

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

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ARTICLE INFO

Article History

Submission: 09/02/2026

Received : 25/02/2026

Review : 04/03/2026

Revised : 03/04/2026

Accepted : 05/04/2026

Keywords

Influencer Endorsement

Content Marketing

Live Streaming

Online Shop Sales Turnover

ABSTRACT

Objective: This study aims to analyze the influence of influencer endorsements, content marketing, and live streaming on sales turnover of online shops in Palembang City. The rapid growth of e-commerce is encouraging businesses to adopt digital marketing strategies that can improve competitiveness and sales performance.

Method: This study employed a quantitative approach with a survey method. Primary data were obtained by distributing questionnaires to online shop owners in Palembang City, selected using a purposive sampling technique. Data analysis was performed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method using SmartPLS software. The conceptual framework of this study refers to the Theory of Planned Behavior (TPB), where influencer endorsements, content marketing, and live streaming are positioned as stimuli that influence consumer responses in the form of increased sales turnover.

Results : The results of the study indicate that influencer endorsements have a positive and significant effect on sales turnover, content marketing has a positive and significant effect on sales turnover, and live streaming has a positive and significant effect on sales turnover for online shops in Palembang City. Simultaneously, influencer endorsements, content marketing, and live streaming were proven to have a significant effect on increasing sales turnover.

Originality (Novelty)- Streaming has been shown to significantly increase sales turnover. This finding indicates that implementing appropriate, credible, and interactive digital marketing strategies can improve the sales effectiveness of online shop businesses.

Implications –This research is expected to serve as a practical reference for business actors in designing digital marketing strategies, as well as being an academic contribution to the development of social commerce-based digital marketing studies."

Introduction

Rapid technological developments have brought fundamental changes to various aspects of human life, including economic and trade activities. In the era of globalization, technology is no longer merely a tool but has become a key driver of business. The use of technology enables businesses to transcend geographic market boundaries, expand consumer reach, and significantly increase sales volume. This transformation has directly altered consumer behavior patterns, from previously predominantly face-to-face transactions in physical stores to now shifting to digital-based transaction systems.

Buying and selling transactions conducted electronically are known as e-commerce. According to Akbar and Alam (2020), e-commerce is defined as a series of promotional, sales, and purchasing activities for goods and services conducted using electronic systems. The presence of e-commerce provides convenience, speed, and efficiency for both consumers and businesses. It's not surprising that e-commerce growth is showing a significant upward trend in various countries.

Statistical data released by Goodstats (2024) shows the ten countries with the highest e-commerce growth rates in the world. Based on this data, Indonesia tops the list as the country with the fastest e-commerce growth compared to other countries. This growth is also reflected in the number of e-commerce users in Indonesia, which continues to increase annually. In 2017, the number of e-commerce users was recorded at around 140 million people, and experienced a significant increase to around 210 million users in 2023 (Goodstats, 2023). This surge indicates that e-commerce has become an integral part of the Indonesian lifestyle.

The rapid growth of online shopping is inextricably linked to the role of effective promotional strategies, particularly digital advertising. One widely used promotional strategy today is endorsement. Endorsement is a marketing strategy that involves public figures or influential individuals promoting products or services to their audiences. This strategy aims not only to increase sales but also to instill widespread brand awareness in the minds of consumers.

Initially, endorsements were primarily used by large companies. However, with the development of social media and the rise of influencers, this strategy is now used by businesses of all sizes, including small and medium-sized enterprises (SMEs). Businesses tend to choose influencers with large followings and high levels of engagement on social media platforms like Instagram and TikTok. The explosion of digital technology and the proliferation of online shops have made endorsements a key tool in accelerating online business growth.

Hasan's (2020) research revealed that endorsements by influencers on social media have a stronger impact than conventional advertising, such as on television. Influencers are considered capable of building consumer trust and increasing purchase interest in the promoted products. Therefore, endorsements via social media are no longer seen as an alternative, but rather as a superior, effective and sustainable marketing strategy.

A pre-survey conducted by Staylo Fashion Shopping Landscape (2022) showed that fashion enthusiasts are often motivated to purchase a product after seeing a celebrity or influencer wearing it in endorsement content. This phenomenon leads to impulse buying, a purchasing decision made without rational consideration, solely to satisfy a momentary desire rather than a real need.

