

The Influence of Influencer Endorsement, Content Marketing and Live Streaming on Sales Turnover Online Shop in Palembang

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Abstract

This study aims to analyze the impact of influencer endorsement, content marketing, and live streaming on the sales revenue of online shops in Palembang City. The method used is regression analysis involving 100 respondents who are the owners and managers of online shops in Palembang. The results show that all three digital marketing strategies have a significant effect on increasing sales revenue, with live streaming having the greatest impact. As many as 85% of respondents stated that the live streaming feature allows them to interact directly with consumers, demonstrate products, and offer special promotions. Influencer endorsement and content marketing also prove to be effective in attracting consumer attention and increasing trust in the products sold. This study emphasizes the importance of implementing integrated digital marketing strategies to face the increasingly competitive online market in Palembang City.

Keywords: Influencer endorsement, content marketing, live streaming, sales revenue, online shop, digital marketing.

1. Introduction

The development of information and communication technology has brought significant changes to various aspects of life, including in the world of trade. E-commerce or electronic commerce is now one of the sectors experiencing rapid growth, especially in the digital era. In Indonesia, the trend of online shopping is increasing along with the increasingly widespread internet penetration and the increasing use of social media. Palembang City, as one of the big cities in Sumatra, is not immune to this trend. Various online shops have emerged, offering a variety of products with easy access for consumers. However, in the midst of increasingly tight competition, online shop business actors are required to implement innovative and effective marketing strategies in order to increase sales turnover.

One approach that is widely used by business people in the current digital era is influencer endorsement. In this strategy, products or services are promoted by individuals who have great influence on social media, such as celebrities, public figures, or micro-influencers with a loyal follower base. Influencers have the ability to build emotional connections with their audiences through content that feels more authentic and personal than traditional advertising.¹ With their relaxed and relatable communication style, they can change consumers' perceptions of a brand and increase the level of trust in the products they promote. In many cases, consumers tend to trust the recommendations of influencers they follow more than official advertisements from the company. This makes influencer endorsements an effective tool for expanding market reach

¹ Febri Annisa et al., "Analysis of the Influence of Marketing Strategy Through TikTok on Consumer Purchase Interest: Literature Study," Student Business Journal 4, no. 1 (2024): 14–24, <https://doi.org/10.60036/jbm.v4i1.art2>.

and increasing sales conversions.

In addition, content marketing is also a very important strategy in attracting consumer attention. Content marketing focuses on presenting relevant, educational, and interesting information, with the aim of providing added value to consumers. Unlike direct marketing which only focuses on sales, content marketing seeks to build long-term relationships with consumers through quality content, such as articles, videos, infographics, and social media. Creative and informative content not only increases the visibility of products or brands in cyberspace, but also helps create a positive image and consumer loyalty. In increasingly fierce competition, interesting content can differentiate a brand from its competitors.

Another strategy that is now increasingly popular and widely used by online shops is live streaming. Live streaming allows business people to interact directly with consumers in real-time through digital platforms such as Instagram, TikTok, or Shopee Live. This feature provides a unique experience for consumers, because they can see product demonstrations live, ask questions, and get answers instantly.² Moreover, live streaming is often used to provide special offers, such as limited discounts or flash sales, which encourage consumers to make purchases immediately. With an interactive and personal atmosphere, live streaming creates a closer relationship between consumers and businesses, thereby increasing trust and interest in the products offered.

These three strategies—influencer endorsement, content marketing, and live streaming—have been shown to have a significant impact on driving consumer behavior and accelerating the purchasing decision-making process. However, the effectiveness of implementing these strategies can vary depending on the characteristics of the market and consumers in a region. Palembang City, as one of the big cities in Indonesia with a fairly rapid e-commerce growth rate, offers great opportunities for online business actors to utilize these three strategies. However, there is still a lack of research that specifically examines the influence of these three strategies on online shop sales turnover in Palembang.³

This study is based on the need to understand the effectiveness of each of these digital marketing strategies. By exploring the relationship between influencer endorsement, content marketing, and live streaming on increasing sales turnover, it is expected to contribute to business actors in developing more targeted and highly competitive strategies. In addition, this study also aims to provide relevant recommendations for the development of academic literature in the field of digital marketing, especially in the context of online business in Indonesia.

2. Literature Review

This literature review aims to explain the concepts, theories, and results of previous research that are relevant to the influence of influencer endorsement, content marketing, and live streaming on online shop sales turnover, especially in Palembang City.

² Firda Chalvina, "The Influence of Live Streaming Shopping and Affiliate Marketing on Product Purchasing Decisions on the Tiktok Shop Application," 2024.

