared to the previous year (Bloomberg Technoz, 2025). This trend shows that the development of the digital economy has changed the way people buy goods, especially fashion products, towards online shopping. As one of the leading e-commerce sites in Indonesia, Shopee has successfully capitalized on this trend by providing interactive features, attractive promotions, and an easy-to-use digital payment system, making it the primary choice for consumers in online clothing shopping.

The development of the digital economy and increasing internet usage have brought changes to consumer behavior, particularly in e-commerce transactions. The presence of marketplaces makes it easier for customers to find product information, evaluate various options, and shop efficiently online. This behavioral change has driven the growth of e-commerce in Indonesia and made digital platforms a primary channel for trade activities, including in the fashion industry. Shopee is the most widely used e-commerce platform in Indonesia. According to the 2025 APJII survey published by *GoodStats*, Shopee is the dominant marketplace used, with a percentage reaching 53.22% of users, far above TikTok Shop with a percentage of 27.73%, and Tokopedia with a percentage of 8.75% (*GoodStats*, 2025). This indicates that Shopee has a strong position as the marketplace of choice for Indonesians to meet various online shopping needs. The high use of Shopee is supported by strong consumer interest in the fashion category. According to Katadata data cited by DealPOS, the top-selling category on Shopee is fashion (49%), followed by beauty and personal care (41%), gadgets and electronics (35%), health and hygiene (28%), and travel and entertainment (5%) (Blog, 2024). Research shows that Shopee customers are most interested in the fashion category. Therefore, Shopee has become a promising sales channel for various fashion brands, including Erigo.

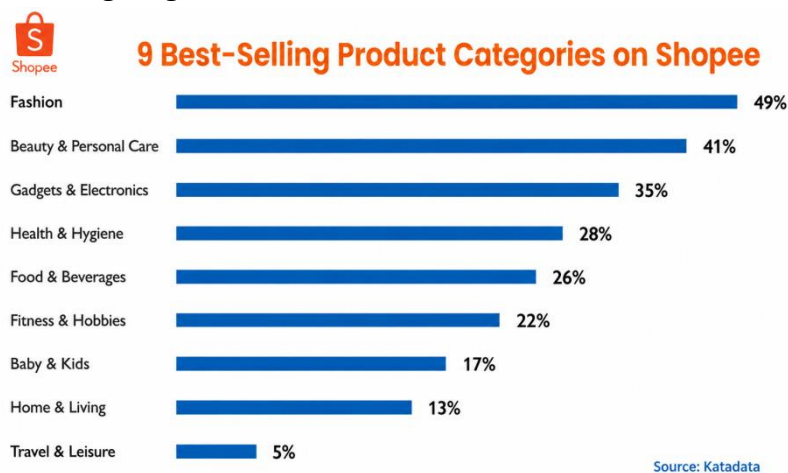


Figure 1. 9 List of Best-Selling Products on Shopee

With the increasing use of digital media and e-commerce platforms as marketing tools, local fashion companies in Indonesia continue to grow. This rapid growth in the fashion industry has increased competition among local fashion brands. This situation encourages brand owners to consistently innovate and present products that meet consumer needs and preferences (Kadafi et al., 2023). Muhammad Sadad founded Erigo, a local fashion company that has successfully attracted customers. Erigo has successfully expanded its market to the international level through its participation in the global event New York Fashion Week. According to a survey (GoodStats, 2025a), Erigo is among the top five local fashion brands chosen by Indonesians. This indicates that Erigo is highly popular and able to compete with many other regional fashion companies. This success cannot be separated from effective digital marketing strategies, including through the use of brand ambassadors JKT48 and Raffi Ahmad to increase brand appeal and credibility (Oktaviyani, 2025). Based on Kompas.com reports, Erigo also implemented advertising strategies through various digital platforms and participated in international campaigns, including representing Indonesia at New York Fashion Week. In less than 10 minutes, through Shopee live Erigo managed to generate revenue of more than IDR 5 billion thanks to the implementation of this effective strategy.

