

The Phenomenon of Live Commerce in Indonesia: An Analysis of Consumer Perspectives

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Abstract

This study aimed to examine the effects of live streaming quality, consumer trust, and purchasing intention on consumer purchase decisions/behaviors in Indonesian e-commerce amid the growth of live streaming commerce. This quantitative study used purposive sampling of consumers who had watched and purchased products through Shopee Live. Data were collected through online questionnaires and analyzed using multiple linear regression and hypothesis testing. The findings reveal that live streaming quality, consumer trust, and purchase intention have positive and significant effects on purchase decisions/behavior. Interactive features, host credibility, risk reduction, and strong purchase intention are key factors influencing consumer buying behaviors. Live streaming quality, trust, and intention collectively play important roles in increasing consumer purchase decisions in e-commerce. This study is limited to Shopee Live users in Indonesia and cross-sectional data, which may affect the generalizability of the findings. This research contributes to the digital marketing literature by explaining the role of live streaming attributes and psychological factors in driving online purchase behavior, while providing practical insights for sellers to improve engagement and sales conversion.

Keywords: Consumer Trust, E-Commerce, Live Streaming Quality, Purchase Decision/Behavior, Purchasing Intention

1. INTRODUCTION

The transformation of marketing and advertising from traditional to modern is the result of technological developments. The presence of technology such as the Internet certainly has a significant influence, and business owners should be more sensitive to changing times and developments in technology and information and be able to take advantage of opportunities that arise from every market fluctuation ([Putro, Fadhillah, & Fitriyasari, 2024](#)). Social media has developed rapidly and has become a well-known phenomenon in society. This phenomenon has a significant impact, especially on business actors who use social media platforms for promotion. With social media, companies can interact directly, receive feedback and promote their products more effectively and efficiently ([Alfiani, Aini, & Khirdany, 2024](#)).

Business people are required to develop their sales through e-commerce and update successful advertising and promotion methods to encourage consumers to purchase online ([Islami & Santo, 2024](#)). Live-streaming e-commerce has heralded a transformative era in digital commerce, where Internet technology and the retail industry have driven new forms of consumer engagement and shopping experiences ([Lu & Siegfried, 2021](#)). Live streaming has been widely developed as an effective marketing channel, enabled by new technologies and delivered via Personal Computer (PC) and smartphone devices ([Yang, Chaiyasoonthorn, & Chaveesuk, 2024](#)). Advances in information technology have revolutionized online shopping, leading to the emergence of livestreaming commerce. As a dynamic electronic commerce (e-commerce) format ([Luo, Lim, Cheah, Lim, & Dwivedi, 2025](#)).

The number of people using social media for shopping in Indonesia has grown rapidly. Currently, Indonesians spend an average of more than 3 hours a day on social media, and with the increasing number of new influencers, social media will continue to play an important role in the shopping process for most Indonesian consumers in the future. According to a recent social commerce survey, 40% of Indonesian consumers frequently shop on social media ([Zhang, Zheng, & Zhu, 2024](#)). Various types of social media are present in society, such as Facebook, Instagram, TikTok, Twitter, and Threads ([Permana, 2023](#)).

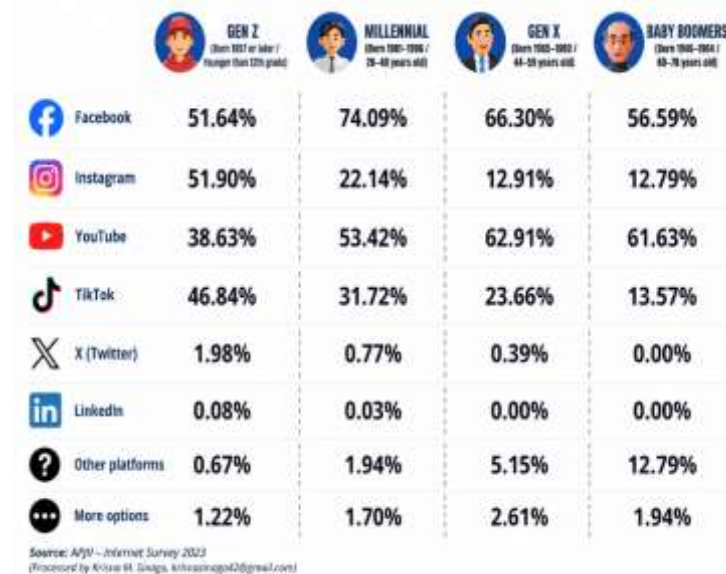


Figure 1. Favorite social media platforms of various generations in Indonesia

Figure 1 shows the differences in social media platform preferences among the four generational groups in Indonesia, such as Generation Z, Millennials, Generation X, and Baby Boomers. The results show that Facebook remains widely used across older generations, while Instagram and TikTok have stronger penetration among younger users, particularly Generation Z. Meanwhile, YouTube demonstrates relatively high usage across all age groups, indicating its broad appeal as a digital content platform. These patterns highlight the importance of understanding generational preferences when developing targeted digital-marketing strategies.

