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# Video Marketing, Live Streaming, and Sharia Trust in E-Commerce Purchase Decisions (Glad2Glow, Sidoarjo)

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**ABSTRACT**

**Purpose**: This study aims to analyze the contribution of Video Marketing Content, Live Streaming Commerce, and Sharia Consumer Trust in influencing Purchase Decisions of Glad2Glow products in Sidoarjo Regency.

**Design/Method/Approach**: . This study uses a quantitative approach with multiple linear regression methods, data collected through questionnaires from Glad2Glow product users and analyzed using classical assumption tests and hypothesis tests through the help of IBM SPSS Statistics 27 software.

**Findings:** The results of the study indicate that partially, Video Marketing Content (t = 3.460), Live Streaming Commerce (t = 2.757), and Sharia Consumer Trust (t = 2.778) have a positive and significant effect on Purchase Decisions, with the Video Marketing Content variable as the most dominant factor. Simultaneously, the three variables have a significant effect (F = 53.596) with a coefficient of determination (R^2) of 62.3%, which indicates that the synergy between visual strategies and sharia ethical foundations is effective in minimizing uncertainty (*gharar*) and strengthening consumer transaction confidence.

**Originality/Values**: The originality of this research lies in the integration of Islamic economic values into the dynamics of modern digital marketing in the cosmetics industry, which provides theoretical contributions to consumer behavior literature as well as practical insights for business actors in optimizing value-based sales strategies in the digital ecosystem.

## INTRODUCTION

The massive digital transformation has driven a paradigm shift in global trade, moving from conventional systems to electronic-based commerce (e-commerce). In Indonesia, e-commerce has experienced significant growth along with increasing internet penetration, which has reached nearly all levels of society. This has created a shift in consumer patterns, leading to an increasing reliance on digital platforms to meet daily needs, including in the cosmetics and skincare sectors[1].

Sidoarjo Regency, as one of the main economic buffer zones in East Java Province, has a population of approximately 2.1 million (BPS, 2025), characterized by a society that is adaptable to technology while upholding religious values. This condition makes Sidoarjo a potential market for the growth of the cosmetics and skincare industry. This phenomenon has resulted in increased competition among beauty brands in attracting the attention of digital consumers through innovative, creative, and relevant marketing communication strategies in line with developments in digital technology[2].

One digital marketing strategy widely used in e-commerce is video marketing content. Previous research has shown that video content is more effective in conveying product information than static visual media, as it presents a more authentic, informative, and persuasive product representation[3]. Video marketing allows consumers to get a clearer picture of the texture, color, and how to use a product, thereby reducing the perception of risk before making an online purchase[4]. In the context of cosmetic products such as Glad2Glow, which emphasize fast and safe results, video content serves as both an educational and promotional medium that can shape positive perceptions and encourage consumer purchasing decisions in Sidoarjo Regency.

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[1] Vida Wahda Maulida et al., 'Integrating E-Business With Marketing: Strategies For Sustainable Growth In The Digital Era', *Riggs : Journal Of Artificial Intelligence And Digital Business* 4, No. 2 (2025): 3241–45, https://doi.org/10.31004/riggs.v4i2.995.

[2] Silvia Septiani And Gahefira Nur Fatimah, 'The Role Of Content Marketing And Live Streaming In Improving Decisions To Purchase Skincare Products On The Shopee Application', *Journal Of Managiere And Business* 2, No. 2 (2024): 59–66, https://doi.org/10.69747/managiere.v2i2.70.

[3] Aisyah Fitri Pasaribu et al., 'Pengaruh Content Marketing , Viral Marketing Dan Influencer Terhadap Minat Beli Produk Skincare Pada Mahasiswa', *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)* 10, No. 2 (2023): 81–93, https://doi.org/10.36987/ecobi.v10i2.4432.

[4] Ridwan Faizal Ramdhani and Esti Dwi Rahmawati, *Pengaruh Video Content Dan Influencer Terhadap Keputusan Pembelian Produk Fashion Di Tiktok Dengan Customer Trust Sebagai Intervening*, 2024.

In addition to video marketing, live streaming commerce is emerging as a form of digital marketing innovation that integrates entertainment, social interaction, and real-time buying and selling transactions. Live streaming enables two-way communication between sellers and consumers, allowing consumers to ask questions, see live product demonstrations, and receive instant responses[5]. Several studies have shown that live streaming commerce can increase consumer engagement, trust, and purchasing decisions through product information transparenc[6]. In the context of cosmetic products such as Glad2Glow (G2G) products marketed through e-commerce platforms, this strategy plays an effective role in influencing purchasing decisions, especially on platforms such as Shopee[7].

