

## **Indonesian marketplace: factors in purchasing decisions and impact on sales**

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### **Abstract**

The current development has made everything switch to digital form, one of which is in business in Indonesia. Currently, many marketplaces have followed the times to be able to survive in the many marketplace competitions that occur in Indonesia. To maintain it, the marketplace needs to identify influences in increasing its sales. This research discusses the influence of live streaming commerce, influencer marketing, discounts, online customer reviews, on purchasing decisions and their impact on sales in the Indonesian marketplace. This research uses quantitative research methods that collect data by distributing questionnaires to marketplace users. Then the data is processed to determine the relationship between one relationship and another. With this research, it is hoped that it can be a consideration for the marketplace in Indonesia for the sustainability of its business.

**Keyword:** Live Streaming Commerce, Influencer Marketing, Discount, Online Customer Reviews, Purchase Decision, and Sales

## **1. Introduction**

The development of digital technology and the use of the internet has changed the way business is done in Indonesia. With marketplaces such as Shopee, Lazada, etc. which are one of the drivers of the digital economy in Indonesia. However, this has led to competition between marketplaces. Marketplaces are competing to improve their features and services in order to attract many customers. With increasingly fierce competition, consumers are often faced with the choice of products and marketplaces that they want to use. It has several factors in the decision to buy products and choose the right marketplace, but it also has an impact on sales in the marketplace, such as live streaming commerce, influencer marketing, discounts, and online customer reviews. Indonesian marketplaces need to pay attention to what today's customers need to buy their products or use their services.

The growth of marketplaces in Indonesia has not only changed the way consumers shop, but also changed the way businesses interact with customers. Live streaming commerce, as a fast-growing phenomenon, allows sellers to showcase their products live through live broadcasts. This opens up opportunities for consumers to experience products firsthand and interact with sellers, which can significantly influence their purchasing decisions.

Meanwhile, influencer marketing has become a highly effective marketing strategy in reaching target audiences. In Indonesia, influencers have a great influence in shaping consumer preferences. The use of influencers in the promotion of products or services in marketplaces has become common, with great potential to influence purchasing decisions.

On the other hand, the discount factor is often a deciding factor in consumer decision-making, especially in a competitive marketplace environment. Discount or rebate offers can be an important trigger for consumer purchases. Online customer reviews also play a central role in helping consumers evaluate the quality of a product or service before they decide to buy. These reviews become an important reference in decision making.

For this reason, this research can find out about the influence of factors on consumer purchasing decisions in the Indonesian marketplace, as well as its impact on sales, can provide new knowledge for business people, including sellers and marketplace platforms. It is hoped that the marketplace can continue to grow by considering these factors in its sustainability.

## **2. Literature Review**

### **2.1 Live Streaming Commerce**

Live streaming commerce involves the utilization of live streaming platforms for conducting e-commerce activities and transactions. This concept encompasses the use of live streaming spaces, technologies, and the necessary infrastructure to establish a virtual environment where individuals can engage, enjoy entertainment, partake in social interactions, and make real-time transactions, all with an emphasis on providing a smooth and cost-effective experience. In contrast to traditional e-commerce, where consumers can only browse static content, such as text, images, and videos, to gather product information, live streaming commerce enables dynamic, interactive, and real-time engagement (Xu et al, 2020). Live streaming commerce is a new type of e-commerce that combines live streaming with live social interaction (Ming et al, 2021). Live streaming commerce has experienced substantial growth in recent years. Within this emerging industry, individuals with a public following leverage

their influence to market and sell products on e-commerce platforms, live streaming platforms, or often both concurrently (Yang et al, 2022).

## **2.2 Influencer Marketing**

In influencer marketing, brands are promoted through the use of significant others, forcing potential customers to better understand the brand and make purchasing decisions (Eerde et al, 2020). Influencer marketing involves external individuals influencing a consumer's decision to make a purchase. This marketing strategy centers on leveraging digital media personalities with substantial followings to effectively convey their message to a specific audience. Influencers are highly effective in gaining consumer trust, surpassing the trust garnered from other online sources (Chopra et al, 2021). Influencer marketing aims to generate lucrative word-of-mouth (WOM) by enlisting social media users with the potential to sway a significant audience through their influence (Martinez et al, 2020).