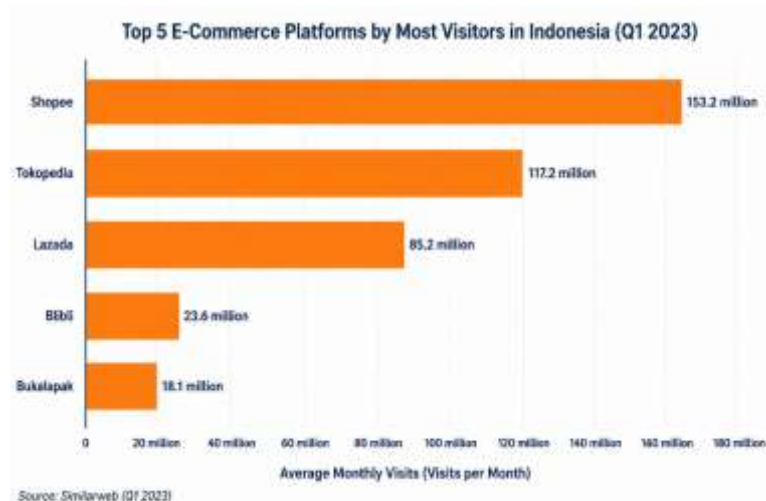


Figure 2. E-commerce sites with the most visitors in Indonesia

Figure 2 shows the rankings of the five most-visited e-commerce platforms in Indonesia based on average monthly website visits during the first quarter of 2023. Shopee recorded the highest number of visitors, followed by Tokopedia, Lazada, Blibli and Bukalapak. The findings indicate Shopee's dominant position in Indonesia's e-commerce market, reflecting strong consumer engagement and its popularity as a platform. This trend demonstrates the competitive nature of the digital commerce industry and the importance of platform visibility, user experience, and marketing strategies in attracting online consumers to the platform.

Why do Indonesian consumers shop on live-streaming platforms? According to [Zhu \(2022\)](#), people have changed their communication methods to adapt to new communication patterns and more complex communication systems, including shopping experiences. A two-way communication model can be identified in live streaming practices because it plays a crucial role in eliminating communication barriers in marketing. The communication process through media can transform from a one-way flow to a two-way or multi-directional flow of events with the advent of new media. The Internet is a medium that represents new media. Live streaming is a development of information technology features created by e-commerce as a current marketing model ([Pramesti, Aminah, Johan, & Sinaini, 2025](#)).

Live shopping hosts actively interact with audiences who post comments to learn more about desired products. Persuasive communication is used by live shopping hosts to invite, persuade, and persuade consumers to purchase products. Through persuasive communication, potential buyers or viewers can learn about the product, understand their needs, and obtain information to make a purchasing decision. This is supported by the statement by [Muhammad, Dharta, and Kusumaningrum \(2024\)](#) that using stimuli or information to influence others' behavior is a technique called persuasive communication. Persuasion, seduction, and invitations from live shopping hosts are used to persuade customers to purchase the items they offer.



Figure 3. IPSOS survey: Shopee live features most popular for local brands & MSMEs

Figure 3 shows the level of consumer awareness of major marketplace live-streaming platforms in Indonesia. Shopee Live recorded the highest awareness level at 96%, followed by TikTok Live at 87%, Lazada Live at 71%, and Tokopedia Play at 62%. The findings indicate that Shopee Live has established the strongest market recognition among Indonesian consumers, reflecting the growing influence of live streaming features in e-commerce. This trend highlights the importance of platform visibility, interactive shopping experiences and digital engagement strategies in attracting and influencing online consumers.

This study examines Indonesian consumers shopping behavior on live-streaming platforms. The credibility and service quality of live shopping hosts influence consumer purchase intentions. Consumers are then attracted and interested in purchasing products because of the service provided by the live shopping hosts. This increased consumer purchase intention stems from the assistance of live shopping hosts with customer queries through answers during live streaming sessions. Live shopping hosts are well-known and skilled at presenting products, increasing consumer interest in purchasing. The quality of service and credibility of the live shopping hosts attract consumers due to lower prices, brand awareness, and clarity of promotions ([Aldiansyah, Muzakir, Syarifuddin, & Lamusa, 2025](#)). Researchers have found differences in consumer perceptions and assessments. Based on these findings, researchers decided to conduct research on Indonesian consumers shopping on live-streaming platforms.