However, the effectiveness of a digital marketing strategy isn't solely determined by technological sophistication, particularly in areas with a strong Islamic foundation like Sidoarjo Regency. In this context, consumer trust in Sharia is a fundamental factor influencing purchasing behavior. Consumer trust, from a Sharia perspective, encompasses not only the reliability and credibility of sellers but also emphasizes the principles of honesty (shiddiq), trustworthiness, transparency of information, and the absence of uncertainty and deception (gharar) in transactions[8]. A high level of trust in a product's sharia compliance, including the existence of halal certification and safety guarantees. For Muslim consumers, compliance with sharia principles provides a sense of spiritual security and is the basis for purchasing decisions[9]. In the context of cosmetic products such as Glad2Glow (G2G) marketed through e-commerce, sharia consumer trust plays a key role in strengthening the effectiveness of video marketing and live streaming commerce in driving purchasing decisions.

Although a number of studies have proven that video marketing and live

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[5] Aura Fadhila And Andri Nurtantiono, 'Pengaruh Celebrity Endorse, Live Streaming, Dan Online Customer Review Terhadap Keputusan Pembelian Fashion Di Shopee', *Widya Manajemen* 6, No. 1 (2024): 56–70, https://doi.org/10.32795/widyamanajemen.v6i1.5046.

[6] Rinda Putri Agusti Damanik et al., 'Pengaruh Live Streaming Selling Dan Online Customer Review Terhadap Kepercayaan Konsumen Untuk Meningkatkan Keputusan Pembelian', *Global: Jurnal Lentera Bitep* 2, No. 03 (2024): 89–96, https://doi.org/10.59422/global.v2i03.432.

[7] Anggita Zam Zahira And Misti Hariasih, *Pengaruh Live Streaming Shopping, Price Flash Sale, Dan Hedonic Motivation Shopping Terhadap Purchase Decision S-Commerce Tiktok Shop Produk Skincare*, 2025.

[8] Intan Nurrachmi And Setiawan Setiawan, 'Pengaruh Religiusitas, Kepercayaan, Dan Kepuasan Terhadap Keputusan Pembelian Ulang Produk Halal', *Iqtishadia Jurnal Ekonomi & Perbankan Syariah* 7, No. 2 (2020): 126–37, https://doi.org/10.19105/iqtishadia.v7i2.3521.

[9] Bela Shafira Hidayati, 'Persepsi Konsumen Terhadap Produk Halal Dari Umkm: Dampak Terhadap Keputusan Pembelian', *Jurnal Ekonomika Dan Bisnis (Jebs)* 4, No. 4 (2024): 619–25, https://doi.org/10.47233/jebs.v4i4.1925.

streaming commerce have a significant influence on e-commerce consumer purchasing decisions. However, these studies generally still have a conventional perspective and have not integrated Sharia consumer beliefs. Furthermore, studies that address the context of religious communities at the local level, particularly regarding halal cosmetic products like Glad2Glow in Sidoarjo Regency, are still very limited[10]. Therefore, this study aims to fill this gap by empirically examining video marketing, live streaming commerce, and Sharia consumer trust in purchasing decisions.

This study examines Shopee users in Sidoarjo Regency who purchase Glad2Glow cosmetic products. Consumer decisions are influenced not only by the attractiveness of digital content but also by values of honesty, transparency, and Sharia compliance. Therefore, this study analyzes the effects of video marketing, live streaming commerce, and Sharia-based consumer trust on purchasing decisions. The findings are expected to contribute to the development of Sharia-based digital marketing literature and provide practical insights for cosmetic businesses in designing sustainable marketing strategies aligned with Sharia principles[11].

## RESEARCH METHOD

This study adopts a quantitative approach employing a descriptive–verification method to objectively describe the phenomenon and empirically examine the effects of Video Marketing content (X1), Live Streaming Commerce (X2), and Sharia consumer trust (X3) on purchasing decisions (Y), both individually and collectively. Data were collected through a questionnaire distributed via Google Forms to respondents who met specific criteria: residing in Sidoarjo Regency, having purchased Glad2Glow products on Shopee, and having been exposed to Glad2Glow video marketing or live streaming content on the platform within the past year. A purposive sampling technique was utilized to ensure that the selected respondents aligned with the defined characteristics relevant to the research objectives[12]. Respondents who have never purchased Glad2Glow products and seen video marketing or live streaming content on the Shopee platform were not included in the study, so

