

The Influence of Digital Advertising and Live Streaming on Online Buying Interest Through Brand Awareness As An Intervening Variable

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Article Info

DOI:

Article history:

Notifications Author

June, 2025

Final Revised

July, 2025

Published

July 30, 2025

Keywords:

Digital Marketing
Content Performances
Purchase

ABSTRACT

This study aims to analyze the influence of Digital Advertising and Live Streaming on the Interest in Online Buying of N'Pure Skincare Products at Shopee, with Brand Awareness as the Intervening variable. The hypothesis proposed is that Digital Advertising and Live Streaming have an effect on Brand Awareness and Online Buying Interest. The method used in this study is qualitative with a causality approach. Data was collected through a questionnaire distributed to 133 respondents, with the population being Lampung provincial students who were familiar with N'Pure products. The analysis was carried out using the Partial Least Squares (PLS) method with SmartPLS software to test the relationships between variables. The results of the study show that Digital Advertising and Live Streaming have a positive effect on Brand Awareness. However, Digital Advertising and Live Streaming do not have a significant effect on Online Buying Interest. Meanwhile, Brand Awareness has been proven to have a positive effect on Online Buying Interest. Although according to the results of the study, Digital Advertising and Live Streaming have good performance, their contribution to Online Buying Interest is still not optimal. It is recommended that companies increase the appeal of digital advertising content through relevant visual elements and stories, as well as improve the quality of live performances by providing more engaging interactions and displaying visual products in detail.

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1. INTRODUCTION

The development of information and communication technology, especially the internet, has changed the way people interact and shop. Currently, almost all people use smartphones every day, which supports the rapid growth of internet use. This is not only the case in developed countries, but also in developing countries, including Indonesia. With digitalization, consumer behavior in shopping has undergone significant changes, from initially done directly in physical stores, now switching to online shopping platforms.

Journal homepage: <https://journal.darmajaya.ac.id/>

According to Dawson and Kim (2009) in [1] (Christian and Murdiani) found that customers at this time seem to prefer to shop online for certain reasons rather than offline shopping which is associated with convenience or online shopping. This change is increasingly visible during the Covid-19 pandemic, where people are required to do activities from home, including shopping

One of the sectors that is experiencing rapid growth is the skincare industry. Facial care products, in particular, are one of the most sought-after categories by consumers. N'Pure, as one of the local skincare brands known for its Centella Asiatica content, has managed to attract the attention of consumers and achieve significant sales figures (Compas, 2021). In an effort to increase sales, N'Pure utilizes digital marketing strategies, including Digital Advertising and Live Streaming, which are expected to increase Brand Awareness and consumer buying interest.

Digital Advertising is a form of marketing that uses digital platforms to display ads to a wider audience. Different types of digital advertising, such as ads on social media and search engines, allow companies to target consumers based on behavior and demographics[2]. *Digital Advertising* is included in social media marketing, which literally social media marketing is a type of digital marketing that markets goods and services through social media and websites, both organically and paid (digital advertising) in [3]. Communicating products in digital includes efforts to introduce products to the public. These efforts include digital marketing steps that can increase interaction or engagement from and to the community, especially consumers [4]. Meanwhile, Live Streaming has become an interactive promotional tool, allowing companies to communicate in real-time with audiences, showcase products, and provide live explanations [5]. Live streaming also provides an opportunity for consumers to interact directly with the presenter, which can increase interest and desire to buy products [6].

Brand Awareness, on the other hand, is the ability of consumers to recognize and remember a brand in a particular product category. In the context of digital marketing, Brand Awareness plays an important role in influencing consumer purchasing decisions [7]. This study aims to analyze the influence of Digital Advertising and Live Streaming on the interest in buying N'Pure skincare products online, with Brand Awareness as an intervening variable. Thus, this research is expected to contribute to the development of more effective marketing strategies in the digital era.

According to Kotler and Keller (2005) in [8], consumer buying interest is a feeling that arises when seeing a product that ultimately arises an interest in trying the product so that the desire to buy a product arises. [9] Factors such as previous user experience, recommendations from friends, and information obtained from social media can also influence buying interest. In this digital era, buying interest is often triggered by direct interaction with digital content, such as online reviews or comments, digital ads, and even Live Streaming that allows consumers to see the products they want in real time even online.

The formulation of the problem in this study is as follows: (1) Does Digital Advertising have an effect on the Brand Awareness of N'Pure skincare products? (2) Does Live Streaming affect the Brand Awareness of N'Pure skincare products? (3) Does Digital Advertising affect the Interest in Online Buying of N'Pure skincare products? (4) Does Live Streaming affect the Interest in Online Buying of N'Pure skincare products? (5) Does Brand Awareness Affect Online Buying Interest in N'Pure skincare products?