Influencer endorsement Content marketing is closely related to marketing products and services. Content marketing is a marketing strategy aimed at attracting audience attention, introducing products, and building interest, ultimately driving increased sales (Cahyaningtyas & Wijaksana, 2021). This strategy emphasizes presenting content relevant to the target market, both through print and digital media, in a creative and informative manner. Storytelling techniques are often used to make messages easier for audiences to understand and accept. Amidst the current flood of digital content, only engaging, creative, and valuable content can capture consumers' attention (Pandrianto & Sukendro, 2018).

Besides endorsements and content marketing, pricing is also a strategic factor that businesses must consider. In an increasingly competitive market, businesses are required to set competitive prices without sacrificing profits. According to Alma (2011), pricing is a strategic decision regarding the price level to be implemented and maintained over a specific period.

Another rapidly developing innovation in the world of e-commerce is the live streaming feature. Fauziah (2020) defines live streaming as an interactive medium designed to create real-time communication between sellers and consumers. Through live broadcasts, businesses can showcase products, convey information, run promotions, and interact directly with potential buyers. The use of live streaming is believed to create a more interactive shopping experience and increase consumer engagement, potentially driving direct purchasing decisions.

Various previous studies have shown mixed results regarding the influence of influencer endorsements, content marketing, and live streaming on online shop sales turnover. Yaacob (2021), Radwan (2021), and Zak and Hasprova (2020) found that influencer endorsements have a positive effect on increasing sales. However, Wandoko and Panggati (2022) and Gajanova (2020) stated that endorsements do not always have a significant effect because consumer trust in influencers is still limited. Mixed results were also found for content marketing and live streaming, with some studies showing a positive effect, while others found no significant effect.

Based on the results of a pre-survey conducted by the author on 30 online shops in Palembang City, an average score of above 50% was obtained for the variables of influencer endorsement, content marketing, and live streaming on sales turnover. The difference in findings between previous research and the results of the pre-survey prompted the author to further examine the influence of these three variables on online shop sales turnover. Therefore, this study aims to analyze in depth the influence of influencer endorsement, content marketing, and live streaming on online shop sales turnover in Palembang City.

Method

This study uses a quantitative approach to analyze the influence of influencer endorsements, content marketing, and live streaming on sales turnover of online shops in Palembang City. The research subjects included businesses conducting both online and offline sales activities, with the research period starting in June 2025. A quantitative approach was chosen because it allows for objective and measurable measurement of relationships between variables through numerical data, allowing the analysis results to be used to empirically test hypotheses.

The independent variables in this study consist of influencer endorsement (X1), content marketing (X2), and live streaming (X3), while the dependent variable is sales turnover (Y). Operationalization of variables was carried out to ensure each construct can be measured systematically. Influencer endorsement was measured through indicators of trustworthiness, expertise, physical attractiveness, respect, and similarity. Content marketing was measured

based on relevance, accuracy, information value, ease of understanding, and ease of finding. Meanwhile, live streaming was measured through the level of interactivity, ease of use, efficiency, flexibility, entertainment, and potential for repeat orders. Sales turnover was measured through respondents' perceptions of the business's sales performance. All indicators were measured using a five-point Likert scale.

The data source used in this study is primary data obtained directly from respondents through a survey method. The research instrument was a structured questionnaire designed to explore business actors' perceptions regarding the variables studied. The study population consisted of 100 offline and online store entrepreneurs in Palembang City, with the sampling technique using Simple Random Sampling as part of probability sampling. The sampling technique from the population was carried out randomly without regard to strata or levels within the population.

Data analysis was performed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 3.0 software. This method was chosen because it does not require normal data distribution and is able to handle relatively small sample sizes. The analysis stages include evaluation of the measurement model (outer model) to test the validity and reliability of the construct through convergent validity, discriminant validity, and composite reliability tests, as well as evaluation of the structural model (inner model) to test the causal relationship between variables. Hypothesis testing was carried out using the bootstrapping technique with a significance level of 5%, while the strength of the influence of the independent variables on the dependent variable was measured using the coefficient of determination (R^2).