## **2.3 Discount**

Discount are the most commonly used marketing tactic both online and offline. By offering goods at a lower price than they should be, they will attract customers to spend more money (Setiawan et al, 2022). Discount are a marketing strategy that aims to increase sales by encouraging customers to buy more products by using a different price, usually lower than the ordinal price (Wardana et al, 2023). If there is no discount, customers will not pay attention to the goods offered (Ramadania et al, 2022).

## **2.4 Online Customer Review**

Customer reviews provided online consist of reviews provided by customers relating to information used to assess a wide range of products. With this information, customers can get the quality of products they are looking for from reviews and experiences of other customers who have purchased products from online sellers (Yulianthini et al, 2023). An online customer review is an unfiltered viewpoint expressed by an individual and not a promotional message, typically referring to content shared by users on the internet or on external websites. Consumer reviews also serve as decision-making aids and mechanisms for providing feedback to customers (Arroji et al, 2022). Some of the factors that influence a person's purchasing decisions include online customer reviews, which can be used as a measure of the popularity of a product or its value, which will influence the desire to buy the product (Setyarini et al, 2023).

## **2.5 Purchase Decision**

The purchase decision is an evaluation stage, creating customer memories of the brand and determining the value of the purchase. Consumers usually choose brands at the right price. Someone who has a good perception of an item will influence their choice to buy that item (Nasution et al, 2022). Purchasing decisions are mental processes that lead buyers from recognizing needs to making decisions to buy certain goods and brands (Adhan et al, 2021). Customers go through a purchase decision-making process when they identify their problem, seek information related to a specific product or brand, and evaluate how effectively each option can address their needs before making a purchase (Laluyan et al, 2019).

## **2.6 Sales**

Sales are the company's work to obtain profits or profits, maintain customer loyalty, and introduce wider paving products. This is a strategy that can be used, so that not only company profits are obtained, but also consumer satisfaction, and help the company improve its operations (Sumarni et al, 2022). Sales is the art of persuasion of others to buy the goods or services offered (Agusti et al, 2023). Sales are part of promotion, both of which are components of the overall marketing system (Gunawan et al, 2021).

## **3. Material and Method**

### **3.1 Design Study**

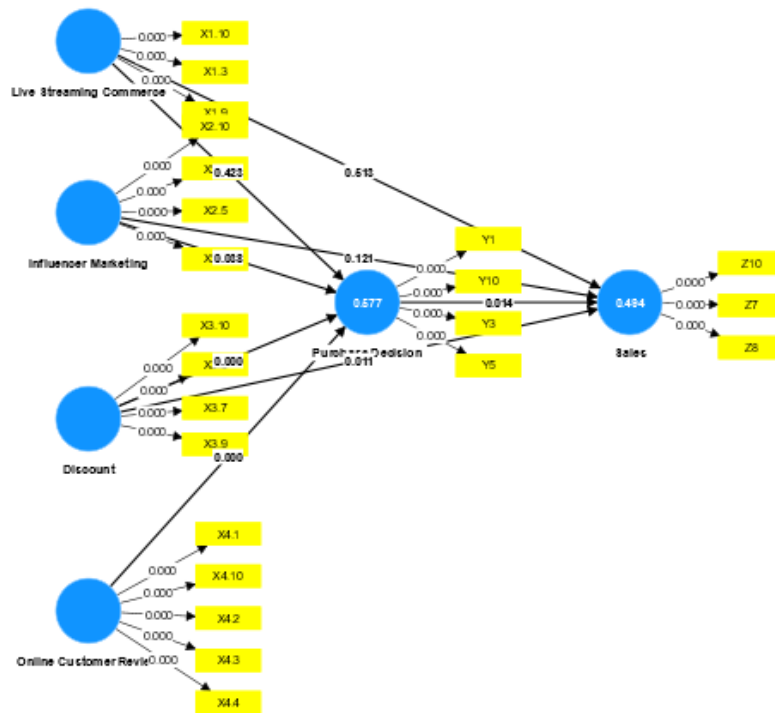
This study employs quantitative research methods, which involve the use of numerical data and statistical analysis, typically following a deductive approach (Adnan et al, 2020). Quantitative research is defined as a type of research that uses post-positivist claims to produce knowledge. This includes using measurement and observation, reducing variables and hypotheses and specific questions, using cause and effect thinking, and testing theories (Mehrad et al, 2019).

A sample, in research, is a portion of data selected by the researcher from a larger population using a predetermined selection method. These elements may also be known as sample points, sample units, or observations. One effective way to conduct research is to collect a sample. Many times, this is impossible or expensive, and conducting a study of the entire population would be time-consuming. Therefore, researchers can apply the information obtained from examining a sample to the entire population (Futane et al, 2021).

