

# Enhancing Online Consumer Trust And Sales Through Digital Tools: A Case Study on Shopee's Haydan Healthy

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## Abstract

The rise of digital commerce in the Industry 4.0 era has transformed consumer shopping behavior. In this context, e-commerce platforms such as Shopee have integrated tools like live streaming, vouchers, and enhanced user interfaces to improve consumer engagement and conversion rates. This study investigates the influence of live streaming, voucher promotions, and user experience on purchase decisions among Shopee users who purchased from the Haydan.Healthy store. A quantitative approach was applied using multiple linear regression with 100 purposively selected respondents. Results reveal that all three variables—live streaming, voucher, and user experience—positively and significantly impact consumer purchasing decisions. These findings offer strategic insight for online retailers in enhancing promotional efforts and improving digital experiences to drive sales. The study contributes to e-commerce literature by highlighting the importance of interactive and user-centric digital marketing strategies in influencing consumer behavior.

**Keywords:** E-commerce, Live Streaming, User Experience, Purchase Decision

## Introduction

The rapid advancement of digital technologies during the Industry 4.0 era has transformed the way businesses operate, especially within the retail sector. This transformation is most evident in the rise of e-commerce, which has emerged as a dominant force in the global economy. E-commerce platforms facilitate seamless and borderless shopping experiences, allowing consumers to purchase goods and services anytime and anywhere. According to Statista (2023), global e-commerce sales surpassed \$5.7 trillion in 2022, a figure that continues to rise annually. This upward trend is primarily fueled by the widespread adoption of mobile commerce, artificial intelligence (AI)-driven personalization, and data-driven marketing strategies. The integration of digital technologies has significantly altered consumer behavior, with convenience, speed, and personalization becoming central to purchasing decisions.

In Indonesia, the digital economy is growing rapidly. Data from the Indonesian Internet Service Providers Association (APJII, 2022) shows that by 2022, more than 210 million Indonesians were active internet users, indicating a vast and digitally connected population. This connectivity has supported the rapid development of online marketplaces. Among these platforms, Shopee has established itself as the most visited e-commerce site in Indonesia, attracting over 216 million visits per month in the third quarter of 2023 (Katadata, 2023). The popularity of Shopee is partly due to its user-centric features such as flash sales, voucher programs, gamification, and interactive marketing tools like live streaming.

These features provide new opportunities for local businesses, including small and medium-sized enterprises (SMEs), to expand their reach and engage more effectively with consumers. One such business is Haydan.Healthy, a brand focused on health and diet products. The brand has leveraged Shopee's digital tools—particularly live streaming, promotional vouchers, and an optimized user interface—to attract health-conscious consumers, especially younger audiences who are increasingly seeking wellness solutions online.

However, while these tools are widely used, the effectiveness of each in driving purchase decisions remains a critical question. With consumers bombarded by multiple promotions, product recommendations, and interactive advertisements, there is a risk of decision fatigue, potentially reducing the effectiveness of digital promotions.

This study seeks to fill that gap by examining how three key digital marketing elements—live streaming, voucher programs, and user experience—affect consumer purchase decisions, particularly within the context of health-related e-commerce products on Shopee. Understanding how these variables contribute to actual conversions is crucial for digital marketers and SME owners aiming to maximize their return on investment in digital platforms.

Previous studies have explored these elements independently. Siswanto & Aryanto (2024), for instance, investigated the influence of live streaming on purchase decisions among university students, highlighting the persuasive power of real-time interaction. Juliana (2023) examined how user experience shapes buyer trust and purchase intention on platforms like TikTok Shop. Meanwhile, Fransiska & Madiawati (2022) studied the role of vouchers in motivating purchases among Shopee users in Bandung. While these studies underscore the importance of digital engagement tools, they were generally limited in focus—either by platform, product category, or specific tool.

To date, few studies have investigated the combined influence of live streaming, voucher use, and user experience within a single analytical framework, particularly in the context of health-oriented e-commerce on Shopee. This research addresses that gap by analyzing consumer behavior in Haydan.Healthy's online store, offering insights into how integrated digital strategies influence purchasing behavior. The findings are expected to support SMEs in making data-informed decisions and enhancing their digital marketing effectiveness.