Results and Discussion

Results

Table 1. Outer Loading Results

“Variables	Item	Outer Loading	Information
<i>Influencer Endorsement</i>	X1.1	0.889	Valid
	X1.2	0.874	Valid
	X1.3	0.828	Valid
	X1.4	0.863	Valid
	X1.5	0.867	Valid
	X1.6	0.937	Valid
	X1.7	0.896	Valid
	X1.8	0.937	Valid
	X1.9	0.939	Valid
	X1.10	0.914	Valid
	X1.11	0.937	Valid

"Variables	Item	<i>Outer Loading</i>	Information
	X1.12	0.898	Valid
	X1.13	0.871	Valid
	X1.14	0.935	Valid
	X1.15	0.881	Valid
<i>Content Marketing</i>	X2.1	0.888	Valid
	X2.2	0.933	Valid
	X2.3	0.920	Valid
	X2.4	0.873	Valid
	X2.5	0.818	Valid
	X2.6	0.834	Valid
	X2.7	0.809	Valid
	X2.8	0.825	Valid
	X2.9	0.817	Valid
	X2.10	0.821	Valid
	X2.11	0.840	Valid
	X2.12	0.919	Valid
	X2.13	0.914	Valid
	X2.14	0.852	Valid
X2.15	0.816	Valid	
<i>Live Streaming</i>	X3.1	0.935	Valid
	X3.2	0.876	Valid
	X3.3	0.883	Valid
	X3.4	0.967	Valid
	X3.5	0.837	Valid
	X3.6	0.973	Valid
	X3.7	0.868	Valid
	X3.8	0.766	Valid
	X3.9	0.817	Valid

"Variables	Item	<i>Outer Loading</i>	Information
	X3.10	0.910	Valid
	X3.11	0.943	Valid
	X3.12	0.949	Valid
	X3.13	0.878	Valid
	X3.14	0.938	Valid
	X3.15	0.748	Valid
<i>Sales Turnover</i>	Y.1	0.956	Valid
	Y.2	0.854	Valid
	Y.3	0.969	Valid
	Y.4	0.951	Valid
	Y.5	0.887	Valid
	Y.6	0.863	Valid
	Y.7	0.946	Valid
	Y.8	0.870	Valid
	Y.9	0.962	Valid
	Y.10	0.961	Valid
	Y.11	0.923	Valid
	Y.12	0.839	Valid
	Y.13	0.969	Valid
	Y.14	0.950	Valid
	Y.15	0.860	Valid"

Source: SmartPLS Processed Data, 2026

The strong representation capacity of each indicator for its construct is evidenced by the data in Table 1, which shows that all indicators have outer loading values > 0.40, with the majority even above 0.70. These results strengthen the conclusion that the model's convergent validity has been met, so these indicators can be used for further analysis. The high consistency demonstrated by the outer loading values also increases the level of confidence in the research variable constructs, such as Influencer Endorsement and Content Marketing, Live Streaming, and Sales Turnover, which are accurately measured and can provide a strong basis for testing the relationships between subsequent variables.

Table 2. Results of the Average Variance Extracted (AVE) Test

Variables	Average variance extracted(AVE)	Information
<i>Influencer Endorsement</i>	0.807	Valid
<i>Content Marketing</i>	0.739	Valid
<i>Live Streaming</i>	0.789	Valid
Sales Turnover	0.844	Valid

Source: SmartPLS Processed Data, 2026

From the data presented in the table, it appears that the Average Variance Extracted (AVE) for each research variable reached a significant figure. The AVE value for Influencer Endorsement was 0.807, Content Marketing 0.739, Live Streaming 0.789, and Sales Turnover 0.844. These high figures reflect the large proportion of indicator variance successfully explained by the related latent construct. In other words, the main source of variance for these indicators indeed comes from the variables being measured. Since all AVE values are > 0.50, it can be confirmed that convergent validity has been well met for all constructs, so these indicators are reliable to represent the research variables and serve as a strong basis for further analysis.