Correlation research studies two or more variables, namely how closely a variable is related to one another and whether there is or is not a relationship (Soniayah et al, 2023). The survey approach is a type of research where a questionnaire is used as a research tool (Sultan et al, 2023). In this study, researchers used a questionnaire to obtain data. The total number of respondents was 104 respondents and only 100 respondents used the data.

### **3.2 Data Analysis**

In this study, researchers used Smart PLS version 4.0 in processing the data. Data is obtained through a questionnaire that has been made by researchers to be distributed to Indonesian marketplace users. There are 6 variables in this study that have an influence between one variable and another. The data collected uses indicators that influence each other from each variable consisting of live streaming commerce, influencer marketing, discounts, online customer reviews, purchasing decisions, and sales to the Indonesian marketplace. This research uses the PLS-SEM algorithm calculation feature and bootstrapping in Smart PLS version 4.0. The research model of this study is as follows.



**Figure 1.** Research Model

#### 4. Result

The researchers used Cronbach's Alpha and composite reliability calculations to assess reliability in this study. A variable is considered reliable when the Cronbach Alpha (CA) and Composite Reliability (CR) values exceed 0.70. The test results show that the variables studied show reliable values. (Alamsyahrir et al, 2022).

**Table 1.** Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Discount	0.756	0.764	0.845	0.578
Influencer Marketing	0.809	0.821	0.875	0.637
Live Streaming Commerce	0.770	0.795	0.866	0.683
Online Customer Reviews	0.804	0.813	0.863	0.559
Purchase Decision	0.805	0.809	0.872	0.631
Sales	0.719	0.714	0.840	0.637

In table 1, namely construct reliability and validity, it shows that the data has good reliability and validity values. This is supported by the overall results which show good results from each of the variables. With the condition that a value is said to be reliability if it has a Cronbach alpha value, composite reliability and overall data shows a number  $>0.70$ . To test the validity, an AVE value of  $>0.5$  is required. Data can be said to be good if the overall AVE value is  $>0.5$ . Each has an AVE value  $>0.5$ , the criteria for the AVE value can be said to be good if the value is  $>0.5$  (Putra et al, 2023).

**Table 2.** Discriminant Validity

	Discount	Influencer Marketing	Live Streaming Commerce	Online Customer Reviews	Purchase Decision	Sales
Discount	0.643					
Influencer Marketing	0.527	0.68				
Live Streaming Commerce	0.698	0.606	0.663			
Online Customer Reviews	0.648	0.601	0.721	0.686		
Purchase Decision	0.767	0.637	0.69	0.778	0.688	
Sales	0.729	0.555	0.636	0.669	0.707	0.659

Table 4.2 in the study shows that the discriminant validity value of all variables. A variable has a requirement that its validity value (AVE) is above 0.5 to be considered qualified. In addition, it can be said to be good if a variable is greater than its correlation with other variables. However, the influencer marketing and sales data experience shortcomings in variable validity, because the square root value of the two variables has a low value compared to the correlation.

**Table 3.** R Square

	R Square	R Square Adjusted	Criteria
Purchase Decision	0,577	0,559	Moderate
Sales	0,494	0,473	Moderate

In table 3 R Square above has 2 variables, the first variable is the purchase decision with an s-square value of 0.577 and an adjusted r-square value of 0.559 with moderate criteria. In the second variable, namely sales with an r-square value of 0.494 and an adjusted r-square value of 0.473 with moderate criteria.

The significance value of individual path coefficients assesses the substantial impact between constructs. The hypotheses between the variables under study were tested using P-values and t-statistics. A t-statistic value that exceeds 1.96 and a P-value of less than 0.50 indicates a significant relationship between the variables tested. (Tambun et al, 2022).

**Table 4.** Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
Discount -> Purchase Decision	0.327	0.321	0.090	3.647	0	Accepted
Discount -> Sales	0.310	0.312	0.121	2.553	0.011	Accepted
Influencer Marketing -> Purchase Decision	0.171	0.172	0.083	2.075	0.038	Accepted
Influencer Marketing -> Sales	0.179	0.184	0.116	1.550	0.121	Rejected
Live Streaming Commerce -> Purchase Decision	0.079	0.081	0.099	0.802	0.423	Rejected
Live Streaming Commerce -> Sales	0.073	0.078	0.112	0.655	0.513	Rejected
Online Customer Review -> Purchase Decision	0.339	0.347	0.083	4.103	0	Accepted
Purchase Decision -> Sales	0.278	0.272	0.113	2.456	0.014	Accepted

In table 4 above is the result of the path coefficient calculation, showing that in the first hypothesis, namely the effect of price discounts on purchasing decisions. It can be identified that the relationship between the two has a significant influence and leads to positive. With a p-value of  $0 < 0.05$  and a t statistic of  $3.647 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.327. Therefore the results can be accepted in this first hypothesis.