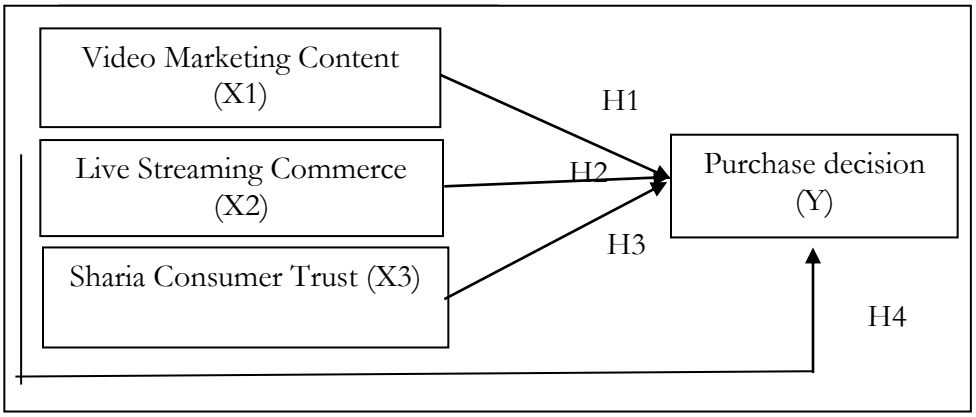
[10] Dwi Nabilah Nur Utari And Khusnul Fikriyah, *Pengaruh Islamic Branding Dan Streamer Product Knowledge Terhadap Minat Beli Kosmetik Halal Dimediasi Kepercayaan*, 2025.

[11] Nurul Muhriza et al., 'The Influence Of Live Streaming Features And Ease Of Use On Purchase Intention For Muslim Fashion Products On Shopee Mediated By Consumer Trust', *International Journal Of Management Science And Information Technology* 4, No. 2 (2024): 459–70, https://doi.org/10.35870/ijmsit.v4i2.2931.

[12] Febyola Nada et al., *Pengaruh Content Marketing Dan Live Shopping Terhadap Keputusan Pembelian Produk Fashion Pada Pengguna Tiktok Shop*, 1 (2023).

the research data was obtained from 100 respondents who met the criteria as data sources. The research instrument was compiled based on variable indicators from video marketing content (X1) which include visual quality, message clarity, content credibility, video appeal, relevance; Live streaming commerce variables (X2) which include interaction, community response, clarity of deconcentration, entertainment, ease of transactions; Sharia consumer trust variables (X3) which include honesty, transportation, halal, fairness, trustworthiness; and purchasing decision variables (Y) which include needs, information, evaluation, purchasing decisions, repeat purchases. All indicators were measured using a Likert scale. Analysis in this study was conducted through classical assumption tests and multiple linear regressions to see the influence of video marketing content, live streaming and Sharia consumer trust on purchasing decisions. Testing the influence of variables was carried out separately for hypotheses H1, H2 and H3, as well as together for Hypothesis H3. The series of data processing greetings in this research as a whole uses SPSS 27 software. The relationship between variables in this research is described through the following framework of thought.

Figure 1. Research Thinking Framework



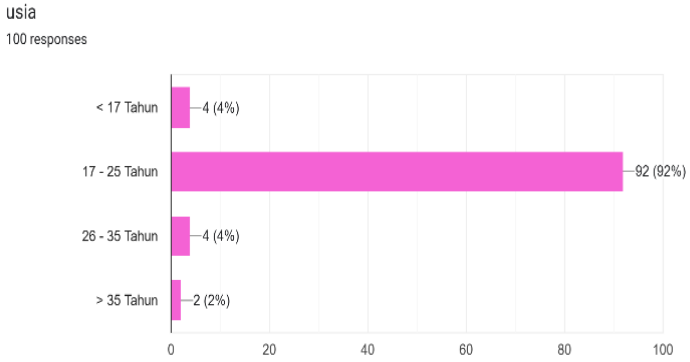

Caption for the image above:

H1 : Video marketing content has a positive and partial influence on purchasing decisions.
H2 : Live streaming Commerce has a positive and partial influence on purchasing decisions.
H3 : Sharia Consumer Trust has a positive and partial influence on purchasing decisions.
H4 : Video marketing content, live streaming commerce and sharia consumer trust simultaneously influence purchasing decisions.

## RESULT AND DISCUSSION

### Respondent Character Description

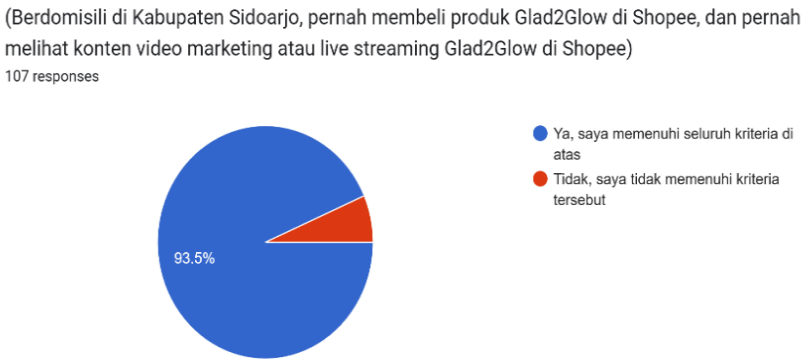
Figure 2. Respondent Data Based On Age




*Source: Data processed using SPSS 27, February 2026*

Of the total 100 respondents involved, the largest percentage came from the 17-25 year age range (92%), which indicates that the main consumers of Glad2Glow in Sidoarjo Regency are the Generation Z group. Academically, this strengthens the relevance of using the Video Marketing and Live Streaming Commerce variables in this study, considering that this age group is a digital native who has a high dependence on visual content and digital interaction in the shopping decision-making process.