Table 3. Cross Loading Test Results

Item	<i>Influencer Endorsement</i>	<i>Content Marketing</i>	<i>Live Streaming</i>	Turnover Sale
X1.1	0.889	0.384	0.483	0.561
X1.2	0.874	0.190	0.324	0.407
X1.3	0.828	0.367	0.511	0.550
X1.4	0.863	0.341	0.459	0.461
X1.5	0.867	0.149	0.329	0.407
X1.6	0.937	0.195	0.430	0.493
X1.7	0.896	0.135	0.303	0.379
X1.8	0.937	0.207	0.448	0.511
X1.9	0.939	0.276	0.417	0.518
X1.10	0.914	0.149	0.315	0.396
X1.11	0.937	0.257	0.480	0.535
X1.12	0.898	0.267	0.432	0.445
X1.13	0.871	0.126	0.296	0.368
X1.14	0.935	0.250	0.482	0.532
X1.15	0.881	0.255	0.426	0.431

Item	<i>Influencer Endorsement</i>	<i>Content Marketing</i>	<i>Live Streaming</i>	<i>Turnover Sale</i>
X2.1	0.147	0.888	0.456	0.465
X2.2	0.302	0.933	0.592	0.621
X2.3	0.204	0.920	0.539	0.567
X2.4	0.341	0.873	0.534	0.661
X2.5	0.148	0.818	0.441	0.465
X2.6	0.430	0.834	0.590	0.642
X2.7	0.073	0.809	0.367	0.388
X2.8	0.294	0.825	0.527	0.575
X2.9	0.079	0.817	0.367	0.388
X2.10	0.292	0.821	0.522	0.569
X2.11	0.110	0.840	0.414	0.423
X2.12	0.268	0.919	0.596	0.592
X2.13	0.172	0.914	0.530	0.552
X2.14	0.289	0.852	0.513	0.630
X2.15	0.135	0.816	0.437	0.458
X3.1	0.458	0.551	0.935	0.744
X3.2	0.351	0.521	0.876	0.685
X3.3	0.387	0.469	0.883	0.596
X3.4	0.470	0.585	0.967	0.831
X3.5	0.404	0.515	0.837	0.685
X3.6	0.444	0.558	0.973	0.743
X3.7	0.379	0.444	0.868	0.645
X3.8	0.321	0.459	0.766	0.548
X3.9	0.372	0.381	0.817	0.523
X3.10	0.465	0.619	0.910	0.867
X3.11	0.485	0.572	0.943	0.812
X3.12	0.419	0.560	0.949	0.750

Item	<i>Influencer Endorsement</i>	<i>Content Marketing</i>	<i>Live Streaming</i>	<i>Turnover Sale</i>
X3.13	0.383	0.441	0.878	0.577
X3.14	0.473	0.559	0.938	0.804
X3.15	0.317	0.505	0.748	0.593
Y.1	0.517	0.618	0.701	0.956
Y.2	0.459	0.511	0.796	0.854
Y.3	0.528	0.630	0.698	0.969
Y.4	0.514	0.609	0.690	0.951
Y.5	0.485	0.575	0.814	0.887
Y.6	0.400	0.539	0.613	0.863
Y.7	0.505	0.608	0.698	0.946
Y.8	0.462	0.562	0.831	0.870
Y.9	0.529	0.608	0.688	0.962
Y.10	0.526	0.620	0.694	0.961
Y.11	0.467	0.598	0.681	0.923
Y.12	0.416	0.484	0.795	0.839
Y.13	0.519	0.628	0.703	0.969
Y.14	0.496	0.607	0.690	0.950
Y.15	0.435	0.554	0.798	0.860

Source: SmartPLS Processed Data, 2026

Testing with the Fornell-Larcker criterion is carried out by comparing the square root of the AVE of each construct and the correlation value between constructs. The established standards(Hair et al., 2021)states that the square root of the AVE of a construct must have a higher value than the highest correlation between that construct and another construct. The following are the evaluation results based on the Fornell-Larcker criteria:

Table 4.Fornell Larcker Criterion Test Results

Variables	<i>Influencer Endorsement</i>	<i>Content Marketing</i>	<i>Live Streaming</i>	<i>Turnover Sale</i>
<i>Influencer Endorsement</i>	0.898			
<i>Content Marketing</i>	0.273	0.860		
<i>Live Streaming</i>	0.465	0.587	0.888	
Sales Turnover	0.528	0.636	0.794	0.919

Source: SmartPLS Processed Data, 2026

Table 4 concludes that the Fornell-Larcker criterion has been met, as indicated by the square root of the AVE for each construct being higher than its maximum correlation with other constructs. Additional testing using HTMT was also conducted, with a recommended threshold value below 0.90. HTMT essentially calculates the ratio between heterotrait correlations (items between variables) and the square root of the product of monotrait correlations (items within a single variable) (Hair et al., 2021). Table 4.9 below presents the results of the HTMT test in this study:

Table 5.HTML Test Results

	<i>Content Marketing</i>	<i>Influencer Endorsement</i>	<i>Live Streaming</i>	Turnover Sale
<i>Content Marketing</i>				
<i>Influencer Endorsement</i>	0.253			
<i>Live Streaming</i>	0.583	0.460		
Sales Turnover	0.632	0.526	0.793	

Source: SmartPLS Processed Data, 2026

The HTMT values for all research variables, as shown in Table 5, are below 0.90. This condition serves as the basis for concluding that all variables in this research model have met the discriminant validity requirements.

