

THE INFLUENCE OF LIVE STREAMING FEATURES ON MEDIATED PURCHASE INTENTION TRUST IN E-COMMERCE SHOPEE

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Abstract

Indonesia's e-commerce sector is predicted to continue to increase until 2027, but some Indonesians are not yet actively using e-commerce and are starting to reduce spending on e-commerce Shopee and then switch to social commerce such as TikTok and Instagram. This research focuses on Shopee e-commerce users who have watched Shopee live streaming. The aim of this research is to test the live streaming feature and its influence on purchase intention on Shopee e-commerce at the Faculty of Economics and Business, Malikussaleh University. This research also tests trust as a mediator to increase purchase intention on Shopee e-commerce. This research is a quantitative research using a purposive sampling technique with a sample of 140 students from the Faculty of Economics and Business, Malikussaleh University. The data source comes from primary data obtained through distributing questionnaires. The data analysis technique used is PLS-SEM with SmartPLS software. The research construct is a second order multidimensional construct with The Embedded Two-Stage Approach. The research results show that the live streaming feature has a positive and significant effect on trust and purchase intention. Then trust has a positive and significant effect on purchase intention, and there is a strong mediating influence between the relationship between the live streaming feature and purchase intention through trust. This research concludes that the trust built in live streaming is a key factor in driving purchase intention. These findings provide practical implications for e-commerce managers and sellers in using live streaming features to increase trust and encourage purchases.

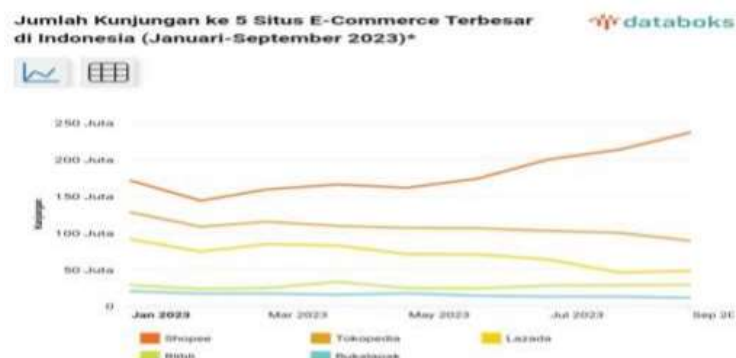
Keywords: *Live Streaming Feature, Purchase Intention, Trust, E-commerce, Shopee*

1. INTRODUCTION

In the era of ever-growing digitalization, technological developments have become an integral part of human life (Mubarokah, 2023). The growing growth of e-commerce and digital transformation have changed people's shopping habits (Nugraha, 2023). With digitalization, more and more e-commerce is developing in Indonesia (Salsyabila et al., 2021). E-commerce has become one of the most dominant and influential trading activities in the world (Aryani et al., 2020). E-commerce is a process in which there are activities to buy and sell various products from companies using computer technology as an intermediary in these transactions (Hendarsyah, 2019). Shopee is one of the most popular e-commerce online sales platforms in Indonesia (Faradasya & Trianasari, 2021). Shopee is an e-commerce platform that makes it easy for people to shop for the products they want without being limited by distance and time (Juhria et al., 2021). In an increasingly competitive e-commerce environment, Shopee has a big challenge to maintain and increase its market share. Rapid technological changes, especially in the fields of internet and mobile communications, make it possible for Shopee to reach their consumers globally through online platforms. Millions of users worldwide have turned to online shopping as their primary way to obtain products and services. Currently Shopee is the e-commerce with the most visitors in Indonesia.

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**Gambar 1. 2 Jumlah Kunjungan ke 5 Situs E-commerce Terbesar di Indonesia**

Sumber: Databoks.katadata.co.id, 2023

Based on the data above, it can be seen that the number of Shopee visitors continues to increase every month. In September 2023, the Shopee site was recorded to have received 237 million visits, up around 38% compared to the beginning of the year. Shopee's visitor growth far exceeds its main competitors, namely Tokopedia, Lazada, Bibli and Bukalapak. Of the five largest e-commerce sites in Indonesia, the one whose visitors grew significantly was Shopee, followed by Bibli's visitors which increased slightly. Meanwhile, the number of visitors to the Tokopedia, Lazada and Bukalapak sites in January-September 2023 tends to fall sharply, as can be seen in the graph (Databoks.katadata.co.id, 2023).