Figure 3. Percentage Results of Respondents' Inclusion Criteria Test




*Source: Data processed using SPSS 27, February 2026*

Based on the collected data, strict inclusion criteria were applied through screening questions to ensure relevance. The results show that 93.5% of respondents met the criteria—residing in Sidoarjo, using Glad2Glow products,

and being exposed to digital marketing content—while 6.5% were excluded. This high eligibility rate indicates that the sample adequately represents the target population, providing a strong empirical basis for analyzing the effects of video marketing, live streaming, and Sharia-based trust on purchasing decisions with minimal bias.

**Validity Test**

Table 1. Validity Test Results

| Variables | Statement Items | Pearson Correlation Value (r count) | Sig. Value | Information |
|---|---|---|---|---|
| Video Marketing Content (X1) | X1.1 | 0.756 | <0.001 | Valid |
| | X1.2 | 0.805 | <0.001 | |
| | X1.3 | 0.845 | <0.001 | |
| | X1.4 | 0.727 | <0.001 | |
| | X1.5 | 0.794 | <0.001 | |
| Live Streaming Commerce (X2) | X2.1 | 0.716 | <0.001 | Valid |
| | X2.2 | 0.799 | <0.001 | |
| | X2.3 | 0.722 | <0.001 | |
| | X2.4 | 0.674 | <0.001 | |
| | X2.5 | 0.582 | <0.001 | |
| Sharia Consumer Trust (X3) | X3.1 | 0.694 | <0.001 | Valid |
| | X3.2 | 0.681 | <0.001 | |
| | X3.3 | 0.700 | <0.001 | |
| | X3.4 | 0.728 | <0.001 | |
| | X3.5 | 0.677 | <0.001 | |
| Decision Purchase (Y) | Y1.1 | 0.819 | <0.001 | Valid |
| | Y1.2 | 0.647 | <0.001 | |
| | Y1.3 | 0.766 | <0.001 | |
| | Y1.4 | 0.744 | <0.001 | |
| | Y1.5 | 0.821 | <0.001 | |

*Source : Data Processed Using SPSS 27, February 2026*

Validity testing is conducted to determine whether a measurement instrument is appropriate or not, with the instrument in this study referring to the questionnaire items. The results indicate that all statement indicators have

significance values below 0.05 and exceed the r-table value (0.196), confirming that the variables of video marketing content (X1), live streaming commerce (X2), Sharia consumer trust (X3), and purchasing decisions (Y) are valid. This demonstrates that the instrument has adequate accuracy in measuring the phenomenon of Glad2Glow purchasing decisions in Sidoarjo Regency and is suitable for further statistical analysis.

**Reliability Test**

Table 2. Reliability Test Results

| Variables | *Cronbach's Alpha* | Standard Reliable | Information |
|---|---|---|---|
| Video Marketing Content (X1) | 0.841 | 0.60 | Reliable |
| Live Streaming Commerce (X2) | 0.741 | | |
| Sharia Consumer Trust (X3) | 0.733 | | |
| Consumer Decisions (Y) | 0.817 | | |

*Source: Data processed by researchers using SPSS 27, February 2026.*

Reliability testing is conducted to assess the consistency of the questionnaire as a data collection instrument. A variable is considered reliable if its Cronbach's Alpha value exceeds the standard threshold of 0.60. The results show that Video Marketing Content (X1) achieved a value of 0.841, Live Streaming Commerce (X2) 0.741, Sharia Consumer Trust (X3) 0.733, and Purchasing Decisions (Y) 0.817. Since all values are above the required threshold, it can be concluded that each instrument in this study is reliable and demonstrates consistent measurement.