Table 6.Cronbach's Alpha and Composite Reliability Test Results

Variables	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	Information
<i>Influencer Endorsement</i>	0.983	0.984	Reliable
<i>Content Marketing</i>	0.975	0.977	Reliable
<i>Live Streaming</i>	0.981	0.982	Reliable
Sales Turnover	0.987	0.988	Reliable

Source: SmartPLS Processed Data, 2026

Table 6 shows that all research variables have Cronbach's Alpha and Composite Reliability values above the threshold of 0.70, thus meeting the reliability criteria. Furthermore, the Composite Reliability value for each variable is higher than its Cronbach's Alpha value. This indicates excellent internal consistency, considering that Composite Reliability is considered more accurate than Cronbach's Alpha in the context of measuring the reliability of SEM-PLS models.(Ghozali, 2021). Thus, it can be concluded that all variables in this study are reliable.

Table 7.R-square Test Results

Variables	R Square	Prediction Model
Changes in Consumer Behavior	0.707	Strong

Source: SmartPLS Processed Data, 2026

The Adjusted R-square value obtained shows that the independent variables used can explain approximately 70.7% of the variation that occurs in the Sales Turnover variable. This indicates that the model has good explanatory power, although there is still a remaining 29.3% of the variation influenced by external factors not included in the study. Therefore, the contribution of the research variables to investment decisions is already considered strong, but the model's accuracy can still be improved by including other relevant variables outside the current model.

Table 8.F-square Test Results

Variables	f-square	Information
Influencer Endorsement-> Sales Turnover	0.110	Small
Content Marketing-> Sales Turnover	0.150	Currently
Live Streaming-> Sales Turnover	0.568	Big

Source: SmartPLS Processed Data, 2026

The Live Streaming variable recorded the largest influence on Sales Turnover with an f-square value of 0.568, as seen in Table 8. On the other hand, Content Marketing provided a moderate influence (f-square = 0.150), while Influencer Endorsement provided a relatively small influence (f-square = 0.110) on Sales Turnover.

Table 10.Hypothesis Test Results

Variables	Original Sample (O)	T statistics (O/STDEV)	P Values	Information
Influencer Endorsement-> Sales Turnover	0.203	3,644	0.000	Hypothesis Accepted
Content Marketing-> Sales Turnover	0.259	3,363	0.001	Hypothesis Accepted
Live Streaming-> Sales Turnover	0.548	5,466	0.000	Hypothesis Accepted

Source: SmartPLS Processed Data, 2026

1. H1: Influencer Endorsement has an impact on Sales Turnover
Based on the results of the hypothesis test, the influence of Influencer Endorsement on Sales Turnover has a p-value of $0.000 < 0.05$ and a t-statistic value of $3.644 > 1.96$, so it can be concluded that the hypothesis is accepted.
2. H2: Content Marketing has an impact on sales turnover
The effect of content marketing on sales turnover was declared significant based on the results of the hypothesis test. The p-value of $0.001 (<0.05)$ and the t-statistic of $3.363 (>1.96)$ met the criteria for hypothesis acceptance. Therefore, it can be concluded that the proposed hypothesis is accepted.
3. H3: Live Streaming has an impact on sales turnover
The results of the hypothesis testing confirmed the significant influence of Live Streaming on Sales Turnover, with a p-value of $0.000 (<0.05)$ and a t-statistic of $5.466 (>1.96)$. Thus, the hypothesis stating that Live Streaming has a positive influence on Sales Turnover can be accepted.

Discussion

The increase in sales turnover in online shops in Palembang was significantly influenced by influencer endorsements, content marketing, and, especially, live streaming, which was the most dominant variable. Model evaluation indicated that these three variables combined effectively explained the variation in sales turnover, and the resulting model had a strong fit with the data. Therefore, the implementation of these three digital marketing strategies had a significant positive impact on sales turnover growth.