Then the objectives of this study are: (1) To determine the influence of Digital Advertising on Brand Awareness of Skincare N'Pure products among students in Lampung Province. (2) To find out the effect of Live Streaming on Brand Awareness of Skincare N'Pure products among students in Lampung Province. (3) To find out the influence of Brand Awareness on the interest in buying Skincare N'Pure products among students in Lampung Province. (4) To find out whether Digital Advertising is interested in buying Skincare N'Pure products among students in Lampung Province. (5) To find out if Live Streaming is the interest in buying Skincare N'Pure products among students in Lampung Province

2. LITERATURE REVIEW

According to (Haider & Shakib, 2017) in [2] advertising is a means of communication to encourage the audience to make a decision to purchase a product or service and convey information to the public, in this case potential consumers. According to [10] Instagram marketing is the process of connecting a company's offerings (products/services) with the market through Instagram social media. Instagram Ads itself is one of the features on Instagram that is commonly used to carry out marketing activities with the aim of being known.

The indicators of digital advertising according to [2] are as follows: (1) Attention, the first stage where advertising begins to attract the attention of consumers. (2) Interest, the stage of arousing consumer interest by providing deeper information about the benefits or advantages of the product. (3) Desire, the stage of consumers who begin to feel the need or desire to own a product after understanding its benefits. (4) Action, the stage when a consumer decides to make a purchase

Live Streaming is a video-based chat activity using live text that streamers use to introduce products and interact with their audience (Cai and Wohn, 2019) in [11]. The indicators of live streaming according to (Saputra, 2017) in [12] are as follows: (1) Entertainment, a form of activity that attracts the attention and interest of the audience that provides pleasure. (2) Purpose, which is a feeling of satisfaction received by consuming goods/services. (3) Information, which is providing information about a good or service that will be distributed by the company. (4) Vision or displacement, the ability to live stream to display product visuals, which makes it seem as if the audience is on the spot. (5) News, which is facts or ideas or actual opinions that are interesting and accurate and are considered important for a large number of viewers.

According to David A. Aaker (1997) in [8], brand awareness or Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category. According to (Wandi, 2017:3) in [7] there are 4 indicators, as follows: (1) Recall, which shows how far consumers are able to remember when asked about some brands they remember. (2) Recognition, which refers to how far consumers can identify the brand in a certain category. (3) Purchase, which refers to how far a customer will include a certain brand in the alternative option when buying goods/services. (4) Consumption, which refers to how far a customer can identify a brand when using a competitor's brand.

Buying interest is a customer's attitude that aims to maximize the forecast where the customer can actually make a purchase decision. Buying interest is where customers can feel a tendency to make transactions on a product or attitudes related to purchases as measured by the customer's prediction to make a purchase [12]. According to (Ali Hasan, 2014) in [13] the indicators of Online Buying Interest, as follows: (1) Confidence, Steadfastness of heart in online purchases. (2) Exploration, Always looking for information about online purchases. (3) Consistency, Not looking for information about other ways of purchasing. (4) Interest, Desire to make online purchases. (5) Recommendation, Businesses refer to others in online purchases. (6) Expectations, Estimates of satisfaction that will be obtained with online purchases.