**Classical Assumption Test**

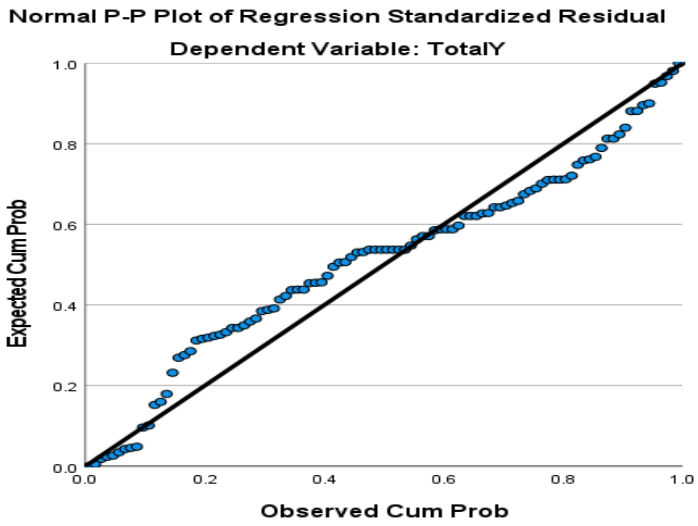
Substantively, the classical assumption test is a stage in the process of cleaning the regression model from statistical disturbances so that the research results are accurate and objective[13]**.** Successfully passing this entire series of tests indicates that the regression model is ready to be used as a marketing policy-making tool for brands like Glad2Glow in optimizing their digital strategies in the local market. Ensuring that the model is free from various statistical problems that could impact the validity of the research conclusions. The first stage begins by ensuring that the data is normally distributed. Next, the model is

[13] Wilma Arum Nurcahya et al., *Penerapan Uji Asumsi Klasik Untuk Mendeteksi Kesalahan Pada Data Sebagai Upaya Menghindari Pelanggaran Pada Asumsi Klasik*, 2024.

tested to see if there are any symptoms of multicollinearity. The final step in this series of classical assumptions is to check for heteroscedasticity.

### *Normality Test*

Table 3. Normality test results (PP Plot) Standardized Residual




*Source : Data processed by researchers using SPSS 27, February 2026.*

A good regression model requires residuals to be normally or approximately normally distributed. In this study, normality was assessed using a Normal P–P Plot, where the model is considered acceptable if the data points closely follow the diagonal line[14]. As illustrated in Figure 3, the plotted points are distributed around and along the diagonal line without significant deviations.

Based on these graphical criteria, the regression model satisfies the normality assumption. This indicates that the residuals from the effects of Video Marketing, Live Streaming Commerce, and Sharia Trust on Purchasing Decisions are normally distributed. Consequently, the model meets the required assumptions and is appropriate for further hypothesis testing using the t-test and F-test.

[14] Steven Sim et al., 'Pengaruh Citra Merek, Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Restoran Kfc H.Adam Malik', *Jurnal Wira Ekonomi Mikroskil* 14, No. 1 (2024): 76–89, https://doi.org/10.55601/jwem.v14i1.1219.

### *Multicollinearity Test*

Table 3. Multicollinearity Test Results

| *Collinearity Statistics* | | |
|---|---|---|
| **Model** | ***Tolerance*** | ***VIF*** |
| Marketing video content (X1) | 0.386 | 2,929 |
| Live Streaming Commerce (X2) | 0.514 | 1,293 |
| Sharia Consumer Trust (X3) | 0.348 | 2,137 |

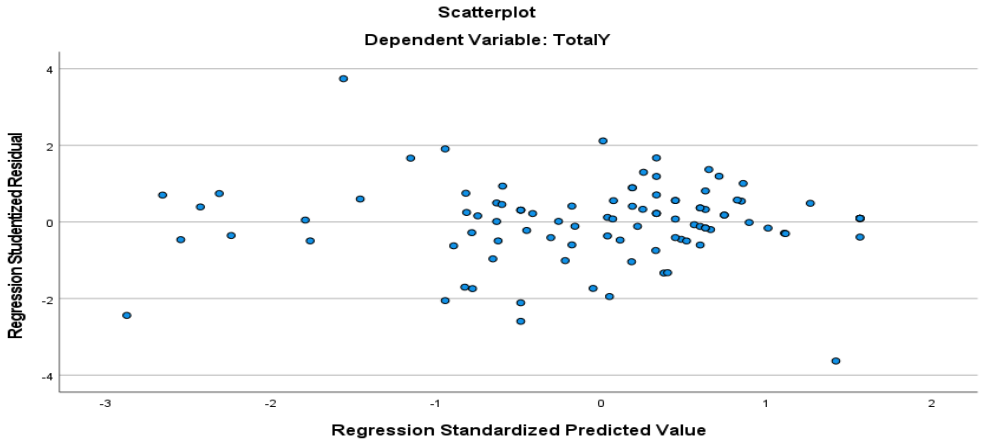
*Source : Data processed by researchers using SPSS 27, February 2026*

Multicollinearity refers to a situation in which two or more independent variables in a regression model are highly correlated, potentially distorting the estimation of their individual effects on the dependent variable[15].