Looking at the overall data above, it can be concluded that users of Shopee e-commerce in Indonesia have increased in the last few months. An increase in the number of visits can be an indication of increasing consumer purchasing intentions when shopping. However, according to Cube Asia survey results, 51% of respondents are starting to reduce their spending on e-commerce Shopee and starting to switch to other social commerce (DataIndonesia.Id, 2023). Therefore, research on purchase intention is very important considering that the increasingly rapid growth and development of the internet can influence consumers' purchase intention to shop online at Shopee e-commerce. From a survey conducted by Populix regarding live streaming trends with 506 male and female respondents aged 17-45 years. The results reveal that people can shop 2-4 times a month with a budget of around IDR 200 thousand per transaction. This shows that people are currently more interested in online shopping, especially live streaming (Kontan.co.id, 2023).

Visualization or visualization in live streaming means that a seller can display a product in all directions, including trying the product directly (Xue et al., 2020). So consumers can see the details of the product (Wongkitrungrueng & Assarut, 2020). Professionalization refers to the extent to which a seller provides correct and effective knowledge, information or experience about a product. When sellers can introduce products in detail, this can reflect the professionalization of sellers (Zhang et al., 2022). Complaints from consumers that sellers do not show their faces only use their voices to promote products so that consumers cannot see how the product experience is used directly by the seller. The level of professionalism of the seller influences consumer confidence in the product being introduced (Xu et al., 2022).

Then another phenomenon in Shopee's live streaming is that sellers use titles or covers from other brands so that the content and cover do not match, which according to them can attract consumer trust. Trust can help consumers reduce perceived risk when dealing with sellers, encourage them to interact with sellers, and can directly influence their willingness to buy (Lu & Chen, 2023). According to Xu et al. (2020) and Guo et al. (2021) in live streaming, trust has a positive impact on purchase intention. Then, in Juamas' research, trust had no effect on purchase intention. Furthermore, according to Surbakti and Evyanto (2023), partial trust has no influence on buying interest. Likewise, Juliana's (2023) research states that live streaming has no influence on purchase intention through trust.

Purchase intention

Consumers' desire to obtain a product by evaluating the product.

Live streaming feature

Interactivity

a process where sellers and consumers carry out two-way interactions and consumers get a fast response from this interaction.

Visualization

Describe the product in detail starting from every angle of the product as if the consumer sees the product directly.

Professionalization

A person's ability to provide relevant and accurate information about a product.

Trust

A person's confidence in the product and seller.

2. RESEARCH METHOD

2.1 Research Subjects and Locations

In accordance with the research title chosen, the subjects of this research will be all students from the Faculty of Economics and Business at Malikussaleh University who use Shopee e-commerce. Meanwhile, the location of this research is on the Malikussaleh University campus, Bukit Indah, Lhokseumawe, Aceh.

2.2 Population and Sample

Population

The population used in this research were all students from the Faculty of Economics and Business at Malikussaleh University who used Shopee e-commerce for online shopping and had watched Shopee live streaming. The total number of active students at the Faculty of Economics and Business, Malikussaleh University in 2024 will be 3,426 people (data.unimal.ac.id, 2024).

Sample
Based on the results of calculating the number of samples using the Hair formula above, the results obtained are that the number of respondents who will be used as samples in this research is 140 respondents or students at the Faculty of Economics and Business, Malikussaleh University who use the Shopee application for online shopping.

2.3 Data Types and Sources

The type of data used in this research is quantitative data. The data sources in this research are primary and secondary data.

