

The Influence of Event Marketing, Live Streaming, and Influencer Credibility on Online Purchase Intention in the 'Clash of Champion' Event on the YouTube Platform with Customer Engagement as a Mediating Variable

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Abstract

This study aims to examine the influence of event marketing, live streaming, and influencer marketing on online purchase intention in the "Clash of Champion" event by Ruang Guru, with customer engagement as a mediating variable. The research was conducted through a survey using a questionnaire as the data collection tool. The sample consisted of 121 respondents who were viewers of the "Clash of Champion" event. The sampling method employed in this study was purposive sampling. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique. The results indicate that: (1) Event marketing has a positive and significant influence on the online purchase intention of Ruang Guru's products. (2) Live streaming also has a significant impact on online purchase intention. (3) Influencer credibility positively affects online purchase intention. (4) Customer engagement is proven to have a positive effect on online purchase intention. (5) Event marketing, live streaming, and influencer credibility, when mediated by customer engagement, have a significant impact on online purchase intention.

Keywords: event marketing, live streaming, influencer credibility, customer engagement, online purchase intention.

INTRODUCTION

Digitalization is often seen as a breath of fresh air that transforms various aspects of life, including the rapidly evolving business landscape. One sector significantly impacted by this transformation is Education Technology (edtech), which integrates technology into education to enhance teaching and learning processes (Smith, 2023). In Indonesia, the edtech industry is currently experiencing an era of rapid economic shifts, particularly in supply and demand dynamics. According to the Indonesian Internet Service Providers Association (APJII, 2024), 79.5% of the country's 221 million internet users engage in digital transactions, with e-commerce sales rising by 47% compared

to the previous year. This shift in consumer behavior, accelerated by the COVID-19 pandemic, has driven the emergence of new edtech brands that leverage digital platforms for more efficient learning and commerce. To remain competitive, edtech brands must adopt innovative strategies, such as live streaming and influencer collaborations, to enhance customer engagement and boost online purchase intention (Ajzen, 1991; Wu & Li, 2019). The case of Ruangguru's "Clash of Champions" campaign demonstrates the effectiveness of integrating event marketing, live streaming, and influencer credibility in driving digital consumer engagement. However, research on the direct impact of these strategies on purchase intention remains inconclusive, necessitating further exploration into their role in shaping consumer decisions in the edtech industry.

LITERATURE REVIEW

Online purchase intention

According to Kotler & Keller (2016), purchase intention refers to a consumer's inclination to buy a product based on the evaluation of available information. Schiffman & Kanuk (2007) describe it as a psychological response reflecting consumer attitudes toward a product. It signifies a consumer's readiness to make a purchase decision (Yu & Hung-Tai, 2011; Saxena, 2011) and is influenced by brand commitment (Achmad et al., 2022). Purchase intention follows a decision-making process from problem identification to evaluation and solution selection (Genoveva & Samukti, 2020), making it crucial for marketers to consider the entire consumer journey (Ramli et al., 2020). Ajzen (1991) links purchase intention to behavioral willingness, while Pektas & Hassan (2020) argue it is shaped by individual and external influences.

In the online context, purchase intention, or online purchase intention, represents a consumer's tendency to search, evaluate, and buy products via digital platforms (Pavlou, 2003). It is driven by trust, transaction security, and perceived product value (Kotler & Armstrong, 2018). Fishbein & Ajzen (1975) outline four factors—behavior, target, situation, and timing—that influence online purchase

intention. Ling et al. (2010) highlight psychological and social factors like trust, pricing, convenience, and third-party recommendations. Consumers' willingness to purchase online is shaped by ease of access, information availability, and secure payment methods (Schiffman & Kanuk, 2007). Ultimately, online purchase intention reflects a consumer's confidence in making digital transactions, emphasizing trust, accessibility, and perceived benefits (Ferdinand, 2006).