Based on the results, all independent variables exhibit Tolerance values greater than 0.10 and VIF values below 10, indicating the absence of multicollinearity. Therefore, the variables—Video Marketing Content (X1), Live Streaming Commerce (X2), and Sharia Consumer Trust (X3)—are sufficiently independent, and the model is appropriate for accurately predicting Purchasing Decisions without bias arising from inter-variable correlations.

### *Heteroscedasticity Test*

Figure 4. Results of Heteroscedasticity Test




*Source : Data processed by researchers using SPSS 27, February 2026.*

[15] Dil Bahadur Gurung, 'Regression Model In Social Science Research: The Issue Of Multicollinearity, Detection Method, And Solution In Spss', *Sxc Journal* 1, No. 1 (2024): 22–29, https://doi.org/10.3126/sxcj.v1i1.70871.

The heteroscedasticity test is used to assess whether the variance of residuals remains constant across observations[16]. Based on the scatterplot shown in Figure 4, the data points are randomly dispersed with no clear pattern and are distributed both above and below the zero line on the Y-axis. This indicates the absence of heteroscedasticity in the regression model, suggesting that the assumption of homoscedasticity has been satisfied.

***Multiple Linear Regression Test***

Table 4. Results of Multiple Linear Regression Test

| Model | *Unstandardized B* |
|---|---|
| *(Constant)* | -2,426 |
| Video Marketing Content (X1) | 0.387 |
| Live Streaming Commerce (X2) | 0.303 |
| Sharia Consumer Trust (X3) | 0.399 |

*Source : Data processed by researchers using SPSS 27, February 2026.*

Multiple linear regression analysis is a statistical method that incorporates more than one independent variable to examine the direction and magnitude of their effects on a dependent variable[17]. Based on the analysis results, the regression equation model is formulated as follows.

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3$$

$$Y = -2.426 + 0.387\ X1 + 0.303\ X2 + 0.399\ X3$$

Based on the results of the regression analysis in the Coefficients table, a relationship was obtained between the variables of Video Marketing Content 0.387, Live Streaming Commerce 0.303, and Sharia Consumer Trust 0.399 to the Constant Value of -2.426. And based on the multiple linear equation relationship obtained the relationship between video marketing content (X1), Live streaming Commerce (X2), and Sharia consumer trust (X3) to purchasing decisions (Y). With the Constanta Value above, this illustrates that without marketing efforts through video marketing content, live streaming commerce

[16] Farah Amalia Firdausya And Rachmah Indawati, 'Perbandingan Uji Glejser Dan Uji Park Dalam Mendeteksi Heteroskedastisitas Pada Angka Kematian Ibu Di Provinsi Jawa Timur Tahun 2020', *Jurnal Ners* 7, No. 1 (2023) : 793–96, https://doi.org/10.31004/jn.v7i1.14069.

[17] Ni Putu Lion Budanti And Ni Putu Ayu Mirah Mariati, 'Penerapan Analisis Regresi Linier Berganda Pada Kualitas Audit Aparat Pengawas Intern Pemerintah Kabupaten Gianyar', *Emasains : Jurnal Edukasi Matematika Dan Sains* 13, No. 1 (2024): 90–95, https://doi.org/10.59672/emasains.v13i1.3607.

without a sense of trust from the sharia side, the possibility of consumers deciding to buy Glad2Glow products will be very small or even non-existent.

***Partial T-test***

Table 5. Partial Test Results

| Model | t | Sig |
|---|---|---|
| *(Constant)* | -1,260 | 0.211 |
| Marketing video content (X1) | 3,460 | <0.001 |
| Live streaming Commerce (X2) | 2,757 | 0.007 |
| Sharia consumer trust (X3) | 2,778 | 0.007 |

*Source : Data processed by researchers using SPSS 27, February 2026.*

The partial test (t-test) is used to evaluate the individual effect of each independent variable on the dependent variable[18]. Based on the results presented in Table 5, the Video Marketing Content variable (X1) shows a t-statistic of 3.460 with a significance value below 0.001, indicating a positive and significant influence on purchasing decisions for Glad2Glow products. This suggests that higher quality and more engaging video content are associated with increased consumer purchasing intensity in Sidoarjo Regency. Similarly, the Live Streaming Commerce variable (X2) records a t-value of 2.757, while Sharia Consumer Trust (X3) shows a t-value of 2.778 with significance value of 0.007. These findings confirm that real-time interactive features in live streaming effectively encourage immediate transactions, and that the application of Sharia principles plays a significant role in strengthening consumer trust and, consequently, purchasing decisions in Glad2Glow e-commerce transactions.