The second hypothesis is discounts on sales. It can be identified that the relationship between the two has a significant and positive effect. With a p-value of  $0.011 < 0.05$  and a t statistic of  $2.553 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.310. Therefore the results can be accepted in this second hypothesis.

The third hypothesis is influencer marketing on purchasing decisions. It can be identified that the relationship between the two has a significant and positive influence. With a p-value of  $0.038 < 0.05$  and a t statistic of  $2.075 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.171. Therefore the results can be accepted in this third hypothesis.

The fourth hypothesis is influencer marketing on sales. It can be identified that the relationship between the two has no significant influence and in a positive direction. Because the p-value is  $0.121 > 0.05$  and the t statistic is  $1.550 < 1.96$ . However, the original sample has a value of 0.179 which shows good results. Therefore, the result is rejected in this fourth hypothesis.

The fifth hypothesis is live streaming commerce on purchasing decisions. It can be identified that the relationship between the two does not have a significant influence and in a positive direction. Because the p-value is  $0.423 > 0.05$  and the t statistic is  $0.802 < 1.96$ . However, the original sample has a value of 0.079 which shows good results. Therefore, the result is rejected in this fifth hypothesis.

The sixth hypothesis is that live streaming commerce affects sales. It can be identified that the relationship between the two has no significant influence and in a positive direction. Because the p-value is  $0.513 > 0.05$  and the t statistic is  $0.655 < 1.96$ . However, the original sample has a value of 0.073 which shows good results. Therefore, the result is rejected in this sixth hypothesis.

The seventh hypothesis is online customer reviews on purchasing decisions. It can be identified that the relationship between the two has a significant and positive influence. With a p-value of  $0 < 0.05$  and a t statistic of  $4.103 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.339. Therefore the results are accepted in this hypothesis.

The eighth hypothesis is purchasing decisions on sales. It can be identified that the relationship between the two has a significant and positive effect. With a p-value of  $0.014 < 0.05$  and a t statistic of  $2.456 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.278. Therefore the results are acceptable in this hypothesis.

The significance value of each path coefficient indicates whether there is a significant effect between constructs. P-value and t statistic are used to test the hypothesis between the variables under study. The t statistic value  $> 1.96$  and P-value  $< 0.50$  indicate that there is a significant influence between the variables tested (Tambun et al, 2022).

**Table 5.** Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
Discount -> Purchase Decision -> Sales	0.091	0.088	0.046	1.957	0.050	Rejected
Online Customer Review -> Purchase Decision -> Sales	0.094	0.094	0.045	2.080	0.038	Accepted
Live Streaming Commerce -> Purchase Decision -> Sales	0.022	0.024	0.033	0.673	0.501	Rejected



Influencer Marketing -> Purchase Decision -> Sales	0.048	0.045	0.029	1.647	0.100	Rejected
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The value generated in the calculation of the first specific indirect effect shows the calculation of the ninth hypothesis, namely the effect of price discounts on sales with purchasing decisions as an intervening variable. In table 5, it can be identified that the relationship between the two does not have a significant influence and in a positive direction. Because the p-value is  $0.050=0.05$  and the t statistic is  $1.957 < 1.96$ . However, the original sample has a value of 0.091 which shows good results. Therefore, the result is rejected in this ninth hypothesis.

The tenth hypothesis is the effect of online customer reviews on sales with purchasing decisions as an intervening variable. It can be identified that the relationship between the two has a significant and positive effect. With a p-value of  $0.038 < 0.05$  and a t statistic of  $2.080 > 1.96$ . The original sample in this hypothesis shows good results from both variables, namely 0.094. Therefore, the results are acceptable in this tenth hypothesis.

The eleventh hypothesis, namely live streaming commerce on sales with purchasing decisions as an intervening variable. It can be identified that the relationship between the two has no significant effect and in a positive direction. Because the p-value is  $0.051 > 0.05$  and the t statistic is  $1.647 < 1.96$ . However, the original sample has a value of 0.022 which shows good results. Therefore, the result is rejected in this eleventh hypothesis.