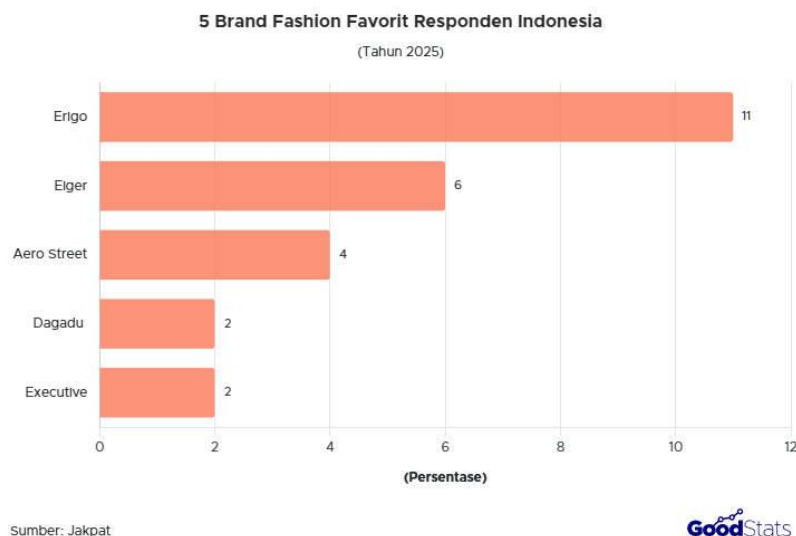


Figure 2. 5 Favorite Fashion Brands of Indonesian Respondents

According to Rachmawati (2022), a purchasing decision is a decision-making process carried out by consumers using information, knowledge, and experience regarding a product before deciding whether to purchase it. A company's success in marketing its products and services is determined by purchasing decisions, making them a crucial component of marketing. This process occurs when consumers compare various alternatives before selecting the appropriate product or service (Damayanti, 2022). The increasing use of e-commerce makes it easier for consumers to obtain information and purchase fashion products online, but high shopping activity in marketplaces does not always result in a purchase decision. One common phenomenon is shopping cart abandonment, where customers have added items to their shopping cart but do not complete the transaction. Research by Sundjaja et al. (2024)

shows that this is influenced by a complicated checkout process, excessive information, and difficult-to-understand transaction policies. This situation proves that customer interest in a product does not necessarily lead to a purchase decision. This phenomenon poses a challenge for the local brand Erigo on the Shopee marketplace. Although a 2025 GoodStats survey listed Erigo as one of the five most popular local fashion brands among Indonesians, this intense competition presents consumers with numerous alternatives, making purchasing decisions increasingly complex. Therefore, Erigo requires effective digital marketing strategies, such as live streaming, the use of brand ambassadors, and advertising, to attract consumer attention, build trust, and encourage them to complete the purchase process.

As the digital era develops, various technological innovations continue to emerge, for example the live streaming feature, which is currently very popular and often used as a marketing strategy because it is considered an effective advertising strategy. Through live streaming, companies can utilize interactive product marketing to increase consumer trust and encourage consumers to make purchases (Sholikhah et al., 2024) . The phenomenon of the success of this live streaming strategy is seen in the local fashion brand Erigo which managed to achieve a turnover of IDR 5 billion in less than 10 minutes through a collaboration between Shopee Live and JKT48, demonstrating the effectiveness of this live streaming strategy Kompas.com, (2023). This success encouraged Erigo to continue utilizing this live streaming as a promotional medium which is still actively carried out almost every day. This phenomenon shows that consumer purchasing decisions can be greatly influenced by live broadcasts. However, research on the influence of live streaming still shows gaps in research. According to research conducted by Sinaga, (2024) ; Mutmainna et al., (2024) ; (Samuel et al., 2026) found that live streaming positively influences purchasing decisions. Meanwhile, research conducted by (Alvin et al., 2026) found that live streaming negatively influences purchasing decisions. Research conducted by Leriyan et al., (2025) and Ali et al., (2025) showed that live streaming had no significant effect on purchasing decisions. Research conducted by

Celebrities are often used by companies as brand ambassadors to improve their marketing and sales strategies, because they are considered capable of attracting customers and increasing demand for the products sold. In addition, Erigo fashion utilizes brand ambassadors as part of its marketing strategy; Raffi Ahmad, a famous Indonesian celebrity, was chosen for this position. A person chosen by a company to officially represent the brand is known as a brand ambassador. He acts as an identity or icon for the product or brand in establishing communication with the public, while building relationships that can encourage increased sales according to Larasati & Pamungkas, (2021) . Brand Ambassador is a variable that has been widely studied by researchers, but there are still differences in results that indicate a research gap . The Brand Ambassador variable has a positive and significant influence on purchasing decisions, according to research conducted by Fathin et al., (2026) , Sayidatina et al., (2026) , Maharani & Achmad, (2024) ; Purwati & Cahyanti, (2022) ; Adilah

et al., (2025). Meanwhile, research by Lubis et al. (2025) and Taurino (2022) found that brand ambassadors had a negative and insignificant effect on purchasing decisions. Research by Reski Aprianti et al. (2024) and Wahyuni et al. (2022) found that brand ambassadors had no significant effect on purchasing decisions.