***Simultaneous F Test***

Table 6. Simultaneous F-test Results

| Anova | | |
|---|---|---|
| **Model** | **F** | **Sig** |
| *Regression* | 53,596 | <0.001 |

*Source : Data processed by researchers using SPSS 27, February 2026.*

The F-test is employed to assess whether all independent variables simultaneously influence the dependent variable[19]., based on a significance

[18] Gurung, 'Regression Model In Social Science Research'.

[19] S. Sayyidah And Muhammad Effendi, 'Pengaruh Inflasi ,Pertumbuhan Ekonomi Dan Kebutuhan Hidup Layak Terhadap Upah Minimum Provinsi (UMP) Di Provinsi Kalimantan Selatan', *Jiep: Jurnal Ilmu Ekonomi Dan Pembangunan* 3, No. 2 (2020): 373, https://doi.org/10.20527/jiep.v3i2.2541.

criterion of $p < 0.05$. The results show an F-value of 53.596 with a significance level of <0.001, which is well below the required threshold. This indicates that, collectively, Video Marketing Content (X1), Live Streaming Commerce (X2), and Sharia Consumer Trust (X3) have a statistically significant effect on purchasing decisions (Y) for Glad2Glow products in Sidoarjo Regency.

***Coefficient of Determination***

Table 7. Results of the coefficient of determination

| ***Model Summary*** | | | |
|---|---|---|---|
| **Model** | **R** | ***R Square*** | ***Adjusted R Square*** |
| 1 | 0.791a | 0.623 | 0.614 |

*Source: Data processed by researchers using SPSS 27, February 2026.*

The coefficient of determination ($R^2$) reflects the extent to which the independent variables explain the variation in the dependent variable. A higher $R^2$ value indicates a stronger explanatory power of the regression model[20]. In this study, the $R^2$ value of 62.3% suggests that the model has a relatively strong ability to explain consumer behavior. The remaining 37.7% is influenced by factors beyond the scope of this study, indicating that while the combination of visual marketing strategies and Sharia-based trust plays a significant role, other variables also contribute to shaping purchasing decisions.

**Discussion**

This study aims to examine the influence of video marketing, live streaming commerce, and Sharia consumer trust on purchasing decisions for Glad2Glow products in Sidoarjo. The findings are expected to contribute to the literature on Sharia-based digital marketing and reinforce existing studies on consumer behavior in e-commerce. The results are presented as follows:

**The Partial Influence of Video Marketing Content (X1) on Purchasing Decisions**

The results of this study indicate that video marketing has a positive and significant influence on purchasing decisions. The t-test showed a t-statistic of 3.460 with a p-value <0.001, confirming its significance. This indicates that visually appealing, creative, and informative video content effectively increases

[20] Saptopitoyo Saptopitoyo et al., 'Pengaruh Servant Leadership, Iklim Organisasi, Dan Karakter Individu Terhadap Kinerja Pegawai Man 1 Semarang', *Afeksi: Jurnal Penelitian Dan Evaluasi Pendidikan* 5, No. 4 (2024): 597–611, https://doi.org/10.59698/afeksi.v5i4.309.

consumer understanding and interest in purchasing Glad2Glow products[21]. In this study, Glad2Glow's video marketing on Shopee highlights product benefits, usage, and results, enabling consumers to better understand the product. This visual content reduces uncertainty in online shopping, minimizes doubts, and stimulates purchase intentions. These findings are consistent with prior studies indicating that digital marketing content significantly influences online buying decisions[22].

**The Partial Influence of Live Streaming Commerce (X2) on Purchasing Decisions**

The findings reveal that live streaming commerce has a positive and statistically significant effect on purchasing decisions for Glad2Glow products on Shopee. This is supported by a t-value of 2.757 and a significance level of 0.007, underscoring the importance of real-time interaction in influencing consumer behavior. Although the significance level is lower than that of variable X1, it remains well below the 0.05 threshold, confirming its strong statistical relevance[23].

In practice, Glad2Glow's live streaming activities on Shopee include product demonstrations, detailed explanations of benefits, and interactive Q&A sessions with viewers. These features enhance consumer understanding and reduce pre-purchase uncertainty. In line with previous studies, these results confirm that live streaming plays a substantial role in shaping purchasing decisions, positioning it as an effective strategy for influencing consumers in the e-commerce environment.

**The Influence of Sharia Consumer Trust Partially on Purchasing Decisions**

The findings indicate that Sharia-based consumer trust positively and significantly influences purchasing decisions for Glad2Glow products on Shopee. This is supported by a t-statistic of 2.778 and a p-value of 0.007,

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[21] Suci Mulyani et al., 'Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Di Shopee', *Niagawan* 13, No. 3 (2025): 228–36, https://doi.org/10.24114/niaga.v13i3.64976.