3. METHOD

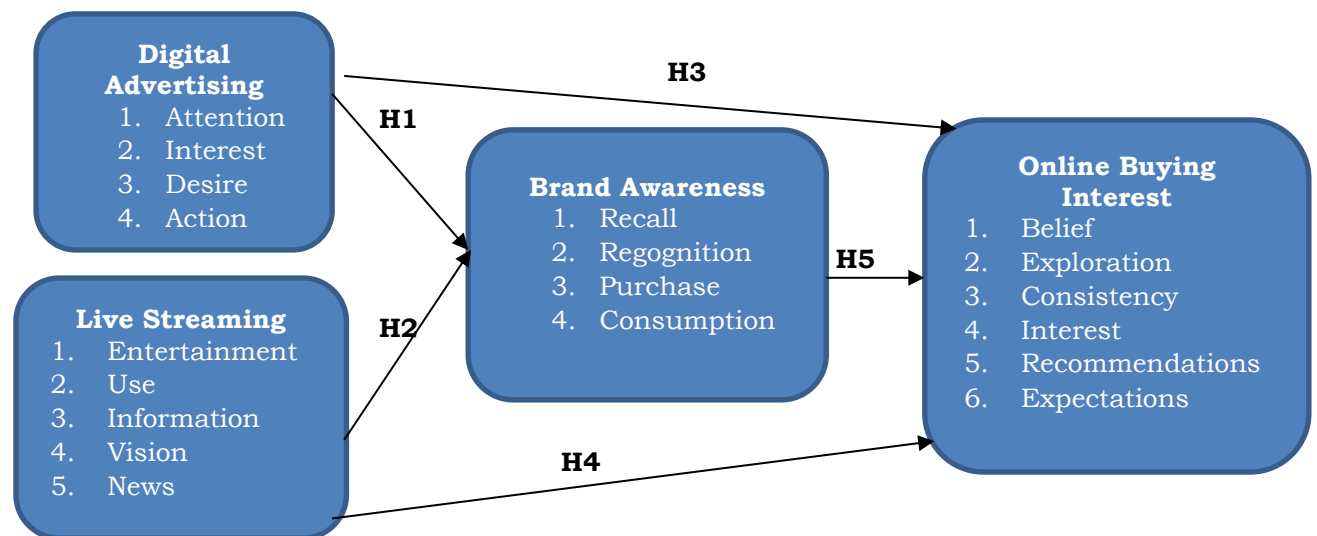


Figure 1. Research Framework

Research Hypothesis

The Influence of Digital Advertising on Brand Awareness of N'Pure Skincare Products

In the study [14], the findings were found that digital advertising has a positive and significant effect on Brand Awareness. In the study, it was found that advertising has a direct effect on Brand Awareness.

H1 : Digital Advertising has a positive effect on Brand Awareness

The Effect of Live Streaming on Brand Awareness of N'Pure Skincare Products

In the study [15] that in the study the Live Streaming variable had a positive effect on brand awareness, which is that if live streaming increases, brand awareness of the product also increases. And this is in line with research conducted by Widodo & Napitupulu which said that live streaming has the potential to increase brand awareness from consumers.

H2 : Live Streaming has a positive effect on Brand Awareness

The Influence of Digital Advertising on Interest in Buying Online Skincare N'Pure Products

In the study [2], it was found that online advertising has a positive influence on buying interest. Because the more online ads are posted, the greater the buyer's interest in buying. In addition, the study found that the application of online advertising can directly affect consumers' buying interest without any mediation or moderation factors, which means that consumer buying interest can be created if the application of online advertising is carried out optimally.

H3 : Digital Advertising has a positive influence on Online Buying Interest

The Effect of Live Streaming on Interest in Buying Online Skincare N'Pure Products

In the study [6], the study found that the Live Streaming variable had a positive effect on buying interest. Which means that Live Streaming can affect buying interest, it was found that Live Streaming strengthens consumers to be closer to a product. And it was explained in detail in the study that the better the characteristics of the streamer, the

liveliness of the streamer and the skill of the streamer, the more liked by buyers which will lead to buying interest.

H4 : Live Streaming has a positive effect on Online Buying Interest

The Influence of Brand Awareness on Interest in Buying Online Skincare N'Pure Products

In the study [6], it was found that Brand Awareness has a positive effect on Buying Interest. It was explained in the study that when consumers are able to recognize and recall a brand in their minds, consumers' buying interest will increase.

H5: Brand Awareness has a Positive Effect on Online Buying Interest

Research Methods

The type of research used is quantitative research with the causality research method, which is a type of research that aims to identify the cause-and-effect relationship between two or more variables.

The data source used in this study is primary data, namely data collected directly by the researcher from the results of a questionnaire distributed directly from the research object, namely, Lampung Province students who have criteria that have been determined by the researcher. The method of data collection in this study is by distributing a questionnaire to the object of research, namely Lampung Province students, who have an interest in N'Pure skincare.

The population of this study is all students of Lampung Province, especially those who are familiar with Skincare N'Pure products. The samples in this study were taken using the voluntary sampling technique, which is by inviting students who voluntarily want to participate in the research, especially those who use or are familiar with N'Pure skincare products. The sample obtained to represent the population was 129 respondents determined by the G*Power application.

4. Results And Discussion

Validity tests are used to test instruments that can be used to measure what is actually being measured. If the sig value < 0.05 then the instrument is valid.