## **Research Methodology**

This study adopts a quantitative research design using a correlational approach. The primary goal is to examine the relationship between digital promotional strategies and consumer purchase decisions in the context of the Shopee marketplace. The specific variables of interest include live streaming (X1), voucher promotions (X2), and user experience (X3), with purchase decision (Y) as the dependent variable.

The research was conducted between December 2023 and July 2024. The population consisted of Shopee users who had previously purchased diet supplements from the Haydan.Healthy store. A non-probability sampling technique—purposive sampling—was employed to select respondents based on the following criteria: (1) minimum age of 13 years, (2) previous experience purchasing from Haydan.Healthy, (3) interaction with Shopee Live features, and (4) self-identified concern with obesity or health management.

A total of 100 valid responses were collected via Google Forms, distributed through reseller networks and customer forums. The questionnaire included structured items measuring each variable using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Items were adapted from validated instruments used in previous studies.

To ensure validity, Pearson correlation coefficients were calculated for each item. All items showed  $r$ -values greater than 0.195 with  $p < 0.05$ , indicating good construct validity. Cronbach's Alpha values for each variable ranged from 0.778 to 0.889, confirming internal consistency reliability.

Multiple linear regression analysis was performed using SPSS version 26 to assess the influence of independent variables on purchase decisions. Classical assumption tests—including normality, multicollinearity, and heteroscedasticity—were conducted to validate the regression model.

The regression model used was:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Where:

- $Y$  = Purchase Decision
- $X_1$  = Live Streaming
- $X_2$  = Voucher
- $X_3$  = User Experience
- $a$  = constant
- $e$  = error term

Significance was determined at the 0.05 level. t-tests assessed the individual effect of each independent variable, while an F-test was conducted for overall model significance.

The  $R^2$  and Adjusted  $R^2$  values were calculated to determine the explanatory power of the model. An adjusted  $R^2$  of 0.575 indicated that 57.5% of the variance in purchase decisions was explained by the model, demonstrating its practical relevance.

## Results

The results of the regression analysis provide a comprehensive understanding of the impact of three independent variables—Live Streaming ( $X_1$ ), Voucher ( $X_2$ ), and User Experience ( $X_3$ )—on the dependent variable, Purchase Decision ( $Y$ ). Each of these variables was tested for its significance in influencing consumer behavior within the Shopee platform, specifically in the context of the health-related e-commerce store, Haydan.Healthy.

The first independent variable, Live Streaming ( $X_1$ ), was found to have a statistically significant positive effect on purchase decisions. The regression coefficient ( $B$ ) for this variable is 0.266 with a standard error of 0.127, producing a t-value of 2.833 and a corresponding p-value of 0.046. Since the p-value is less than 0.05, the result confirms that the relationship is statistically significant at the 5% level. This finding suggests that live streaming plays an important role in enhancing consumer engagement and driving purchasing intent. Live streaming provides a real-time interactive experience where sellers can directly communicate product benefits, answer customer inquiries, and build trust through visual and verbal presentation. This immediacy and authenticity appear to positively influence consumers' confidence and prompt decision-making.

The second variable, Voucher ( $X_2$ ), also showed a significant positive relationship with purchase decisions. The analysis yielded a regression coefficient ( $B$ ) of 0.237 and a standard error of 0.104. The t-value for this variable is 2.276, with a p-value of 0.025. As with the previous variable, the p-value falls below the threshold of 0.05, indicating statistical significance. This supports the notion that voucher promotions, such as discounts, cashback offers, and free shipping, are effective tools in encouraging consumers to complete transactions. Financial incentives reduce perceived cost and increase the perceived value of the purchase, thus serving as a powerful motivator. In highly competitive e-commerce environments, vouchers act as nudges that shift undecided consumers toward making a purchase.

The third variable, User Experience ( $X_3$ ), emerged as the most influential factor in determining purchase decisions. The regression coefficient for user experience is 0.196, with a relatively small standard error of 0.051, indicating consistent data. The resulting t-value is 3.859, and the p-value is 0.000, well below the

conventional thresholds for statistical significance. This finding highlights the critical importance of a smooth, intuitive, and enjoyable user interface in digital retail environments. A positive user experience includes factors such as easy navigation, fast page loading times, accurate product descriptions, secure payment options, and responsive customer service. When users feel comfortable and in control during the shopping process, they are more likely to trust the platform and proceed to checkout. In this study, the strength of user experience’s influence outperformed both live streaming and voucher usage, signaling its foundational role in shaping consumer decisions.