Besides live streaming and brand ambassadors, advertising is another marketing strategy that can influence consumer purchasing decisions. Companies utilize advertising as a form of indirect communication that can introduce their goods and services to a wider audience, by highlighting the benefits of their products in an attractive manner. Advertising can influence consumer opinion and persuade them to buy (Wijaya, 2017) . Through advertising, companies can establish close and mutually beneficial relationships with their customers (Anggraeni, 2020) . As a local fashion brand, Erigo utilizes advertising through its Instagram account (@erigostore) by displaying photos, product videos and information about the latest collections, as well as promotional programs. In addition, Erigo also uses advertising features on Shopee (ERIGO Official Shop) in the form of promotional banners, discount vouchers, and product advertisements to increase visibility and attract consumer interest. The use of digital media through Instagram and Shopee is an effective advertising strategy in conveying information to consumers and encouraging purchasing decisions according to Syahtidar et al., (2022) . These various promotional activities demonstrate that advertising is an important strategy for influencing consumer choices. However, research findings on the influence of advertising on purchasing decisions still indicate a research gap . Research conducted by Fadilah et al. (2026), Jason & Slamet (2024), Yapan (2023) , and Puspitasari et al. (2023) demonstrates that advertising has a positive and significant effect on purchasing decisions. Meanwhile, research by Marcelina et al. (2023) found that advertising has a negative and insignificant effect on purchasing decisions. Research conducted by Sunatar (2023) , and Irvania et al. (2022) found that advertising has no significant effect on purchasing decisions.

Based on the phenomena that occurred and the observed findings and discrepancies in the results of previous studies (*research gap*), therefore this study was conducted and is clearly different from previous studies that served as references or supporting literature. Research conducted by Safina et al., (2025) examined the influence of Live Streaming, Content Marketing, and Brand Ambassadors on purchasing decisions on the TikTok platform, so the focus was more on content-based marketing strategies on social media. Meanwhile, research conducted by Soedargo & Mulya, (2023) highlighted the variables of Brand Image, Advertising, on Purchasing Decisions for Marina hand and body lotion products. This study focuses on the Erigo product and examines how live streaming, brand ambassadors, and advertising influence Shopee customers' purchasing decisions. Focusing on one local brand that actively uses the Shopee Live feature with advertising and brand ambassador strategies makes this study more contextual and specific. In addition, this study fills *the research gap* by combining variables that have never been tested simultaneously in the Shopee context,

namely advertising with live streaming and brand ambassadors. Thus, this study not only strengthens the findings of previous existing research but also provides contributions and understanding regarding digital marketing strategies that influence consumer decisions to purchase in the marketplace.

RESEARCH METHODS

The study used a quantitative approach. The research population was Erigo fashion consumers in the Purwokerto area, who were selected because they were considered to have an interest in the Erigo brand and had the potential to make purchases through Shopee. The sampling technique in this study used a non-probability sampling method with a *purposive sampling method*. The respondent criteria were as follows: (a) have the Shopee application and have purchased Erigo fashion on Shopee at least once, (b) be at least 18 years old, and (c) be residents of Purwokerto. The sample size was determined using the Roscoe formula, which is the number of variables multiplied by 10 as the minimum limit (Zulfikar et al., 2024) . In this study, the number of four variables was multiplied by 25 based on calculations using the Roscoe formula, resulting in a sample size of 100 respondents. Data collection was carried out through a closed questionnaire with a Likert scale of 1-5 to measure live streaming, advertising, brand ambassador, and purchasing decision variables. Perception of product quality, host credibility, discounts, product descriptions, and promotion time are live streaming indicators according to Misbakhudin et al., (2023) . Advertising variables are measured through mission, message, and media indicators (Wiet, 2024) . According to Alika et al., (2024) , visibility, credibility, attraction, and power are four indicators of the brand ambassador variable. Meanwhile, indicators such as problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior are used to measure purchasing decision variables Alika et al., (2024) . The research instrument was tested using validity and reliability tests to ensure data accuracy. Data analysis was carried out using SPSS software including classical assumption tests, determination tests, multiple linear regression analysis, F tests, and t tests.