The Influence of Influencer Endorsement on Online Shop Sales Turnover in Palembang

The significant influence of Influencer Endorsement on Sales Turnover is proven by a p-value of 0.000 and a t-statistic of 3.644 , so the hypothesis is accepted. The interpretation is that there is a positive relationship between the effectiveness of influencer use and increased sales turnover in online shops in Palembang, where the optimal endorsement strategy is can encourage the achievement of higher turnover.

This finding can be explained through the Theory of Planned Behavior (Ajzen, 1991) Purchasing behavior is influenced by intentions formed from attitudes, subjective norms, and perceived behavioral control. The results of the study indicate that Influencer Endorsement has a positive and significant effect on sales turnover. Theoretically, the effectiveness of influencers in building a positive product image can shape a more favorable attitude towards purchasing. Furthermore, the credibility and social influence of influencers strengthen subjective norms, so that consumers are encouraged to follow the recommendations given. Clear information delivery and easy access to purchases also increase perceived behavioral control. The combination of these three factors strengthens purchase intentions, which ultimately has an impact on increasing online shop sales turnover.

The suitability of the results of this study can be seen in the study Satiawan et al. (2023) which also proves that influencers have a positive and significant influence on purchasing decisions. The study explains that influencer endorsements play a role in increasing brand

awareness, engaging audience interest, and encouraging consumers to make more active transactions. The success of this strategy depends heavily on the accuracy of influencer selection, particularly in terms of product relevance and engagement capabilities, which ultimately optimizes their impact on revenue growth..

On the other hand, the results of this study are not in line with the findings Migkos et al. (2025), which suggests that the impact of influencers on sales can be insignificant if the influencer selection strategy is inaccurate or the content produced is not suited to the characteristics of the target market. The implication is that the success of influencer marketing is determined not only by popularity but also by content relevance and a comprehensive strategic approach.

In the context of online shops in Palembang, the significant impact of influencer endorsements on sales revenue indicates that this strategy has been used appropriately by businesses, from selecting relevant influencers to creating engaging promotional content. However, despite the positive results, this may indicate that endorsement management is not fully optimal without the support of other factors, such as consistent content quality, active interaction with the audience, and integration with other marketing strategies like content marketing and live streaming.

Therefore, businesses need to conduct a comprehensive evaluation of the effectiveness of their endorsements. Improving content quality, managing engagement more effectively, and aligning it with other marketing strategies can significantly impact revenue. Therefore, influencer endorsements are not only a promotional tool but also a strategy that can be optimized as a key to the successful growth of online shop businesses in Palembang.

The Influence of Content Marketing on Online Shop Sales Turnover in Palembang

The results of the hypothesis testing confirmed the significant influence of Content Marketing on Sales Turnover, with a p-value of 0.001 (<0.05) and a t-statistic of 3.363 (>1.96), thus the hypothesis was accepted. This finding indicates that the implementation of content marketing strategies by online shop operators in Palembang effectively contributes to increased sales turnover. The implication is that the quality, relevance, and consistency of the content produced are directly proportional to product sales growth..

Through the framework of the Theory of Planned Behavior (Ajzen, 1991) Purchasing behavior can be understood as a result of attitudes, subjective norms, and perceived control. In digital marketing practice, high-quality, informative, and consumer-relevant content has the potential to modify their attitudes and perceptions, which then crystallize into concrete purchasing intentions and actions. (Ridha et al., 2025). *As a communication instrument, Content Marketing has a role in creating awareness, attracting audience interest, and strengthening the desire to buy through the distribution of information that is arranged systematically and consistently..*

The results of this study are in line with the findings Abdjul et al. (2022) which shows that content marketing has a positive and significant impact on purchasing decisions and sales turnover in e-commerce businesses. They emphasize that content quality, publication frequency, and the content's ability to spark interaction and engagement are important factors in determining content marketing effectiveness. Content tailored to trends, consumer needs, and special occasions (such as promotions or holidays) has been shown to increase customer loyalty and drive consistent sales growth.