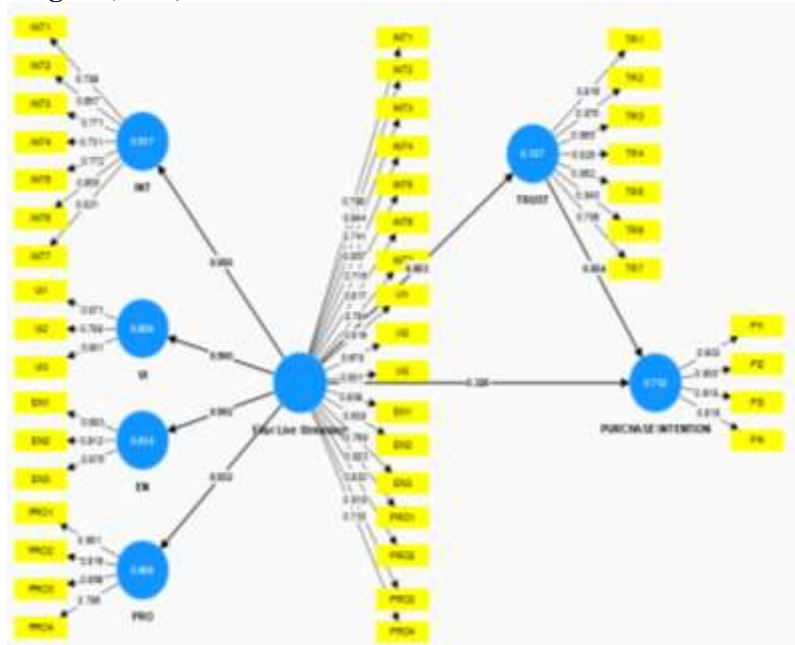
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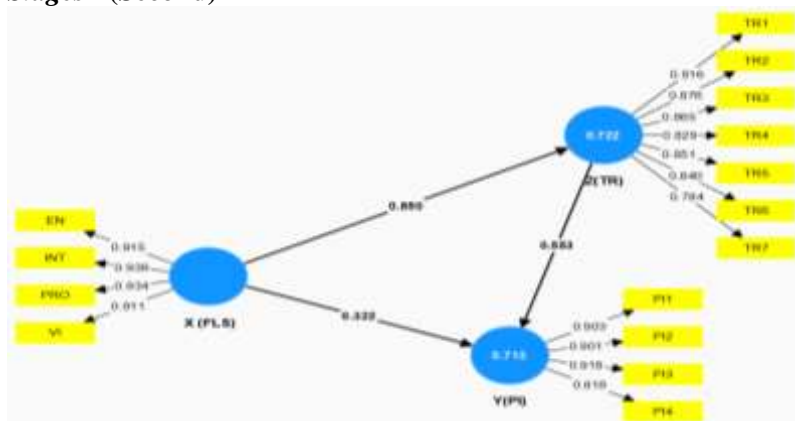
3. RESULTS AND DISCUSSION

PLS-SEM Analysis of Second Order Factor Model with The Embedded Two-Stage Approach

1. Stage 1 (First)



2. Stages2 (Second)



A. Measurement Model (Outer model)

1) Validity test

a) Convergent Validity

Table 3.1
Outer loading HOC

Variable	Measurement Items	Outer loadings	AVE
Live streaming feature (X)	EN	0.915	0.856
	INT	0.939	
	PRO	0.934	
	VI	0.911	
Purchase intention(Y)	PI1	0.903	0.785
	PI2	0.901	
	PI3	0.918	

	PI4	0.818	
<i>Trust(Z)</i>	TR1	0.816	0.702
	TR2	0.876	
	TR3	0.865	
	TR4	0.829	
	TR5	0.851	
	TR6	0.840	
	TR7	0.784	

b. Discriminant Validity

Table 3.2
Cross loading HOC value

	X (FLS)	Y (PI)	Z (TR)
EN	0.915	0.752	0.769
INT	0.939	0.751	0.817
PRO	0.934	0.733	0.802
VI	0.911	0.695	0.753
PI1	0.715	0.903	0.756
PI2	0.705	0.901	0.745
PI3	0.718	0.918	0.786
PI4	0.669	0.818	0.634
TR1	0.759	0.688	0.820
TR2	0.754	0.709	0.876
TR3	0.745	0.646	0.865
TR4	0.723	0.721	0.829
TR5	0.677	0.704	0.851
TR6	0.675	0.694	0.840
TR7	0.640	0.685	0.884

2) Reliability Test

Table 3.3
Cronbach Alpha and Composite Reliability HOC values

Variable	Cronbach's Alpha	Composite Reliability(ρ_c)
Live streaming feature (X)	0.944	0.960
<i>Purchase intention(Y)</i>	0.908	0.936
<i>Trust(Z)</i>	0.929	0.943

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b. Structural Model (Inner Model)
1) Hypothesis Testing (Bootstrapping)