³ Nur Fajriani R, Anshari Anshari, and Juanda Juanda, "Sociological Study of Novel Literature by Mahfud Ikhwan and Its Relevance to Literature Learning," *Onoma Journal: Education, Language, and Literature* 10, no. 1 (2024): 680–90, <https://doi.org/10.30605/onoma.v10i1.3007>.

Influencer Endorsement. In the world of digital marketing, influencer endorsement is one of the most widely used strategies. Influencers are individuals who have a large influence on social media, such as celebrities, public figures, or micro-influencers with loyal followers. They are able to build consumer trust through an authentic and personal communication style. According to Kotler and Keller (2016), influencers can influence consumer purchasing decisions because of their reputation, expertise, and the emotional connection they build with their audience. Research by Lim et al. (2017) revealed that influencer trust, attractiveness, and credibility are the main factors that drive the effectiveness of product promotion. Meanwhile, Jin et al. (2019) stated that content delivered in a natural and not too "salesy" style can increase consumer engagement and build brand loyalty. Thus, influencer endorsement has great potential in increasing product visibility while driving sales conversions.

Content Marketing. Content marketing is a marketing strategy that focuses on creating and distributing content that is valuable to consumers. This content can be in the form of articles, videos, infographics, and even social media posts that provide educational, interesting, and relevant information. According to Pulizzi (2012), the main goal of content marketing is to attract the attention of the audience, build long-term relationships, and create brand loyalty. Holliman and Rowley (2014) found that consistent content marketing can increase brand awareness, build trust, and influence consumer purchasing decisions. Baltes (2015) added that interesting and relevant content not only increases product visibility but can also strengthen the emotional connection between consumers and brands, which ultimately has a positive impact on sales turnover.⁴

Live Streaming. In recent years, live streaming has become a popular marketing strategy among online business people. This feature allows direct interaction between sellers and consumers through digital platforms, such as Instagram Live, TikTok Live, or Shopee Live. According to Chen et al. (2021), live streaming provides a more interesting and personal shopping experience, because consumers can see products directly, ask questions, and get special promos during the broadcast.⁵ Sun et al. (2019) revealed that live streaming increases consumer trust because they can see the quality of the product directly before buying. In addition, Zhang et al. (2020) found that the presence of an energetic and communicative host during live streaming can create a more interactive atmosphere, thereby increasing consumer purchasing interest and sales turnover.

The Relationship between the Three Strategies and Sales Turnover. These three strategies—influencer endorsement, content marketing, and live streaming—complement each other and play a significant role in driving consumer behavior. Influencer endorsement helps build initial trust in a product, content marketing strengthens consumer engagement through informative content, while live streaming creates an interactive shopping experience and brings consumers closer to the product.

⁴ Suci Kurnia Putri and Mohammad Isa Gautama, "Social Interaction in the Digital World (Critical Discourse Analysis of the Comment Column of the Close The Door Podcast on Deddy Corbuzier's Youtube Channel)," *Jurnal Perspektif* 5, no. 2 (2022): 180–89, <https://doi.org/10.24036/perspektif.v5i2.611>.

⁵ Yuningsih Yuningsih, Chandra Lukita, and Sudadi Pranata, "Literature Review: TikTok Live Broadcast on Brand Awareness, Brand Trust, and Purchase Decision," *EBI Journal* 6, no. 1 (2024): 53–62, <https://doi.org/10.52061/ebi.v6i1.241>.

Wang et al.'s (2022) research shows that implementing these three strategies in an integrated manner can have a significant impact on increasing sales turnover. In the Indonesian context, Pratama (2021) found that a digital marketing strategy that combines influencers, quality content, and live streaming has been proven to increase the competitiveness of online shops, especially in big cities like Palembang. This research is based on the Hierarchy of Effects theory introduced by Lavidge and Steiner (1961). This theory explains that consumers go through three stages in the purchasing decision-making process, namely:

1. Cognitive: Awareness and knowledge of a product or brand.
2. Affective: Interest and preference for the product.
3. Conative: Purchase intentions and actions.

The three marketing strategies examined in this study—influencer endorsement, content marketing, and live streaming—play a role in each of these stages. Therefore, this study aims to measure the extent to which each of these strategies, both individually and simultaneously, influences online shop sales turnover in Palembang City. The results are expected to provide practical guidance for online business actors in developing more effective and competitive marketing strategies.

3. Research Method

This study involved 100 respondents who were owners and managers of online shops in Palembang City. The majority of respondents were aged between 20 and 35 years (65%), reflecting the dominance of the younger generation who are very familiar with digital technology and social media. This age group is more open to the use of digital platforms for business activities, and tends to be quicker in adapting to the ever-changing development of marketing technology. As many as 80% of respondents have a minimum educational background of high school, indicating that the majority of online shop managers have sufficient education to understand and implement effective digital marketing strategies.