[22] Fajar Adhitya, 'Pengaruh Content Marketing, Online Consumer Review Dan Beauty Vlogger Terhadap Keputusan Pembelian Online Produk Hijab Rabbani Pada Generasi Z Di Kota Semarang', *Ekobis : Jurnal Ilmu Manajemen Dan Akuntansi* 10, No. 2 (2022): 223–38, https://doi.org/10.36596/ekobis.v10i2.928.

[23] Ayu Nur Jannah And Anita Akhiruddin, 'Pengaruh Live Streaming Penjualan, Online Customer Review, Dan Konten Marketing Terhadap Keputusan Pembelian Pada Produk Sheriz Official Di Tiktok Shop. (Studi Pada Wilayah Gresik Jawa Timur)', *Paradoks : Jurnal Ilmu Ekonomi* 8, No. 1 (2025): 413–22, https://doi.org/10.57178/paradoks.v8i1.1130.

confirming its statistical significance. These results highlight that trust rooted in Sharia principles is a key factor in reinforcing consumers' purchasing decisions.

From a theoretical perspective, Sharia consumer trust is crucial for Muslim consumers, as it relates to confidence in product halalness, seller integrity, and transaction fairness. Within Islamic economic principles, adherence to transparency functions as a key mechanism to minimize uncertainty (gharar) and reduce the risk of potential losses[24]. In this study, the findings are consistent with prior research showing that trust in product halalness significantly influences Muslim consumers' purchasing decisions and that Sharia-based beliefs enhance purchase intentions in the halal market. Furthermore, for consumers in Sidoarjo Regency, religiosity and trust in contract compliance within digital transactions contribute to strengthening asset protection (*hifz al-mal*) while reinforcing payment decisions.

**The Simultaneous Influence of Video Marketing Content, Live Streaming Commerce, and Sharia Consumer Trust on Purchasing Decisions**

The findings indicate that video marketing, live streaming, and consumer trust simultaneously have a significant effect on purchasing decisions for Glad2Glow products on Shopee. This is evidenced by an R-square value of 0.623, showing that 62.3% of the variation in consumer purchasing behavior is explained by these three variables, while the remaining 37.7% is influenced by factors beyond the scope of this study.

These findings suggest that the integration of engaging video content, interactive live streaming, and trust based on Sharia principles creates a more effective consumer decision-making process. In practice, video marketing provides clear visual information, live streaming offers direct interaction, and consumer trust minimizes perceived transaction risk. Together, these elements strengthen consumer confidence in making purchases[25]. These results are consistent with previous research showing that video marketing and live streaming simultaneously influence purchase decisions[26] with consumer trust—especially in the context of Sharia—serving as a significant reinforcing factor[27].

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[24] Halim Faqihuddin Annasr et al., 'Uncertainty (Gharar) In The Indonesian Islamic Higher Education System', *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* 7, No. 6 (2025), https://doi.org/10.47467/alkharaj.v7i6.8653.

[25] Halim Faqihuddin Annasr Et Al., 'Uncertainty (Gharar) In The Indonesian Islamic Higher Education System'.

[26] Mulyani Et Al., 'Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Di Shopee'.

[27] Salihah Khairawati et al., 'Dampak Sharia Compliance, Kepercayaan, Kemudahan Penggunaan Dan Trend Terhadap Keputusan Pembelian Konsumen Muslim Milenial', *Jurnal Ilmiah Ekonomi Islam* 9, No. 2 (2023): 1714, https://doi.org/10.29040/jiei.v9i2.7595.

Overall, the synergy of these variables contributes to the development of a more transparent, fair, and secure transaction environment in the digital marketplace.

## CONCLUSION

This study concludes that Video Marketing Content, Live Streaming Commerce, and Sharia Consumer Trust are proven to play an important role in increasing Purchase Decisions for Glad2Glow products in Sidoarjo Regency. Video Marketing Content is the most dominant variable in influencing consumer decisions because the visual quality and depth of product information are able to significantly increase customer confidence. Partially, the Live Streaming Commerce and Sharia Consumer Trust variables also provide real contributions that confirm that transparent interactions and adherence to Islamic muamalah values are able to minimize the risk of uncertainty (gharar) in digital transactions. Simultaneously, the synergy of these three variables significantly strengthens the consumer's foundation in making purchasing decisions so that the goal of fulfilling safe needs and in accordance with sharia principles can be achieved more optimally.

Based on the research findings, Glad2Glow management is advised to improve the visual quality of its marketing content and optimize the interactivity of live broadcasts to strengthen consumer confidence. Furthermore, the company needs to maintain information transparency in accordance with Sharia principles as a strategy to build long-term trust. Future researchers are advised to expand the model's scope by integrating variables such as service quality, brand image, or price perception to gain a more comprehensive understanding of the dynamics of purchasing decisions on digital platforms.■

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