Table 3.4
 Direct effect with Bootstrapping Procedure

Track	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEV)	P-values
X(FLS) -> Y(PI)	0.322	0.321	0.089	3,617	0,000
X(FLS) -> Z(TR)	0.850	0.849	0.036	23,777	0,000
Z(TR) -> Y(PI)	0.553	0.555	0.087	6,326	0,000

From Table 3.4 of the hypothesis testing above, it is known that:

- a) The influence of the live streaming feature on purchase intention with T-statistic (3.617 > 1.96) or P-value (0.000 < 0.05) and path coefficient (0.322). This means that the live streaming feature has a significant positive influence on purchase intention.
- b) The influence of the live streaming feature on trust with T-statistic (23.777 > 1.96) or P-value (0.000 < 0.05) and path coefficient (0.850). This means that the live streaming feature has a significant positive influence on trust.
- c) The influence of trust on purchase intention with T-statistic (6.326 > 1.96) or P-value (0.000 < 0.05) and path coefficient (0.553). This means that trust has a significant positive influence on purchase intention.
- d)

2) Mediation Test

Table 3.5
 Indirect effect with Bootstrapping Procedure

Track	Path coefficient (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
X(FLS) -> Y(PI)	0.322	0.321	0.089	3,617	0,000
X(FLS) -> Z(TR)	0.850	0.849	0.036	23,777	0,000
X(FLS) -> Z(TR) -> Y(PI)	0.470	0.471	0.076	6,204	0,000

From Table 3.5 it is known that the live streaming feature has a significant effect on purchase intention with the T-statistic (3.617 > 1.96) or P-value (0.000 < 0.05), meaning the direct effect is significant. Then, trust has a significant influence in mediating the influence of the live streaming feature on purchase intention with T-statistic (6.204 > 1.96) or P-value (0.000 < 0.05) and path coefficient (0.470), meaning the indirect effect is significant in a positive direction. . Based on the flow of grouping mediation effects presented by Zhao et al. (2010) in Hair et al. (2021) this result is complementary mediation (partial mediation), where the direct effect and indirect effect are significant and have the same direction of relationship (positive). This means that the mediator construct in this study has a mediating effect on the relationship between the exogenous construct and the endogenous construct.

Table 3.6
Recapitulation of Hypothesis Test Results

Hypothesis	Track	T-statistics (O/STDEV)	P-values	Information	Correlation Direction
H1	X(FLS) -> Z(TR)	23,777	0,000	Significant	Positive
H2	X(FLS) -> Y(PI)	3,617	0,000	Significant	Positive
H3	Z(TR) -> Y(PI)	6,326	0,000	Significant	Positive
H4	X(FLS) -> Z(TR) -> Y(PI)	6,204	0,000	Significant	Positive

3) Coefficient Determination (R2)

Table 3.7
R-Square

	R-square
Y(PI)	0.713
Z(TR)	0.722

4. DISCUSSION

4.1 The Effect of Live Streaming Features on Trust

From the research results, the live streaming feature has a significant effect on trust, where the T-statistic value is $23.777 > 1.96$ or P-value $0.000 < 0.05$ for a significance level of 5% (two-tailed). The correlation path coefficient is $0.850 > 0$ so the direction of the correlation relationship is positive. This means that if the live streaming feature is improved, Trust will also increase, and vice versa. This positive significant relationship is included in the strong group where the effect size (f^2) is 2.594. The results of this study are in line with the results of previous research conducted by Zhang et al. (2022) interactivity and entertainment have a positive effect on trust. This means that interactivity and entertainment are important factors in live streaming. In e-commerce, increasing face-to-face interactivity between consumers and providing attractive offers such as shopping vouchers will build the level of consumer trust. And it's true, the pleasure they get from the seller's fast response and hunting for bargains is because of their trust in the seller and is their main reason for shopping.

Then, Ma et al. (2022) explains that visualization has a positive effect on trust. Visualization in live streaming, live displays, and strong interactive characteristics can provide consumers with an immersive shopping experience. This shows that to increase consumer confidence in shopping, sellers must visualize products more clearly. Likewise, in the research of Zhong et al. (2021) which states that professionalization has a positive effect on trust. Based on this, it is known that providing professional information can reflect the seller's competence about the product and is proven to build consumer confidence in shopping online (Wang et al., 2016).