Event marketing

Event marketing is a strategic promotional approach designed to attract and engage a brand's target audience (Duncan, 2005). Kotler and Keller (2015) define it as a strategy where companies organize or sponsor events to create meaningful brand interactions, enabling direct communication with consumers. Shimp (2000) emphasizes its role in associating brands with social, cultural, or sports events to create lasting impressions. Event marketing enhances brand image and reach through influencer engagement and media coverage (Cornwell, 2008). As part of Integrated Marketing Communication (IMC), it integrates with other strategies like sales promotions and public relations to maximize exposure (Belch & Belch, 2018). Positioning plays a crucial role in its success, ensuring alignment with the target market (Holey, 2002). The effectiveness of event marketing can be measured through cognitive, emotional, sensory, behavioral, and relational impacts (Safeer & Kumar, 2020). Creativity, originality, and seamless execution are essential for its success in capturing the audience's attention and strengthening brand loyalty (Wood & Masterman, 2008).

Live streaming

Live streaming is an internet-based broadcasting method that enables real-time interaction between hosts and audiences (Li, Wang, & Wang, 2020). In digital marketing, it serves as an effective strategy for presenting products or services authentically, fostering trust, and enhancing customer engagement (Sun, Shao, & Dong, 2019). By allowing live demonstrations and interactive discussions, live streaming helps consumers gain in-depth product knowledge and reduce uncertainties (Chen & Lin, 2021). Its effectiveness can be measured through key indicators such as sense of community,

interactivity, and emotional support (Qin, 2023). Success factors include audience engagement, interaction levels, conversion rates, and host responsiveness. Additionally, factors like broadcast quality, personalized interaction, engaging content, and the role of influencers significantly impact its effectiveness (Zhang, Wang, & Shi, 2020). Overall, live streaming is a powerful digital marketing tool that enhances transparency, builds trust, and drives purchase intention through real-time engagement.

Influencer credibility

Influencer credibility refers to the extent to which an influencer is perceived as knowledgeable, trustworthy, and appealing to their audience (Ohanian, 1990). It plays a crucial role in marketing communication effectiveness, especially in social media, where influencers act as a bridge between brands and consumers. Authenticity also shapes credibility, as audiences trust influencers who share genuine experiences and honest opinions about the products they endorse (McCracken, 1989). According to Djafarova and Rushworth (2017), influencer credibility consists of three key elements: expertise, trustworthiness, and attractiveness, which significantly impact consumer perception, preference, and purchase intention. Additionally, factors such as brand-influencer fit, content frequency and quality, audience engagement, and personal experience with products influence an influencer's credibility (Lou & Yuan, 2019). Influencers who align with a brand's values, create high-quality content, interact actively with their followers, and have firsthand experience with the products they promote are more likely to gain audience trust and drive purchase decisions.

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Customer engagement

Customer engagement is defined as the emotional and behavioral attachment of customers to a brand, driven by positive experiences and the relevance of offered products or services (Kumar & Pansari, 2016). It manifests through continuous interactions between customers and brands across various channels, both online and offline. Hollebeek, Srivastava, and Chen (2019) further categorize customer engagement into cognitive, emotional, and behavioral dimensions, emphasizing its role in building loyalty, fostering brand advocacy, and enhancing customer lifetime value. In a digital context, customer engagement is reflected in active participation in content creation, sharing, and interaction on social media platforms (Gambetti & Graffigna, 2010). Indicators of customer engagement include frequent brand interactions, participation in brand activities, brand loyalty, and advocacy (Brodie et al., 2011). Factors influencing engagement include interaction quality, content relevance, personalized experiences, and peer influence. Zheng (2022) identifies visit frequency, likes, and comments as key engagement metrics, while Barger (2016) expands these to include emotional reactions, ratings, replies, shares, and user-generated content. Clement (2021) highlights additional factors such as chat interactions, exposure time, and content sharing as critical determinants of customer engagement in digital environments. Understanding these factors enables brands to develop effective strategies for fostering deeper customer relationships and sustaining long-term engagement.