Throughout 2023, Indonesia witnessed interesting dynamics in the e-commerce competition landscape. One factor driving this competition is the live-streaming trend. Live streaming has

become a major attraction, increasing consumer shopping activity and becoming a key strategy for businesses, both local brands and Micro, Small, and Medium Enterprises (MSMEs). Live streaming shopping is a live broadcast on e-commerce and social media platforms, hosted by a host, with the aim of promoting various products from a specific brand. Live streaming also plays a crucial role in the live shopping host, who can enliven the atmosphere, streamline the experience, and engage consumers in purchasing the products they promote. This technology has the potential to significantly impact the e-commerce industry, enabling a more immersive shopping experience for consumers and providing new opportunities for retailers to reach and connect with their target audiences ([Widodo & Napitupulu, 2023](#)).

With the proliferation of social media platforms, understanding the factors influencing purchase intention has become crucial for marketers and digital practitioners alike. The credibility and quality of service provided by the live streaming platform host are crucial factors in fostering purchase intention, reaching a wider consumer base, and generating profits. This issue necessitates research into the factors influencing consumers' purchase intentions and decisions regarding live shopping hosts. Most livestreaming research focuses on a single application and solely on product images, discounts, and the benefits of livestreaming on consumer purchase intention. However, further discussion of the live shopping hosts has not been conducted. Live shopping hosts play a crucial role in streaming product promotions and influencing consumers' purchase decisions. Therefore, it is important to understand the factors influencing this relationship. Therefore, this study uses this context adds to the empirical literature. This study aims to determine what motivates Indonesian consumers to shop on live-streaming platforms and whether live shopping hosts significantly influence consumer purchase intention and satisfaction.

2. LITERATURE REVIEW

2.1 Live Streaming Quality

Live streaming is a method of selling products directly to consumers through real-time video broadcasts on e-commerce platforms and social media sites. This phenomenon is divided into two main categories, such as direct integration with shopping platforms (such as Shopee or Tokopedia) and content based on the streamer's personality (character and expertise). A crucial aspect of this medium is interactivity, which facilitates instant communication and active engagement between sellers and buyers. As a collaboratively produced medium, viewers not only watch but also participate through comments and live interactions. Shopping via live streaming is a major trend because it combines entertainment and instant transactions ([Kasenge & Butime, 2024](#)). Sellers can utilize live streaming features on apps like Lazada or TikTok to demonstrate products. The main advantage is not just visuals, but also engagement, viewers can ask questions and receive responses in real time. By combining the streamer's expertise and real-time interaction, the shopping process becomes more personal and participatory for the audience.

Through live streaming, customer engagement with sellers increases, which can enhance the online shopping experience of the customer. Live streaming is a company strategy for distributing real-time video content to promote products and services through direct interactions between sellers and customers. Live streaming integrates information technology with social interaction. This feature is expected to enhance the online shopping experience and increase trust and interest in purchasing products. In China, the use of live streaming has increased, with more vendors adopting it to improve their sales. Live streaming has transformed how people conduct online transactions. Previously, customers could only learn about products through images and text, but through live streaming, they can now learn more detailed product information in real time ([Hasan & Gilbert, 2025](#)).

Live streaming quality (including broadcast smoothness, real-time product detail visualization, interactivity, and host professionalism) creates an immersive and transparent shopping experience for consumers. Within the Stimulus-Organism-Response (S-O-R) framework, live streaming quality serves as a primary external stimulus that reduces buyer uncertainty and stimulates immediate purchase decisions. According to [Luo et al. \(2025\)](#), dynamic interactivity and real-time product information delivery through live-streaming features directly drive digital shopping

conversion effectiveness. This finding is reinforced by [Song and Liu \(2021\)](#) and [Lu and Siegfried \(2021\)](#), who argue that live broadcast quality eliminates long-distance communication barriers, thereby accelerating the evaluation process, leading to purchase decisions (purchase behavior). Based on the theoretical foundation and previous research findings, the research hypothesis is formulated as follows:

H₁: Live Streaming Quality has a positive and significant effect on Purchase Decision/Behavior

2.2 Consumer Trust

Consumer trust is the idea that consumers believe that a person or party in a communication will behave ethically and socially correctly and will not do anything to disappoint the other party involved. Seller trust is the concept that the seller is trustworthy, provides good-quality service, and does not behave negatively opportunistically ([Lu & Siegfried, 2021](#)). Product trust refers to consumers' belief that a product will meet their expectations and look and function as claimed ([Hasan & Gilbert, 2025](#)).