4.2 The Influence of Live Streaming Features on Purchase Intention

The live streaming feature on purchase intention has a T-statistic value of $3.617 > 1.96$ or a P-value of $0.000 < 0.05$ for a significance level of 5% (two-tailed) and a correlation path coefficient of $0.322 > 0$, this shows that there is a significant positive influence between live streaming feature variables and purchase intention. This means that if the live streaming feature is improved, purchase intention will also increase, and vice versa. The effect size (f^2) of this relationship is 0.101 and is in the weak category. In line with the results of this study, Zhong et al. (2022) who found that interactivity has a positive and significant influence on purchase intention.

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This means that interactivity is a determining factor that influences consumers' purchasing intentions on Shopee e-commerce (Yunwei, 2021). Consumers will get more information through interactivity such as sharing product testimonials, product recommendations, and other discussions. Likewise, Sun et al. (2020) found that visualization had a positive and significant effect on purchase intention on Shopee e-commerce. With visualization on live streaming, consumers can compare themselves with the seller's body shape or skin color and assess whether the product is right for them. This means that Huang and Suo (2021) suggest that the impact of visualization can stimulate consumer demand, which in turn encourages them to generate purchase intentions (Huang and Suo, 2021).

According to research by Haile and Kang (2020), entertainment has a positive and significant effect on purchase intention. This means that entertainment in live streaming can reduce their boredom by holding fun and entertaining activities related to products, which can increase consumers' purchasing intentions in online shopping. Research from Chen et al. (2021) also proves that professionalism has a positive effect on consumer purchasing intentions. Yunwei (2021) states that professionalization is a determining factor that influences consumers' purchasing intentions. This means that sellers who can introduce products in detail and have communication skills can increase consumer purchasing intentions and produce excellent sales performance.

4.3 The Influence of Trust on Purchase Intention

Based on the test results, the correlation between trust and purchase intention is with a T-statistic value of $6.326 > 1.96$ or a P value of $0.000 < 0.05$ for a significance level of 5% (two-tailed) and a path coefficient of $0.553 > 0$. So, it can be concluded that The live streaming feature has a significant positive influence on purchase intention. Likewise, the effect size of this relationship is moderate with $f^2 (0.296)$. These results support the research results of Xu et al. (2020) and Guo et al. (2021) in live streaming, trust has a positive impact on purchase intention. Trust is the main reason behind consumers continuing to make transactions. This shows that the higher the consumer's trust in the seller, the more likely the consumer is to increase their purchase intention (Sun et al., 2019).

4.4 The Influence of the Live Streaming Feature on Purchase Intention Through Trust

Based on the research results, trust has a significant influence in a positive direction in mediating the influence of the live streaming feature on purchase intention because the T statistic is $6.204 > 1.96$ or P-value $0.000 < 0.05$ and the path coefficient value is $0.470 > 0$. Based on the flow of grouping mediation effects that explained by Zhao et al. (2010) in (Hair et al., 2021) this result is a complementary mediation (partial mediation), where the direct effect and indirect effect are significant and have the same direction of relationship (positive). This means that the mediator construct in this study has a mediating effect on the relationship between the exogenous construct and the endogenous construct. In line with this, the effect size ν which has this correlation is only 0.221, which means the relationship is strong. Based on the results above, there is also previous research by Ma et al. (2022), namely that trust mediates interactivity, visualization, entertainment, and professionalization on consumer purchasing intentions. This means that if a consumer has higher trust in the seller, it is likely that he will also develop purchase intentions (Sun et al., 2020). This evidence suggests that purchase intent requires building trust to create long-term relationships between buyers and sellers.

5. CONCLUSION

Based on the results of the tests described in the previous chapter, it can be concluded that:

1. The live streaming feature, which is reflected by the dimensions of interactivity, visualization, entertainment, and professionalization, has a positive and significant influence on trust among Shopee e-commerce users at Malikussaleh University.

2. The live streaming feature, which is reflected by the dimensions of interactivity, visualization, entertainment, and professionalization, has a positive and significant influence on purchase intention among Shopee e-commerce users at Malikussaleh University.
3. Trust has a positive and significant influence on purchase intention among Shopee e-commerce users at Malikussaleh University.
4. The live streaming feature, which is reflected by the dimensions of interactivity, visualization, entertainment, and professionalization, has a positive and significant influence on purchase intention through trust among Shopee e-commerce users at Malikussaleh University.

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