As a comparison, research Hardiyana et al. (2023) A slightly different conclusion was reached: Content marketing doesn't always significantly impact revenue if the content is

uninteresting, irrelevant to the audience, or not combined with other strategies like influencer endorsements and live streaming. This finding confirms that content marketing success is heavily influenced by qualitative factors such as the appeal and relevance of the content, as well as its integration within the broader digital marketing strategy ecosystem.

In the context of online shops in Palembang, the significant impact of content marketing on sales revenue demonstrates that businesses have been able to utilize this strategy quite effectively. The content created is not only informative but also able to build interactions with consumers, influence purchasing decisions, and increase customer trust in the product. However, to maximize this impact, businesses need to continue developing creative content, following the latest digital trends, and integrating content marketing with other marketing strategies, including influencer endorsements and live streaming, so that the potential for increased sales can be optimally achieved.

Thus, success in managing content strategy appropriately is a major determinant in increasing digital marketing leverage and supporting sustainable sales turnover growth. Therefore, strengthening content planning, evaluating consumer responses, and innovating digital marketing approaches are crucial for content marketing to have a more optimal impact on the success of online shops in Palembang.

The Influence of Live Streaming on Online Shop Sales Turnover in Palembang

The results of the hypothesis testing confirmed that Live Streaming significantly impacted Sales Turnover, with a p-value of 0.000 (<0.05) and a t-statistic of 5.466 (>1.96). Thus, the hypothesis was accepted. These findings indicate that optimal use of live streaming by online shop operators in Palembang can significantly increase sales turnover.

The explanation for this finding can refer to the Theory of Planned Behavior. (Ajzen, 1991) Purchasing behavior is influenced by intentions formed through attitudes, subjective norms, and perceived behavioral control. The results of the study indicate that Live Streaming has a positive and significant effect on sales turnover. Theoretically, the live streaming feature can shape positive attitudes through the presentation of product information directly and interactively, strengthen subjective norms through social effects and audience participation, and increase perceived behavioral control through easy access to purchases and real-time promotions. The combination of these three determinants strengthens consumer purchasing intentions, which ultimately has an impact on increasing online shop sales turnover in Palembang.

The results of this study are in line with studies Nuraini et al. (2024), which states that live streaming has a significant impact on increasing sales volume in the context of e-commerce. According to him, live streaming serves a dual purpose: increasing audience engagement while shortening the sales cycle because consumers can observe products in real time, feel a personal connection with the seller, and are encouraged to make spontaneous transactions. The effectiveness of this strategy is particularly evident in product categories that require demonstrations or detailed explanations before consumers feel confident about purchasing.

However, these results differ from several previous studies, such as Isba & Ahmadi (2024) which states that the effectiveness of live streaming on sales can be reduced if the quality of the content delivered is less engaging or inconsistent. This suggests that the success of live streaming in increasing sales is highly dependent on preparation, presentation quality, and interactions during the live session, as well as integration with other marketing strategies such as content marketing and influencer endorsements.

In the context of online shops in Palembang, the significant impact of live streaming on sales revenue demonstrates that businesses have effectively utilized this feature. Live streaming serves not only as a promotional medium but also as a means of interaction that can increase customer trust, expand audience reach, and encourage direct purchases. However, to maximize this impact, businesses need to pay attention to broadcast frequency, content quality, promotional timing, and the use of interactive features to optimize audience engagement.

Based on these findings, proper live streaming management is a crucial factor in the success of a digital marketing strategy. Therefore, continuous evaluation and development of live streaming practices are highly recommended to ensure this strategy can maximize revenue growth and the success of online shops in Palembang.

Conclusion

Based on the analysis of the influence of influencer endorsements, content marketing, and live streaming on sales turnover in online shops in Palembang, it can be concluded that all three variables significantly influence sales turnover. Influencer endorsements have been shown to increase consumer purchasing interest and help build brand awareness and reputation on online platforms, although their contribution is relatively smaller compared to other strategies. Meanwhile, content marketing plays a significant role in creating interactions with consumers, influencing purchasing decisions, and increasing customer loyalty through the presentation of engaging, targeted, and consistent content.

Of these three variables, live streaming is the most dominant strategy for driving increased sales. This is due to its ability to provide direct interaction between sellers and consumers, increasing trust, and accelerating the purchasing decision-making process. Furthermore, live streaming is also effective for products that require demonstrations or more detailed explanations, providing added value for consumers and positively impacting sales growth.

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