In terms of overall model fit, the statistical indicators suggest that the regression model is both meaningful and reliable. The coefficient of determination ( $R^2$ ) is 0.588, which means that approximately 58.8% of the variation in purchase decision outcomes can be explained by the combined influence of the three independent variables. This indicates a moderate to strong explanatory power for the model. The Adjusted  $R^2$  value is 0.575, which takes into account the number of predictors and the sample size, offering a more conservative estimate of the model’s accuracy. This slight reduction from the  $R^2$  suggests that all three variables contribute meaningfully without overfitting the model. Moreover, the overall significance of the regression model is affirmed by the F-statistic of 45.621 with a p-value of 0.000, demonstrating that the model as a whole is statistically significant and that the combined predictors have a real impact on the dependent variable.

In conclusion, the regression analysis confirms that all three examined factors—live streaming, voucher use, and user experience—have a significant and positive effect on consumer purchase decisions on Shopee. Among these, user experience has the strongest impact, followed by live streaming and then vouchers. These results underline the importance for e-commerce businesses, particularly those operating in the health product sector, to focus on enhancing user experience while also utilizing interactive and promotional tools to convert interest into actual purchases. The model provides a statistically robust foundation for understanding consumer behavior and developing effective digital marketing strategies in Indonesia’s competitive online retail landscape.

Table 1. Multiple Linear Regression Results for the Influence of Live Streaming, Vouchers, and User Experience on Purchase Decision

Variable	Coefficient (B)	Std. Error	t-value	p-value
Live Streaming (X1)	0.266	0.127	2.833	0.046
Voucher (X2)	0.237	0.104	2.276	0.025
User Experience (X3)	0.196	0.051	3.859	0.000
<b>Model <math>R^2</math></b>	—	—	—	<b>0.588</b>
<b>Adjusted <math>R^2</math></b>	—	—	—	<b>0.575</b>
<b>F-value</b>	—	—	<b>45.621</b>	<b>0.000</b>

### Discussion

This study aimed to examine the impact of three key digital marketing elements—live streaming, voucher usage, and user experience—on consumer purchase decisions within the Shopee e-commerce platform, specifically focusing on the Haydan.Healthy store that specializes in health and diet-related products. The findings not only support existing literature but also provide deeper insights into how these factors interact within a real-world, health-oriented e-commerce context in Indonesia. Each variable demonstrated a

significant and positive influence on purchase decisions, with user experience emerging as the most dominant factor, followed by live streaming and voucher usage.

### **Live Streaming and Purchase Decision**

The analysis revealed that live streaming has a significant and positive influence on consumer purchase decisions. This result aligns with the work of Siswanto and Aryanto (2024), who emphasized that live streaming sessions, particularly on platforms like Shopee Live, foster greater consumer trust and engagement, especially among Gen Z and millennial users. The immersive and interactive nature of live streaming allows consumers to observe product demonstrations in real-time, ask questions, and receive instant feedback from sellers. This replicates aspects of the in-store shopping experience, such as human interaction and immediate clarification, which are often missing in traditional e-commerce formats. Furthermore, Zhang et al. (2022) argued that live commerce enhances consumers' confidence in product quality and reduces uncertainty through visual cues and real-time social proof, including viewer comments, likes, and purchases shown during the stream.

In the case of Haydan.Healthy, the significance of live streaming may be further amplified by the nature of the products—dietary supplements and health goods—which often require a degree of consumer education. Through live sessions, sellers are able to provide in-depth explanations about ingredients, demonstrate how products are used, address potential concerns regarding side effects, and reinforce the authenticity of their offerings. These features are particularly valuable to first-time buyers in the health sector who prioritize trust, transparency, and perceived efficacy.

### **Voucher Usage and Purchase Decision**

Voucher programs also demonstrated a statistically significant effect on purchase decisions. This finding corroborates the research of Fransiska and Madiawati (2022), who highlighted that promotional vouchers, including discounts, cashback, and free shipping, effectively drive conversion, particularly among price-sensitive shoppers. Rahmawati and Nugroho (2021) also noted that time-limited vouchers create a sense of urgency and increase the perceived value of a transaction, thereby accelerating consumer decision-making. In this study, the influence of vouchers was notably strong among the 21–30 age group, most of whom are students or young professionals. This segment tends to be highly active online, cost-conscious, and particularly responsive to financial incentives.