Table 1. Instrument Validity Test Results

Variable	Indikator	r Tabel	Sig.	Information
Digital Advertising	DA1	0,361	0,000	Valid
	DA2	0,361	0,000	Valid
	DA3	0,361	0,000	Valid
	DA4	0,361	0,000	Valid
Live Streaming	LS1	0,361	0,000	Valid
	LS2	0,361	0,000	Valid
	LS3	0,361	0,000	Valid
	LS4	0,361	0,000	Valid
	LS5	0,361	0,000	Valid
Brand Awareness	BA1	0,361	0,000	Valid
	BA2	0,361	0,000	Valid
	BA3	0,361	0,000	Valid
	BA4	0,361	0,000	Valid
Minat Beli Online	MBO1	0,361	0,000	Valid
	MBO2	0,361	0,000	Valid
	MBO3	0,361	0,000	Valid
	MBO4	0,361	0,000	Valid
	MBO5	0,361	0,000	Valid
	MBO6	0,361	0,000	Valid

Based on the table above, it can be concluded that from the 19 statements given, valid results were obtained, which means that all question items in this study can be continued to the next stage.

Reliability tests are used to determine the consistency of the measuring instrument, i.e. whether the instrument is consistent if the measurement is made repeatedly.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliability Standard	Criteria	Information
DA	0,917	0,8	Great/good	Reliable
LS	0,884	0,8	Great/good	Reliable
BA	0,870	0,8	Great/good	Reliable
MBO	0,935	0,8	Great/good	Reliable

Based on the table above, it can be seen that the value of Cronbach's alpha of each variable is greater than 0.8. Therefore, it can be concluded that every variable of Digital Advertising, Live Streaming, Brand Awareness, and Online Buying Interest is said to be reliable

Furthermore, the results of the modeling scheme with the PLS program are as follows:

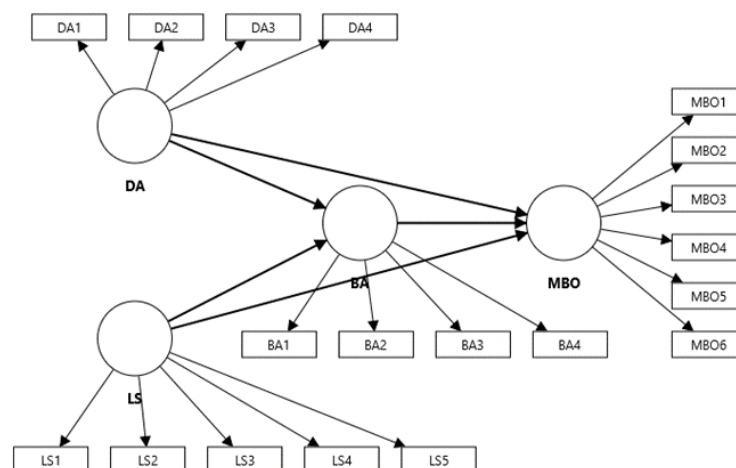


Figure 2. Model of Partial Least Square (PLS)

The measurement model or outer model that has been measured obtained results are 4 variables, the Digital Advertising variable is reflected by 4 indicators, the Live Streaming variable is reflected by 5 indicators, and the Online Buying Interest is reflected by 6 indicators.

There are three stages in testing the validity and reliability of the model: convergent validity, validity discrimination, and validity composition.

The convergent validity of the measurement model with indicator reflection is assessed based on the correlation between the score of the item or component assessed with the PLS software. The LF value of the indicator is measured based on the instructions, and the general rule (rule of thumb) states that the LF value of the indicator must be more than 0.7.

After the outer model test is met, then the inner model test is carried out to determine the relationship between the construct, significance value, and R-Square of the research model. The exogenous constructs of the t-test and the significance of the structural path

parameter coefficient were used to test the structural model. After making modifications to get the best model.

The variable that has a greater influence on *Brand Awareness* is *Digital Advertising* with an inner model value of 0.004 compared to the *Live Streaming* variable which only has an inner model value of 0.000. Meanwhile, the variable that has a greater influence on the Online Buying Interest variable is the *Live Streaming* variable compared to other variables (*Digital Advertising*, *Brand Awareness*), with the inner value of the *live streaming variable* model of 0.509.

Overall, the VIF value of all latent variables is less than 5.00, so this does not occur in multicollinearity between the latent variables measured.

Based on the data processing that has been carried out using SmartPLS 4.0, the R-Square Adjusted value is obtained as follows:

Table 3. R-Square & R-Square Adjusted

Variable	R-square	R-square adjusted
<i>Brand Awareness</i>	0.634	0.628
Online Buying Interest	0.698	0.691

Based on the *R-Square* 4.21 table, it can be seen that the *R-Square Adjusted Brand Awareness* value is 0.628, which means that this value shows that the *Digital Advertising* and *Live Streaming* variables have an effect on *Brand Awareness* by 62.8% (moderate). The *R-Square Adjusted Value* of Online Buying Interest is 0.691, meaning that this value shows that *Brand Awareness* has an effect on Online Buying Interest by 69.1% (good).