Table 1. Variable Indicators

No	Variables	Operational Definition	Indicator
1	Buying decision	Purchasing decisions are actions taken by consumers, which involve understanding how a person or group of people choose, buy, and use products,	Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision and Post-Purchase Behavior (Alika et al., 2024)

		services, and experiences or thoughts to fulfill their needs and desires, (Kotler and Amstrong, 2017:177).	
2	Live Streaming	Live streaming is a type of digital business activity that connects consumers with the marketing and sales of products through live video broadcasts. In this process, the seller or host speaks directly to the audience while demonstrating products, explaining their features, and answering questions. Misbakhudin et al., (2023)	Perceived Product Quality, Host Credibility, Discount, Product Description, Promotion Time Misbakhudin et al., (2023) .
3	Brand Ambassador	Brand ambassadorship is a marketing strategy used by companies to communicate with the public. The goal is to build relationships with target consumers and help increase product sales (Barnes & Lea-Greenwood, 2018).	Visibility, Credibility, Attraction, Power Alika et al., (2024) ,
4	Advertising	Advertising is a marketing communication tool	Mission, Message, Media Wiet, (2024) .

		used by companies to influence consumers by conveying information and product promotions to attract interest and encourage consumer purchasing decisions (Kotler & Keller, 2012).	
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RESULTS AND DISCUSSION

Results

1. Data Instrument Test

a. Validity Test

The statistical criteria for validity testing were carried out by comparing the calculated r value with the table r at a significance level of 5% ($\alpha = 0.05$). A statement item is declared valid if the calculated r value is greater than the table r (calculated $r > \text{table } r$), while a statement item is declared invalid if the calculated r value is less than or equal to the table r value (calculated $r \leq \text{table } r$) (Ghozali, 2021). In this study, the table r value was 0.196, so each item is declared valid if it has a calculated r value > 0.196 .

Table 2. Validity Test Results

Variables	Statement Items	Calculate r value	Table r value (@=0.05)	Information
Live Streaming	LS.1	0.768	0.196	Valid
	LS.2	0.712	0.196	Valid
	LS.3	0.654	0.196	Valid
	LS.4	0.691	0.196	Valid
	LS.5	0.790	0.196	Valid
	LS.6	0.741	0.196	Valid
Brand Ambassador	BA.1	0.798	0.196	Valid
	BA.2	0.737	0.196	Valid
	BA.3	0.707	0.196	Valid
	BA.4	0.684	0.196	Valid
	BA.5	0.760	0.196	Valid
	BA.6	0.713	0.196	Valid
Advertising	ADV.1	0.692	0.196	Valid
	ADV.2	0.774	0.196	Valid

	ADV.3	0.718	0.196	Valid
	ADV.4	0.675	0.196	Valid
	ADV.5	0.653	0.196	Valid
	ADV.6	0.663	0.196	Valid
Buying decision	KP.1	0.751	0.196	Valid
	KP.2	0.646	0.196	Valid
	KP.3	0.747	0.196	Valid
	KP.4	0.804	0.196	Valid
	KP.5	0.691	0.196	Valid

Source: Results of SPSS 27 data processing

Based on the validity test results, all statement items in the live streaming, brand ambassador, advertising, and purchasing decision variables had a calculated r value greater than the table r (0.196). Therefore, it can be concluded that all statement items in the questionnaire were declared valid and suitable for use in further analysis.

b. Reliability Test

Reliability testing was conducted to determine the consistency of respondents' responses to statement items on the variables of live streaming, brand ambassadors, advertising, and purchasing decisions. An instrument is considered reliable if the Cronbach's Alpha value is >0.70 (Ghozali, 2021). The higher the Cronbach's Alpha value, the higher the level of instrument consistency.