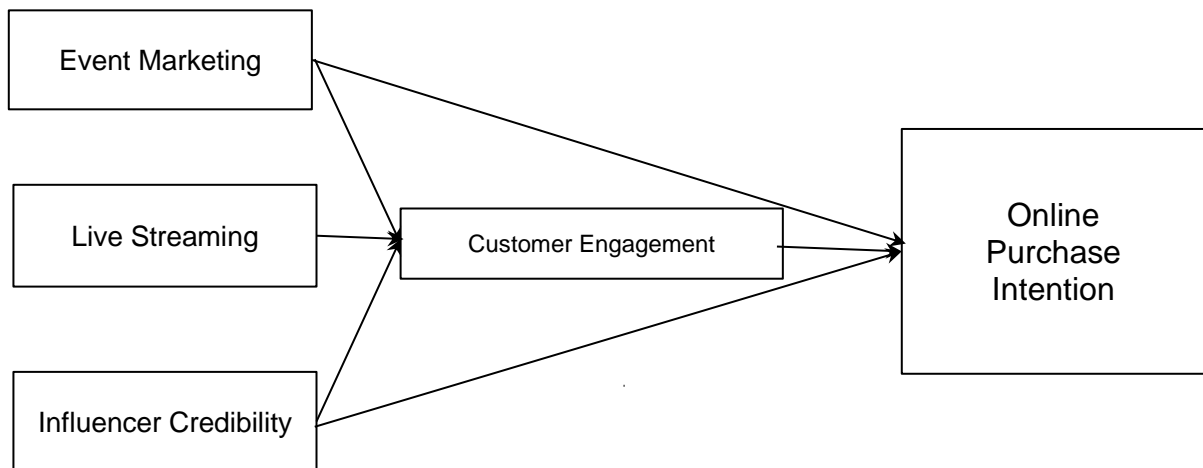


Figure 1. Research Design

METHODOLOGY

According to the research objectives, this study employs a quantitative approach with a descriptive research design. According to Sekaran and Bougie (2019), descriptive research is a study that systematically collects data to explain the characteristics of individuals, events, or situations. The study utilizes a survey approach by distributing questionnaires through Google Forms to examine the impact of event marketing, live streaming, and influencer credibility on online purchase intention in the "Clash of Champions" event on YouTube, with customer engagement as a mediating variable. A survey is a systematic method for gathering data to describe, compare, or analyze individuals' knowledge, attitudes, and behaviors (Sekaran & Bougie, 2017).

The population in this study consists of all viewers of the "Clash of Champions" event on YouTube across Indonesia (Sekaran & Bougie, 2017). The sampling method follows a non-probability sampling approach, specifically purposive sampling, where respondents are selected based on specific criteria relevant to the research objectives (Sekaran & Bougie, 2017). The sample includes individuals who have watched the event, expressed interest in Ruang Guru's products, engaged with influencers involved, and actively use Instagram and X. The sample size was determined using Lemeshow's formula for an undefined population, resulting in a minimum of 110 respondents (Snedecor &

Cochran, 2015; Hair et al., 2010). The study collected 229 responses, with 221 valid for further analysis. Data was gathered through questionnaires, a commonly used method to obtain structured responses regarding respondents' opinions, attitudes, and perceptions (Sugiyono, 2019; Sekaran & Bougie, 2017). The questionnaire employed a 5-point Likert scale ranging from "strongly disagree" to "strongly agree" to measure the study variables (Sekaran & Bougie, 2017).

RESULT AND DISCUSSION

The analysis technique employed in this research is Partial Least Squares (PLS), a Structural Equation Modeling (SEM) method suitable for analyzing latent variables, indicator variables, and assessment errors directly, as per Hair et al. (2017). PLS is versatile, applicable with small sample sizes, and adaptable to all data scales.

This study examined the influence of event marketing, live streaming, and influencer credibility on online purchase intention, with customer engagement as a mediating factor. The results indicated that event marketing had a positive and significant effect on online purchase intention. This suggests that the event marketing strategies employed in the Clash of Champion event were effective in driving viewers to consider purchasing Ruang Guru's products. The live streaming aspect of the event also significantly contributed to online purchase intention, indicating that the interactive and real-time nature of live streaming can be a powerful tool for engaging potential customers. Influencer credibility played a crucial role as well, with credible influencers positively impacting viewers' purchase intentions. This highlights the importance of selecting trustworthy and knowledgeable influencers for marketing campaigns.