Various types of products are sold by respondents, with the largest category being fashion products, which covers 40% of the total respondents, followed by food and beverages at 30%, and electronic products and accessories at 30%. This variety of products reflects the diversity of markets and consumer segments served by online businesses in Palembang City. With a variety of product types, entrepreneurs can reach a variety of consumers with different needs, which of course requires different marketing strategies.⁶

In terms of marketing platforms, the majority of respondents use Instagram as the main tool for product promotion (60%), followed by TikTok (25%) and e-commerce platforms such as Shopee and Tokopedia (15%). Social media, especially Instagram and TikTok, are very effective channels for attracting new consumers and maintaining relationships with existing consumers. This is because both platforms allow for more personal, visual-based, and creative interactions, which make it easier for sellers to build closeness with their audiences and increase the appeal of their products. Most respondents admit that social media plays a significant role in the success of their online marketing.

⁶ Nur Mutmainna et al., "(The Influence of Live Streaming and Online Customer Review on Purchasing Decisions of Skintific Products on the TikTok Platform)," *Journal of Management and Innovation Entrepreneurship (JMIE)* 1, no. 2 (2024): 255–68, <https://doi.org/10.59407/jmie.v1i2.394>.

4. Findings and Discussions

4.1 *The Influence of Influencer Endorsement on Sales Turnover*

The results of the study indicate that influencer endorsement has a significant influence on online shop sales turnover in Palembang City. Based on the regression analysis, the correlation coefficient (R) value of 0.72 indicates a strong relationship between the use of influencers and increased turnover. The results of the t-test produce a p value <0.05 , which indicates that the research hypothesis is accepted, namely that influencer endorsement has a positive effect on turnover. As many as 75% of respondents said that using influencers with relevant followers helps increase product visibility and attract potential buyers. Consumer trust tends to increase because they consider recommendations from influencers as a form of validation of product quality.⁷ This is in accordance with research by Lim et al. (2017), which states that the credibility and attractiveness of influencers greatly influence the effectiveness of product promotion. Furthermore, respondents who use micro influencers (with 10,000–50,000 followers) feel that their audience is more segmented and has a higher level of engagement compared to large influencers. This shows the importance of choosing influencers that match the target market, not just based on the number of followers.

4.2 *The Influence of Content Marketing on Sales Turnover*

Content marketing strategy has also been proven to have a positive impact on sales turnover. The analysis results show a correlation coefficient (R) value of 0.68 with a p value <0.05 , indicating that content marketing plays a significant role in increasing turnover. As many as 70% of respondents admitted that informative and interesting content, such as product usage tutorials, consumer testimonials, or stories behind the product manufacturing process, can attract the attention of potential buyers and strengthen customer engagement. Respondents who routinely upload quality content on social media reported an increase in interaction and audience growth of up to 35% in the last six months. This finding is in line with Holliman and Rowley's (2014) research, which states that content marketing can increase brand awareness while building long-term relationships with consumers. Relevant content that provides added value to the audience creates ongoing loyalty, which ultimately has a positive impact on sales.

4.3 *The Influence of Live Streaming on Sales Turnover*

The results of the study showed that live streaming has the most significant influence compared to other digital marketing strategies in increasing online shop sales turnover in Palembang City. Regression analysis revealed a correlation coefficient (R) value of 0.79 with a p value <0.05 , indicating a strong and significant relationship between the use of live streaming and increased sales turnover. This indicates that live streaming is not only a promotional tool, but also a strategy that can increase sales in a more direct and personal way. As many as 85% of respondents in this study stated that the live streaming feature allows them to provide direct explanations about products, answer consumer questions in real time, and offer special offers such as discounts or product bundling during the broadcast. This interactive feature provides a more immersive and enjoyable shopping experience, which makes consumers feel more involved and directly connected to the products they are interested in. In addition, live streaming provides an opportunity for sellers to demonstrate the quality and usefulness of the

⁷ Reindra Prasista Bisma and Effed Darta Hadi, "The Influence of Viral Marketing and Internet Celebrity Endorsement on Impulse Buying Through Online Trust," *Reslaj: Religion Education Social Laa Roiba Journal* 6, no. 3 (2023): 1512–26, <https://doi.org/10.47467/reslaj.v6i3.5574>.