Table 3. Reliability Test

Variables	Cronbach's Alpha	Cronbach's Alpha Standard	Information
Live Streaming	0.818	0.70	Reliable
Brand Ambassador	0.828	0.70	Reliable
Advertising	0.785	0.70	Reliable
Buying decision	0.779	0.70	Reliable

Source: Results of SPSS 27 data processing

Based on the results of the reliability test using the Cronbach's Alpha method, all research variables showed Cronbach's Alpha values higher than the standard of 0.70. Thus, all research variables were declared reliable. This indicates that the instrument used has a high level of consistency, making the questionnaire suitable for further analysis.

2. Classical Assumption Test

a. Normality Test

The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov test on the residual values. According to Ghozali (2021), a good regression model is one with normally distributed residuals. The decision-making criteria are: if the Asymp. Sig. (2-tailed) value is greater than 0.05, then the residuals are declared normally distributed.

Whereas if the Asymp. Sig. (2-tailed) value is less than 0.05, then the residuals are declared non-normally distributed.

Table 4. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	0.0000000
	Standard Deviation	1.37839732
Most Extreme Differences	Absolute	0.080
	Positive	0.080
	Negative	-0.064
Test Statistics		0.080
Asymp. Sig. (2-tailed) ^d		0.114

Source: Results of SPSS 27 data processing

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov method on the unstandardized residual value, the Asymp. Sig. (2-tailed) value was obtained at 0.114. Because this value is greater than 0.05 ($0.114 > 0.05$), it can be concluded that the residual data in this study is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is too strong a correlation between the independent variables, thus disrupting the stability of the regression model. The test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free of multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10 (Ghozali, 2021). The results of the multicollinearity test can be seen in the following table:

Table 5. Multicollinearity Test

Variables	Tolerance	VIF	Information
Live Streaming	0.234	4,279	There is no multicollinearity
Brand Ambassador	0.236	4,241	There is no multicollinearity
Advertising	0.205	4,882	There is no multicollinearity

Source: Results of SPSS 27 data processing

Based on the results of the multicollinearity test, all independent variables have a Tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10. Thus, it can be concluded that no symptoms of multicollinearity were found in the variables of this study.

c. Heteroscedasticity Test

The heteroscedasticity test in this study was conducted using the Glejser Test, which regresses the absolute value of the residual against the independent variables. According to Ghozali (2021), a good regression model is one that does not exhibit heteroscedasticity. This decision-making criterion is that if the significance value (Sig.) for each independent variable is greater than 0.05, the regression model is declared to be heteroscedastic. Conversely, if the significance value (Sig.) is less than 0.05, the regression model is declared to exhibit heteroscedasticity.

Table 6. Heteroscedasticity Test

Variables	Independent Variable Sig Value	Significance value	Information
Live Streaming	0.426	0.05	There is no heteroscedasticity
Brand Ambassador	0.055	0.05	There is no heteroscedasticity
Advertising	0.347	0.05	There is no heteroscedasticity

Source: Results of SPSS 27 data processing

Based on the test results above, the significance value (Sig.) of all independent variables is greater than 0.05. Thus, it can be concluded that there is no indication of heteroscedasticity.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is a method used to measure the influence of independent variables (live streaming, brand ambassadors, and advertising) on the dependent variable (purchase decisions). This test was conducted because this study had more than one independent variable. The results of the analysis showed the following regression equation:

Table 7. Results of Multiple Linear Regression Analysis

Model	Unstandardized	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1,963	0.943		2,081	0.040
Live Streaming	0.175	0.075	0.218	2,325	0.022
Brand Ambassador	0.532	0.076	0.651	6,986	<0.001
Advertising	0.054	0.085	0.064	0.636	0.526

Source: Results of SPSS 27 data processing

The regression equation is interpreted as follows:

1. The constant value (α) of 1.963 indicates that if the independent variables Live Streaming, Brand Ambassador, Advertising have a value of zero, then the purchasing decision has a value of 1.963.

2. The Live Streaming regression coefficient of 0.175 indicates that every one unit increase in this variable will increase purchasing decisions by 0.175, assuming other variables remain constant.
3. The Brand Ambassador regression coefficient of 0.532 confirms that this variable has the greatest positive influence on purchasing decisions compared to other independent variables.
4. The Advertising regression coefficient of 0.054 indicates a positive direction, but its influence is very small and not statistically significant.