Moreover, customer engagement was found to have a positive effect on online purchase intention, emphasizing the significance of actively involving customers in the marketing process. The mediation analysis revealed that customer engagement mediated the relationships between event

marketing, live streaming, influencer credibility, and online purchase intention. This suggests that these factors indirectly influence purchase intention by enhancing customer engagement.

These findings are consistent with previous research that has highlighted the importance of event marketing, live streaming, and influencer credibility in driving consumer behavior. For instance, a study by Zheng et al. (2022) found that customer engagement in live streaming positively affects purchase intention and customer acquisition. Similarly, the role of influencer credibility in digital marketing has been emphasized by Adli (2023), who found that credible influencers can significantly impact consumer trust.

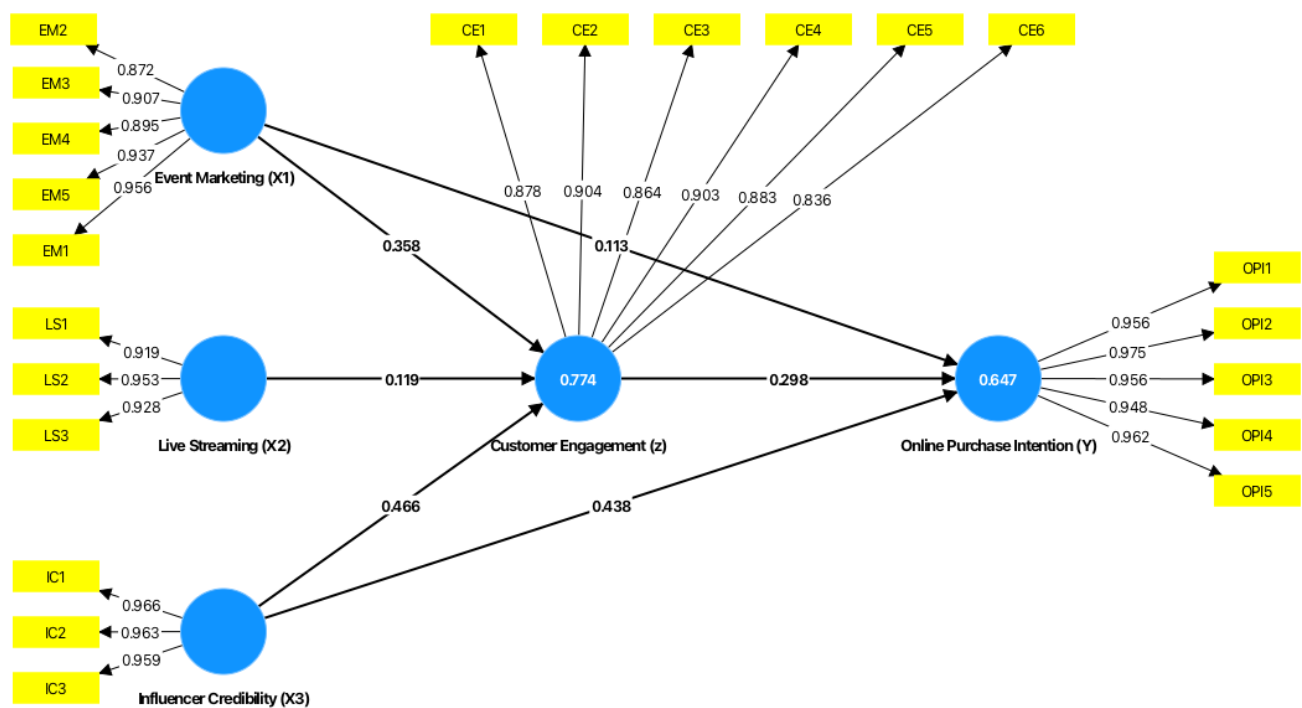


Figure 2. Outer Model Test Results

Validity The validity and reliability of event marketing, live streaming, influencer credibility, customer engagement, and online purchase intention were analyzed. Results indicate that all indicators meet validity criteria (above 0.7) and reliability standards, with R-square values exceeding 0.2 for endogenous variables. The analysis reveals that event marketing, live streaming, and influencer credibility significantly influence online purchase intention, both directly and indirectly, with

customer engagement as a mediating variable. Significant and non-significant paths were identified, highlighting the role of engagement in strengthening the relationship between marketing strategies and consumer purchasing decisions (Sekaran & Bougie, 2017).