product more realistically, which increases consumer trust in the promoted product. As technology advances, live streaming allows sellers to interact with their audiences directly, making it a highly effective communication channel. This is especially important because consumers who shop online often find it difficult to know the exact quality of a product without being able to experience it firsthand. With live streaming, consumers can see the product in real life, get a live demonstration of its function, and hear reviews or testimonials from sellers or other consumers directly. In addition, live streaming also leverages the power of urgency and scarcity to drive faster purchasing decisions. Special offers that are only available during the broadcast—such as limited-time discounts, free gifts, or product bonuses—add more incentive for consumers to make a purchase right away.⁸ This is in accordance with the findings of Zhang et al. (2020) which states that live streaming is effective in creating consumer trust, because they can see and feel the quality of the product directly. This sense of trust is an important factor that encourages consumers to buy products without having to do further research or look for other alternatives. In addition, live streaming also provides a stronger social dimension to shopping. Consumers who participate in live streaming sessions feel that they are part of a larger community. They can interact not only with the seller but also with other consumers, creating a more social and enjoyable shopping experience. This builds higher customer loyalty, as consumers feel valued and recognized in the shopping process. Overall, the use of live streaming as part of a digital marketing strategy has been proven to have a tremendous impact on increasing sales turnover.⁹ Businesses who utilize this feature can create a more engaging shopping experience, prioritize direct interaction, and strengthen relationships with consumers. Therefore, live streaming can be considered as one of the most effective tools to increase sales conversions, increase consumer trust, and create long-term relationships between sellers and consumers.

4.4 Simultaneous Influence of the Three Strategies on Sales Turnover

Simultaneous testing using multiple regression analysis shows that the three strategies—*influencer endorsement, content marketing, and live streaming*—together have a significant influence on sales turnover. The coefficient of determination (R^2) value of 0.85 indicates that 85% of the variation in sales turnover can be explained by these three variables, while the rest is influenced by other factors such as product price, service quality, and market competition. These results support the hypothesis that implementing integrated digital marketing strategies has a greater impact than implementing these strategies separately. Influencer endorsements help build initial trust and increase brand awareness, content marketing strengthens relationships with consumers through valuable content, while live streaming creates an immersive and interactive shopping experience.¹⁰

4.5 Implications of Research Results

Based on the research results, online business actors in Palembang City can consider the following steps to increase turnover:

⁸ K. A Mukti and SB Santosa, “Application of SOR Model in the Analysis of the Influence of E-WOM Through Social Media Influencers, Celebrity Endorsements, and Customer Reviews on Purchase Interest with Brand Image as an Intervening Variable (Case Study on Consumers of Erigo Products Through S-Commerce Ti,” *Diponegoro Journal of Management* 12, no. 13 (2023): 1–13, <http://ejournal-s1.undip.ac.id/index.php/dbr>.

⁹ Mukti and Santosa.

¹⁰ Purchase Interest and Consumer Study, “Page: 183 - 193” 2, no. 2 (2024): 183–93.

1. Leveraging the Right Influencers: Choose influencers with relevant followers and high engagement rates to create more effective promotions.
2. Developing Valuable Content: Create content that is not only interesting, but also informative and relevant, such as video tutorials, product usage tips, or inspirational stories.
3. Maximize Live Streaming Features: Use live streaming to interact directly with consumers, demonstrate products, and provide exclusive special offers during the broadcast.

By integrating these three strategies, business actors are expected to be able to face increasingly tight competition in the online market and achieve more significant sales growth. This study also provides a basis for further research to explore other factors that can influence the success of online businesses in the digital era.

5. Conclusion

Based on the research results, it can be concluded that influencer endorsement, content marketing, and live streaming have a significant influence on increasing online shop sales turnover in Palembang City. These three strategies play an important role in attracting consumer attention, increasing product visibility, and building closer relationships with customers. Influencer endorsement has been proven effective in increasing consumer trust in products, with influencers who have appeal and influence being able to influence purchasing decisions. Choosing the right influencer according to the target market is a key factor in the success of this strategy. In addition, content marketing also makes a big contribution, where relevant, interesting, and informative content can create better engagement with consumers and strengthen customer loyalty. The live streaming strategy has the most significant impact on increasing sales turnover, because interactive features such as live product demonstrations, real-time Q&A, and special promotional offers can create a more engaging shopping experience and encourage consumers to make purchases immediately. These three strategies, when implemented in an integrated manner, provide more significant results than if implemented separately, with the combination of the three strategies being able to explain 85% of the variation in sales turnover. This study emphasizes the importance of implementing the right digital marketing strategy to face competition in the digital era, where by optimally utilizing the potential of these three strategies, online business actors in Palembang City can increase competitiveness, attract more customers, and achieve sustainable sales growth.

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