The twelfth hypothesis is influencer marketing on sales with purchasing decisions as an intervening variable. It can be identified that the relationship between the two has no significant effect and in a positive direction. Because the p-value is  $0.100 < 0.05$  and the t statistic is  $1.647 < 1.96$ . However, the original value is 0.048 which shows good results. Therefore, the result is rejected in this twelfth hypothesis.

## 5. Discussion

This study shows 12 hypotheses that will be tested for the relationship between two or more variables. This discussion will focus on 12 hypotheses that state the relationship and whether or not the hypothesis is significant based on the processed data that has been calculated.

### H1: Discount on Purchase Decision

In this study, tests were conducted, and the findings showed a substantial and favorable correlation between the discount variable and purchase decisions in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.327, this value shows a positive value in accordance with the influence of the relationship between the two variables. It can be said to be significant seen from the p-value which has a value of  $0 < 0.05$  and t statistics which has a value of  $3.647 > 1.96$ . So as to get the results of a significant and positive influence between discounts and purchasing decisions. If the discount issued by the marketplace is good, the purchasing decision will be greater, because many are interested in the discount. So that the marketplace can be considered better and more significant.

## **H2 : Discount on Sales**

In this study, testing has been carried out and the results show that there is a positive and significant influence between the discount and sales variables in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.310, this value shows a positive value in accordance with the influence of the relationship between the two variables. It can be said to be significant seen from the p-value which has a value of  $0.011 < 0.05$  and the t statistic which has a value of  $2.553 > 1.96$ . So that the results show a significant and also positive influence between discounts and sales. If the discount issued by the marketplace is good, then sales in the marketplace will increase, because there is a lot of interest in discounts. So that the marketplace is considered getting better and more significant.

## **H3 : Influencer Marketing on Purchase Decision**

In this study, testing has been carried out and the results show that there is a positive and significant influence between marketing influencer variables and purchasing decisions on the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.171, this value shows a positive value in accordance with the influence of the relationship between the two variables. It can be said to be significant seen from the p-value which has a value of  $0.038 < 0.05$  and the t statistic which has a value of  $2.075 > 1.96$ . So that the results show a significant and also positive influence between influencer marketing and purchasing decisions. If there is influencer marketing carried out by the marketplace, then purchasing decisions in the marketplace will increase, because there is a lot of interest in influencer marketing which makes consumers confident in choosing products and marketplaces. So that the marketplace is considered getting better and more significant.

## **H4 : Influencer Marketing on Sales**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between marketing influencer variables and sales in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.179, this value shows a positive value in accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.121 > 0.05$  and the t statistic which has a value of  $1.550 < 1.96$ . So the results show no significant effect and also positively between influencer marketing and sales. If there is influencer marketing carried out by the marketplace, then sales in the marketplace will increase, because there is a lot of interest in influencer marketing which makes consumers interested and confident in choosing products and marketplaces. So that the marketplace is considered to be getting better but not significant.

## **H5 : Live Streaming Commerce on Purchase Decision**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between the live streaming commerce variable and purchasing decisions on the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.079, this value shows a positive value in

accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.423 > 0.05$  and the t statistic which has a value of  $0.802 < 1.96$ . So that the results show no significant effect and also positively between live streaming commerce and purchasing decisions. If a marketplace has live streaming commerce, the purchasing decisions made by consumers will increase, because they interact directly with sellers and buyers even though through digital media. So that the marketplace is considered getting better but not significant.

#### **H6 : Live Streaming Commerce on Sales**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between the live streaming commerce variable and sales in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.073, this value shows a positive value in accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.513 > 0.05$  and the t statistic which has a value of  $0.655 < 1.96$ . So that the results show no significant effect and also positively between live streaming commerce and sales. If a marketplace has live streaming commerce, then sales in the Indonesian marketplace are increasing, because during live streaming commerce the marketplace provides a variety of offers to increase consumer interest. So that the marketplace is considered getting better but not significant.

#### **H7 : Online Customer Reviews on Purchase Decision**

In this study, testing has been carried out and the results show that there is a positive and significant influence between the online customer review variable and purchasing decisions in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.339, this value shows a positive value in accordance with the effect of the relationship between the two variables being tested. It can be said to be significant because it looks at the p-value which has a value of  $0 < 0.05$  and the t statistic which has a value of  $4.103 > 1.96$ . So that these results indicate a significant and positive influence between online customer reviews and purchasing decisions. If the marketplace has an online customer review feature, then purchasing decisions in the marketplace will increase, because there is a lot of interest in influencer marketing which makes consumers confident in choosing products and marketplaces. So that the marketplace is considered to be getting better and more significant.