Table 1. Impact Testing

Flow	Std. Estimates	P-Value	Conclusion
EM => OPI	0.096	0,025	Sign
LS => OPI	0.081	0,000	Sign
IC => OPI	0,052	0,000	Sign
CE => OPI	0,079	0,000	Sign
EM => CE	0.076	0,000	Sign
LS => CE	0.088	0.000	Sign
IC => CE	0.083	0.022	Sign
EM => CE => OPI	0.042	0.006	Sign
LS => CE => OPI	0.026	0.044	Sign
IC => CE => OPI	0.039	0.011	Sign

Source: Processed research data, 2025

The model supports the direct positive impact of event marketing, live streaming, and influencer credibility on online purchase intention, as indicated by significant standardized estimates (0.096, 0.081, and 0.052, respectively) with p-values below 0.05. Additionally, customer engagement also has a significant direct effect on online purchase intention (0.079, p = 0.000). Furthermore, event marketing, live streaming, and influencer credibility positively influence customer engagement, with significant paths (0.076, 0.088, and 0.083, respectively). The mediation analysis confirms that customer engagement strengthens the relationship between event marketing, live streaming, and influencer credibility with online purchase intention, as shown by significant indirect effects (0.042, 0.026, and 0.039, respectively). These findings highlight the crucial role of customer engagement in enhancing the effectiveness of marketing strategies in driving purchase intention (Sekaran & Bougie, 2017).

The effect of event marketing on online purchase intention

According to Kotler and Keller (2016), event marketing serves as a strategic approach to creating direct engagement between brands and consumers, fostering emotional connections and

enhancing purchase intentions. The results show that event marketing significantly influences online purchase intention ($\beta = 0.096$, $p = 0.025$), indicating that promotional events, such as "Clash of Champions," play a crucial role in driving consumer purchasing behavior. This aligns with previous research stating that well-executed event marketing can stimulate consumer interest and lead to higher conversion rates (Hoyer et al., 2020).

The effect of live streaming on online purchase intention

Live streaming has become a dominant marketing tool that enhances consumer trust and engagement (Wang et al., 2019). The findings confirm that live streaming significantly impacts online purchase intention ($\beta = 0.081$, $p = 0.000$), supporting the idea that real-time interaction and product demonstrations increase consumer confidence in making purchases. This result is consistent with Chen and Lin (2022), who argue that live streaming builds a sense of authenticity and urgency, leading to stronger buying decisions

The effect of influencer credibility on online purchase intention

Influencer credibility plays a vital role in shaping consumer trust and brand perception (Lou & Yuan, 2019). The study findings indicate that influencer credibility significantly affects online purchase intention ($\beta = 0.052$, $p = 0.000$), suggesting that trustworthy influencers effectively persuade consumers to purchase products. This supports previous research stating that credibility, expertise, and authenticity of influencers enhance their persuasive power (Jin et al., 2021).

The effect of customer engagement on online purchase intention

Customer engagement has been widely recognized as a key driver of consumer behavior (Brodie et al., 2019). The study confirms that customer engagement positively influences online purchase intention ($\beta = 0.079$, $p = 0.000$), reinforcing the idea that interactive experiences with brands encourage stronger purchase intentions. This aligns with Hollebeek et al. (2021), who suggest that

engaged consumers develop stronger brand connections, increasing their likelihood of making purchases.

The effect of event marketing on customer engagement

Event marketing significantly impacts customer engagement ($\beta = 0.076$, $p = 0.000$), indicating that well-structured events foster greater consumer participation. This finding supports Verhoef et al. (2010), who suggest that event-driven experiences enhance emotional and behavioral engagement with a brand. The result underscores the importance of integrating experiential elements into event marketing strategies to maximize consumer involvement.

The effect of live streaming on customer engagement

Live streaming has proven to be a powerful tool for enhancing customer engagement (Li et al., 2020). The results indicate a significant impact of live streaming on customer engagement ($\beta = 0.088$, $p = 0.000$), reinforcing that real-time interactions create immersive experiences that deepen consumer relationships with brands. This finding aligns with Xu et al. (2022), who highlight the role of interactivity in strengthening engagement levels.