Table 4. F-Square

	f-square
<i>Brand Awareness -> Online Buying Interest</i>	0,48
<i>Digital Advertising -> Brand Awareness</i>	0,154
<i>Digital Advertising -> Online Buying Interest</i>	0,042
<i>Live Streaming -> Brand Awareness</i>	0,293
<i>Live Streaming -> Online Buying Interest</i>	0,007

Based on table 4.22, it can be seen that the effect of Brand Awareness on Online Buying Interest is 0.48 (large). The effect of Digital Advertising on Brand Awareness was 0.154 (moderate). The effect of Digital Advertising on Online Buying Interest was 0.042 (small). The effect of Live Streaming on Brand Awareness of 0.293 is almost large. The effect of Live Streaming on Online Buying Interest of 0.007 is very small.

Table 5. Hypothesis Analysis Using Path Coefficient

Hypothesis	Path	std beta	std error	Confidents Interval		t count	sig	Information
				2.50%	97.50%			
H1	DA -> BA	0.357	0.359	0.095	0.582	2.875	0.004	Significant
H2	LS -> BA	0.493	0.489	0.294	0.691	4.923	0	Significant
H3	DA -> MBO	0.181	0.176	-0.038	Not Influential	1.529	0.126	Not Influential
H4	LS -> MBO	0.08	0.082	-0.175	0.301	0.661	0.509	Not Influential
H5	BA -> MBO	0.629	0.626	0.376	0.849	5.057	0	Significant

Based on the results of the study, **H1** hypothesis is **accepted** or has a positive and significant effect. This means that the higher the level of digital advertising on Instagram social media Instagram to consumers, the higher the level of brand awareness they will be.

Based on the results of the study, **H2 is accepted** or has a positive and significant effect. This means that the better the level of Live Streaming interaction, the better the consumer brand awareness.

Based on the results of the study, **H3** hypothesis was rejected or had no positive effect. This proves that digital advertising cannot directly affect consumer buying interest.

Based on the results of the study, **H4 was rejected** or had no significant effect. This proves that live streaming cannot directly affect consumer buying interest.

Based on the results of the study, **H5** hypothesis is **accepted** or has a positive and significant effect. This means that the higher the level of their brand awareness of consumers, the higher their level of interest in buying online.

Discussion

Some factors that may contribute to the positive influence of digital advertising on brand awareness of N'Pure's skincare products include:

1. Ads on npureofficial's Instagram have been able to attract consumers' attention well.
2. Ads on Instagram @npureofficial are enough to provide useful information for customers about products.
3. The advantages of the products described in the advertisement are able to make consumers feel the need for the product.
4. Ads on Instagram @npureofficial able to encourage consumers who see them to make a purchase.

Some factors that may contribute to the positive influence of Live Streaming on Brand Awareness include:

1. The content of the material during the entertaining live streaming is not only hard selling, but occasionally still interacts with consumers.
2. During the live stream, many consumers ask about the benefits of the product and which products are suitable for them, so that consumers can better understand the product.
3. By visually displaying the product during the live streaming session, consumers can clearly understand the quality that is immediately explained.

Some possible causes of the insignificant influence of Digital Advertising on Interest in Online Buying of N'Pure skincare products include:

1. The content created may not be able to attract the attention of consumers yet, so consumers are not interested.
2. The information provided is not fixed on target as needed by consumers.
3. Conveying about product advantages is not appropriate and causes consumers to be uninterested in buying products

Some of the possible factors that cause the insignificant influence of live streaming on online buying interest include:

1. Live streaming that is too boring and does not serve the wishes of consumers properly.
2. The explanation of steamer is difficult to understand so it is difficult for consumers to understand the quality of the product.
3. Products that are not displayed visually during the live session and cause consumers to not know what the original visual shape of the product is.

Some factors that may contribute to the influence of Brand Awareness on Interest in Online Buying of N'Pure skincare products, include the following:

1. Consumers find it easy to remember the N'Pure brand name because it is easy to remember.
2. Many consumers always consider N'Pure products when buying the same product as other brands.

5. Conclusion

This study highlights the influence of two main factors, namely Digital Advertising (DA) and Live Streaming (LS) on two important variables, namely Brand Awareness (BA) and Interest in Online Buying of N'Pure skincare products in Lampung Province.

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