4. Test of the Coefficient of Determination

The coefficient of determination (R^2) test is used to measure the extent to which an independent variable explains variation in the dependent variable. The coefficient of determination ranges from 0 to 1. The closer it is to 1, the greater the independent variable's ability to explain variation in the dependent variable. Conversely, the closer it is to 0, the less effective it is at explaining variation in the dependent variable (Ghozali, 2021).

Table 8. Determination Test Results

Model	R	R Square	Adjusted R Square
1	0.896 ^a	0.804	0.797

Source: Results of SPSS 27 data processing

The coefficient of determination test results showed an Adjusted R Square value of 0.797. This means that the live streaming, brand ambassador, and advertising variables are able to explain 79.9% of the variation in purchasing decisions, while the remaining 20.1% is influenced by other variables outside the model. This value indicates that the regression model has excellent explanatory power.

5. F Test Results

The F-test is used to determine whether all independent variables collectively influence purchasing decisions. The decision-making criterion is that a model is declared significant if the significance value is less than 0.05.

Table 9. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	796,542	3	256,514	130,918	<0.001
Residual	188,098	96	1,959		
Total	957,640	99			

Source: Results of SPSS 27 data processing

Based on Table 8, the calculated F value is 130.918 with a significance level of <0.001. Because the significance value is smaller than 0.05, it can be concluded that the multiple linear regression model that tests the influence of live streaming, brand ambassadors, and advertising on purchasing decisions has met the model feasibility criteria (goodness of

fit). This indicates that the regression model is suitable for use as an analysis model in this study (Ghozali, 2021).

6. t-Test Results

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The decision-making criterion is to accept the hypothesis if the significance value is less than 0.05 (<0.05). Conversely, if the significance value is greater than 0.05 (>0.05), the hypothesis is rejected (Ghozali, 2021). The results of the t-test can be seen in the table below:

Table 10. t-Test Results

Model	Unstandardized	t	Sig.
(Constant)	1,963	2,081	0.040
Live Streaming	0.175	2,325	0.022
Brand Ambassador	0.032	6,986	<0.001
Advertising	0.054	0.636	0.526

Source: Results of SPSS 27 data processing

Based on the results of the partial test (t-test), it is known that the Live Streaming variable obtained a t-value of 2.325 with a significance level of 0.022, smaller than 0.05. This means that live streaming has a positive and significant effect on purchasing decisions, so the first hypothesis is accepted. The Brand Ambassador variable shows a t-value of 6.986 with a significance of <0.001 . This finding confirms that brand ambassadors have a positive and significant effect on purchasing decisions, so the second hypothesis is accepted. Meanwhile, the Advertising variable has a t-value of 0.636 with a significance of 0.526 greater than 0.05. This means that advertising has a positive but not significant effect on purchasing decisions, so the third hypothesis is rejected.

Discussion

The Effect of Live Streaming on Purchasing Decisions

The results of the hypothesis test indicate that live streaming has a positive and significant effect on purchasing decisions. Therefore, the first hypothesis, which states that live streaming has a positive and significant effect on purchasing decisions, is accepted. These results indicate that consumers are more likely to make a purchase if the quality of the live broadcast is better. According to respondents, discounts offered during live streaming make product prices more attractive and encourage consumers to purchase immediately. The results of this study are supported by Putra & Armaniah, (2025) who showed that discount offers during live sessions can increase purchasing decisions because consumers perceive the price as more attractive and a profitable opportunity. In addition, the direct delivery of information and the opportunity to interact with the host increases consumer trust in the products offered, which ultimately influences purchasing decisions. These results are in line with the findings of Pradana & Aryanto, (2024) who showed that consumers are more likely to make purchases when the quality of live streaming is better. This finding is in line with Sinaga, (2024) who

stated that live streaming also provides direct product information, allows sellers and buyers to interact directly, and offers more attractive discounts can increase consumer purchase intentions. The results of this study are also in line with the Stimulus-Response (SR) theory which explains that live streaming is a stimulus in digital marketing communications. Through the direct delivery of product information, real-time interaction, and promotional offers during live streaming sessions, these stimuli encourage consumer responses in the form of purchasing decisions. Thus, the more effective the implementation of live streaming as a marketing communication medium, the greater the tendency of consumers to decide to buy a product. This conclusion is supported by a number of previous studies by Syulhasbiullah et al., (2024) ; Rosyidan & Lestari, (2026) which show that live streaming has a positive and significant influence on purchasing decisions.