Moreover, recent studies, such as Chen et al. (2023), have emphasized the growing importance of targeted and personalized voucher distribution strategies in boosting digital engagement. When consumers feel that voucher offerings are tailored to their preferences or behaviors, the likelihood of purchase increases. The Shopee platform's ability to deliver customized promotions based on browsing history or purchase behavior may explain part of the observed impact in this study.

### **User Experience and Purchase Decision**

Among all variables studied, user experience emerged as the strongest predictor of purchase decisions. This result aligns with the findings of Juliana (2023) and Ekawati et al. (2022), who noted that a seamless, intuitive, and responsive digital shopping interface significantly enhances user satisfaction, trust, and likelihood of purchase. According to usability experts like Nielsen and Budiu (2021), user-centered design elements—such as clear navigation, consistent layout, fast load times, and easy checkout processes—are directly linked to improved user retention and conversion rates.

In the context of Haydan.Healthy's store on Shopee, factors such as product categorization, clear visual presentation, accessible payment methods, and responsive customer service likely contributed to positive user experiences. The Shopee platform also benefits from built-in UX enhancements such as AI-driven

product recommendations, integrated chatbots, and streamlined mobile app performance, which collectively reinforce consumer trust and reduce friction in the buyer's journey.

Additionally, Li and Sun (2020) emphasized that positive digital experiences can foster emotional connections between consumers and brands, leading not only to repeat purchases but also to word-of-mouth referrals. This emotional aspect is particularly important in the health sector, where trust, perceived safety, and brand credibility play vital roles in purchase behavior. A user-friendly and professional platform can instill a sense of confidence that is crucial when buying health-related products online.

### **Combined Influence of All Variables**

The regression model's adjusted  $R^2$  value of 0.575 indicates that the three variables—live streaming, voucher use, and user experience—together explain nearly 58% of the variance in purchase decisions. This strong explanatory power underscores the importance of adopting an integrated digital marketing strategy. While each element independently contributes to influencing purchase behavior, the combination of all three creates a more powerful and cohesive effect.

For instance, a potential buyer might initially become aware of a product through a live streaming session, gain interest due to the seller's demonstration, be incentivized by a limited-time voucher, and ultimately complete the purchase if the app provides a smooth and trustworthy experience. This synergistic interaction reflects the findings of Wang et al. (2021), who argue that combining engaging content, financial incentives, and optimal user interfaces results in heightened consumer engagement and long-term loyalty.

In summary, the findings of this study highlight the strategic value of integrating interactive marketing tools, financial promotions, and superior user experiences to drive purchase decisions in the competitive e-commerce environment. For SMEs and digital marketers operating within health-related product categories, these insights provide a practical roadmap for enhancing conversion rates and customer satisfaction on platforms like Shopee.

### **Implications**

The findings of this study offer important implications for marketers, online sellers, and SME owners seeking to optimize digital strategies in highly competitive e-commerce environments. Rather than relying solely on promotional campaigns, businesses should adopt a more integrated approach that combines high-quality live streaming, personalized voucher distribution, and enhanced user experience. Live content should be engaging, informative, and ideally supported by trusted influencers to increase credibility and viewer interaction. Limited-time vouchers can be strategically used during or immediately after live sessions to create urgency and incentivize action. Equally crucial is ensuring a seamless and intuitive user journey—from product discovery to checkout—so that consumer interest is not lost due to technical barriers or poor design. These combined efforts not only increase the likelihood of immediate purchase but also foster long-term customer loyalty and positive brand perception, especially in product categories where trust and clarity, such as health and wellness, are essential.

### **Conclusion**

This study examined the influence of live streaming, voucher use, and user experience on consumer purchase decisions in Shopee's Haydan.Healthy store. The results confirm that:

1. Live streaming significantly enhances consumer engagement and trust, positively affecting purchasing behavior.

2. Voucher promotions act as effective incentives, particularly among younger, budget-conscious shoppers.
3. User experience is a critical driver of satisfaction and conversion, serving as the strongest determinant of purchase decisions.
4. Combined, these variables significantly influence buyer behavior, highlighting the need for integrated, user-centered digital marketing strategies.

For future research, it is recommended to explore additional factors such as product reviews, influencer marketing, and personalization algorithms. Moreover, comparative studies across different product categories or platforms (e.g., Tokopedia, TikTok Shop) would provide broader generalizability.

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