The effect of influencer credibility on customer engagement

The credibility of influencers directly affects consumer engagement with brands (Hudders et al., 2021). The study results reveal that influencer credibility significantly enhances customer engagement ($\beta = 0.083$, $p = 0.022$), confirming that consumers are more likely to interact with content from influencers they perceive as trustworthy. This is consistent with research by Lim et al. (2020), who found that influencer trustworthiness drives higher audience participation.

The mediating role of customer engagement in the relationship between event marketing and online purchase intention

Customer engagement mediates the relationship between event marketing and online purchase intention ($\beta = 0.042$, $p = 0.006$), suggesting that engagement serves as a pathway through which event

marketing influences consumer purchase behavior. This supports Van Doorn et al. (2010), who argue that engaged consumers are more likely to translate their experiences into purchasing actions.

The mediating role of customer engagement in the relationship between live streaming and online purchase intention

The results confirm that customer engagement mediates the impact of live streaming on online purchase intention ($\beta = 0.026$, $p = 0.044$), indicating that engaged viewers are more inclined to make purchases after interacting with live-streamed content. This finding is consistent with Chen and Lin (2022), who found that live streaming fosters trust and engagement, ultimately driving sales.

The mediating role of customer engagement in the relationship between influencer credibility and online purchase intention

Customer engagement significantly mediates the relationship between influencer credibility and online purchase intention ($\beta = 0.039$, $p = 0.011$). This suggests that consumers who actively engage with credible influencers are more likely to develop purchase intentions. The result aligns with research by De Veirman et al. (2017), emphasizing that influencers with strong credibility foster greater audience trust and influence buying behavior.

CONCLUSION AND IMPLICATIONS

This study examines the impact of event marketing, live streaming, and influencer credibility on online purchase intention for Ruangguru products through the *Clash of Champions* streaming event on YouTube across Indonesia. The findings indicate that these three factors positively and significantly influence online purchase intention, demonstrating their effectiveness in digital marketing strategies. Moreover, customer engagement plays a crucial mediating role, reinforcing the impact of these variables on consumer purchase decisions. The results highlight that engaging and

interactive marketing approaches can significantly enhance consumer trust and drive purchasing behavior.

Despite these findings, this study has some limitations, including a limited sample size (221 respondents), a specific research focus on the education technology sector, and challenges in finding relevant literature on consumer behavior in e-commerce, particularly in digital marketing for educational platforms. Future research should explore a larger and more diverse sample, investigate additional factors influencing online purchase intention, and expand the study to multiple digital platforms beyond YouTube—such as TikTok, Instagram, and Shopee Live—to gain a more comprehensive understanding of digital marketing strategies in education technology.

The results further confirm that event marketing and live streaming positively influence online purchase intention by enhancing consumer trust and purchase decisions. Influencer credibility also plays a crucial role, as trusted influencers can effectively persuade audiences to make purchases. Additionally, customer engagement strengthens these effects, indicating that interactive consumer experiences contribute to higher purchase likelihood. The mediating analysis shows that customer engagement successfully enhances the impact of event marketing, live streaming, and influencer credibility on online purchase intention, demonstrating the importance of fostering strong consumer-brand interactions.

For Ruangguru and similar education technology firms, this study provides valuable insights into optimizing digital marketing strategies. Strengthening event marketing and live streaming across multiple e-commerce and social media platforms can maximize audience reach and engagement. Additionally, collaborating with credible influencers aligned with the brand's values and target audience can further boost customer engagement and conversion rates. Prioritizing customer engagement strategies—such as creating interactive content and encouraging user participation—is also essential for fostering brand loyalty and influencing purchase decisions.

From a theoretical perspective, this study contributes to the growing body of research on digital marketing strategies in the education technology sector by confirming the significance of event marketing, live streaming, and influencer credibility in shaping online consumer behavior. Furthermore, it highlights the mediating role of customer engagement, reinforcing the importance of interactive marketing approaches in digital commerce. Future research should consider the long-term effects of these strategies and explore emerging marketing trends to provide deeper insights into digital consumer behavior.

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