The Influence of Brand Ambassadors on Purchasing Decisions

The results of the hypothesis test indicate that brand ambassadors have a positive and significant influence on consumer purchasing decisions. Therefore, the second hypothesis that brand ambassadors have a positive and significant influence on purchasing decisions is accepted. The results of this study are also in line with the Stimulus-Response (SR) theory which explains that brand ambassadors are a stimulus in digital marketing communications. Respondents assessed the ability of Erigo brand ambassadors to influence consumers to purchase Erigo products on Shopee. This finding shows that respondents not only recognize the existence of brand ambassadors but also assess that these figures are able to increase appeal and strengthen consumer confidence to make purchases. Based on the research findings, there is a significant correlation between purchasing decisions and brand ambassadors. Customer purchasing decisions are strongly influenced by brand ambassadors. Erigo Brand Ambassadors have a dominant influence because they are seen as having attractiveness, popularity, and credibility that have a positive influence on consumers and increase their confidence to make purchases. The findings of this study are in line with the findings of Gozali et al., (2025) ; Sapitri & Karamang, (2026) ; Rachmi, (2023) , which show that brand ambassadors have a positive and significant influence on purchasing decisions.

The Influence of Advertising on Purchasing Decisions

The results of the hypothesis test indicate that advertising influences consumer purchasing decisions positively but not significantly. Therefore, the third hypothesis is rejected. The results of the study indicate that there is no significant relationship between advertising and consumer choice. This indicates that advertising efforts do not consistently or significantly influence consumer purchasing decisions. This indicates that advertising activities do not have a consistent or strong impact in encouraging consumers to make purchasing decisions. Respondents have given positive assessments of Erigo advertising, especially in terms of its appearance and advertising message. However, the results of the study indicate that consumers are not directly influenced to make purchases by positive assessments of advertising indicators. The results of this study can be explained through the

Stimulus-Response (SR) theory, which views advertising as a stimulus in marketing communications. However, the stimulus provided through advertising is not strong enough to generate a significant response in the form of a purchasing decision. Thus, although advertising is able to convey information and introduce products to consumers, its presence is not a primary factor that encourages consumers to decide to purchase Erigo products on Shopee. This finding shows that although advertising helps disseminate information and increase consumer awareness of products, they still consider other factors when making decisions about what to buy. The results of this study align with research conducted by Agus et al. (2024) , which found that advertising has a positive but insignificant effect. Other studies conducted by Sunatar (2023) and Nugroho & Zuraida (2024) showed that advertising has a positive but insignificant effect on purchasing decisions. However, these results contradict research conducted by Salsabila et al. (2022) , which found that advertising has a positive and significant effect on purchasing decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research results regarding the influence of Live Streaming, Brand Ambassadors, and Advertising, it can be concluded that live streaming has a positive and significant influence on consumer decisions to purchase Erigo fashion products on Shopee. This indicates that the likelihood of consumer purchases increases along with the quality of live streaming. Furthermore, it is proven that brand ambassadors have a positive and significant influence, making them the most dominant factor when compared to other variables. These results indicate that the use of brand ambassadors known for their popularity, credibility, attractiveness, and ability to influence consumers can increase consumer confidence when purchasing Erigo fashion products on Shopee. Conversely, advertising also has a positive but insignificant influence. Therefore, advertising is not a major factor in consumer decisions to purchase Erigo fashion products on Shopee.

Suggestion

There are several limitations to this study. First, only three independent variables were used in this study: Live Streaming, Brand Ambassador, and Advertising, which means that other elements that may influence consumer purchasing decisions, such as *Online Customer Reviews*, *Electronic Word of Mouth (e-WOM)*, *Brand Image* , and *Consumer Trust*, have not been studied. Second, this study focuses on Erigo fashion products on the Shopee marketplace with respondents from the Purwokerto community. Therefore, it is not currently possible to generalize the results of this study to other fashion brands, marketplaces, or geographic areas. Further research is recommended to improve the research findings and provide a more in-depth overview of the factors influencing purchasing decisions. This could include incorporating other relevant variables, expanding the scope of the study to include local

fashion brands and other marketplaces, covering a wider geographic area with a larger number of respondents.

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