#### **H8 : Purchase Decision on Sales**

In this study, comprehensive testing has been conducted, which indicates the existence of a noteworthy and positive relationship between purchase decision variables and sales results in Indonesian marketplaces. This result is based on the results shown by the path coefficient, the original sample has a value of 0.278, this value shows a positive value in accordance with the influence of the relationship between the two variables. It can be said to be significant seen from the p-value which has a value of  $0.014 < 0.05$  and the t statistic which has a value of  $2.456 > 1.96$ . So that the results show a significant and also positive influence between purchasing and sales decisions. If in the marketplace there are other factors that must be

considered for consumer purchasing decisions. So that the marketplace is considered to be getting better and more significant.

#### **H9 : Discount on Sales with Purchase Decision as an Intervening Variable**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between the discount and sales variables with purchasing decisions as an intervening variable in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.091, this value shows a positive value in accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.050=0.05$  and the t statistic which has a value of  $1.957 < 1.96$ . So that the results show no significant effect and also positively between discounts and sales with purchasing decisions as an intervening variable. If the discount in the Indonesian marketplace is good, then the sales with purchasing decisions as an intervening variable in the Indonesian marketplace will also be good. So that the marketplace is considered getting better but not significant.

#### **H10 : Online Customer Review on Sales with Purchase Decision as an Intervening Variable**

In this study, an examination was conducted, and the findings showed a meaningful and positive impact stemming from the interaction between online customer reviews, purchase decisions, and sales in an Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.094, this value shows a positive value in accordance with the influence of the relationship between the two variables. It can be said to be significant seen from the p-value which has a value of  $0.038 < 0.05$  and the t statistic which has a value of  $2.080 > 1.96$ . So that the results show a significant and also positive influence between online customer reviews and sales with purchasing decisions as an intervening variable. If online customer reviews on the Indonesian marketplace are good. Then sales with purchasing decisions as an intervening variable in the Indonesian marketplace will also be good. So that the marketplace is considered to be getting better and more significant.

#### **H11 : Live Streaming Commerce on Sales with Purchase Decision as an Intervening Variable**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between the variables of live streaming trading and sales with purchasing decisions as intervening variables in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.022, this value shows a positive value in accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.051 > 0.05$  and the t statistic which has a value of  $0.673 < 1.96$ . So that the results show no significant effect and also positively between live streaming trading and sales with purchasing decisions as an intervening variable. If live streaming trading in the Indonesian marketplace is good, then sales with purchasing decisions as an intervening variable in the Indonesian marketplace will also be good. So that the marketplace is considered to be getting better but not significant.

## **H12 : Influencer Marketing on Sales with Purchase Decision as an Intervening Variable**

In this study, testing has been carried out and the results show that there is an insignificant positive influence between influencer marketing variables and sales with purchasing decisions as an intervening variable in the Indonesian marketplace. This result is based on the results shown by the path coefficient, the original sample has a value of 0.048, this value shows a positive value in accordance with the influence of the relationship between the two variables. It cannot be said to be significant seen from the p-value which has a value of  $0.100 > 0.05$  and the t statistic which has a value of  $1.647 < 1.96$ . So that the results show no significant effect and also positively between influencer marketing and sales with purchasing decisions as an intervening variable. If influencer marketing in the Indonesian marketplace is good, then sales with purchasing decisions as an intervening variable in the Indonesian marketplace will also be good. So that the marketplace is considered to be getting better but not significant.

## **6. Conclusion, Implication, and Recommendation**

In this study, several variables showed significant results for the Indonesian marketplace. The influence of factors such as live streaming commerce, influencer marketing, discounts, online customer reviews, can affect purchasing decisions in the Indonesian marketplace. It also has an impact on sales. This influence is a positive influence on the sustainability of the Indonesian marketplace.

This can be considered in marketplaces in Indonesia to increase their sales. By using features that are currently busy such as live streaming trading, providing discounts, marketing assisted by influencers, online customer reviews on every purchase, with this the Indonesian marketplace can be even better because it follows the times. With these factors, the marketplace can survive for a long time and know what consumers want today.

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