Consumer trust in the seller, platform, and product functions as a psychological bridge that reduces perceived risk in online transactions. When consumers feel confident that the seller acts ethically, transparently, and reliably, hesitation barriers in transactions collapse, which subsequently leads to actual purchase decisions. According to [Wongkitrungrueng and Assarut \(2020\)](#), trust in the service provider/host directly mitigates consumer anxiety during online shopping and significantly drives them toward actual purchase actions. Furthermore, [Lu and Siegfried \(2021\)](#) emphasized that trust is the fundamental foundation of the e-commerce ecosystem that determines the sustainability of consumer purchasing behavior. Based on the theoretical foundation and previous research findings, the research hypothesis is formulated as follows:

H₂: Consumer Trust has a positive and significant effect on Purchase Decision/Behavior

2.3 Purchasing Intention

The concept of customer-perceived value has always played a central role in customer behavior studies. Empirical researchers typically describe this as a trade-off between quality and price. Zeithaml proposed the most commonly used and widespread definition of perceived value as a user's evaluation of a product's performance based on their assessment of what is received and what is given. The concept of value has been widely recognized as the foundation of many theories and disciplines related to human cognition and behavior. Values can influence human behavior because people use them to decide and rationalize their actions. Thus, in the business world, the concept of value is also considered a basis for distinguishing and guiding consumer behavior and plays a crucial role in the study of marketing and consumer behavior. It has been used to explain the motivations of customer choice behavior, behavioral intentions, purchase intentions, adoption behavior, and continuance. More recently, value has been described as a basis for differentiating a company from its competitors and a key to building a sustainable competitive advantage.

Purchasing intention serves as the best psychological indicator and primary predictor of whether an action behavior (purchase decision/behavior) will occur. This relationship is rooted in the Theory of Planned Behavior (TPB) by [Ajzen \(1991\)](#) and marketing management concepts by [Kotler and Keller \(2016\)](#), wherein a higher individual intention or drive is proportionally converted into actual purchase behavior. Experimental research and empirical surveys by [Liu, Wang, Dong, and Zhao \(2022\)](#) demonstrate that in a live streaming commerce environment, a high purchase intention triggered by perceived value evaluation consistently leads to instant transaction decisions. This aligns with [Ma \(2023\)](#), who found that purchase intention is a key variable driving explicit behavioral responses (actual purchase behavior) in interactive shopping ecosystems. Based on the theoretical foundation and previous research findings, the research hypothesis is formulated as follows:

H₃: Purchase Intention has a positive and significant effect on Purchase Decision/Behavior

2.4 Purchase Decision/Behavior

Live streaming commerce is an evolution of traditional e-commerce that integrates real-time video broadcasts with interactive shopping. According to [Ma \(2023\)](#), this platform transforms the passive shopping experience into a dynamic social space where consumers can interact directly with the host and fellow viewers. This concept simultaneously leverages entertainment and information to create consumer value. Attractiveness and expertise consumers tend to have higher purchase intentions when the host demonstrates strong product expertise and high interpersonal appeal ([Zhang et al., 2024](#)).

Trustworthiness and trust in the host act as bridges that reduce the perceived risk of online shopping. When the host is perceived as honest and transparent, consumer purchase intention increases significantly ([Wongkitrungrueng & Assarut, 2020](#)). Real-time communication and consumers' ability to ask questions and receive instant answers create a sense of appreciation. [Nisa and Hutagalung \(2022\)](#) found that high interactivity positively stimulates consumer emotional engagement, which in turn encourages impulsive and planned purchasing decisions. Sense of community, the presence of other viewers in the comments section, creates social proof. According to [Liu et al. \(2022\)](#), seeing others scramble to buy a product during a live stream creates the psychological effect of Fear of Missing Out (FOMO), which strengthens instant purchasing intentions.

3. METHODOLOGY

3.1 Research Population and Sample

The population in this study consisted of all Indonesian consumers who used e-commerce live-streaming platforms. Because the exact number of live streaming users cannot be precisely identified (unknown population), this study employed a non-probability sampling method using a purposive sampling technique. This approach was selected to ensure that the respondents met the specific characteristics required and were aligned with the research objectives of this study. The inclusion criteria for participants were consumers residing in Indonesia with diverse demographic backgrounds, including age, gender, occupation, and income level; consumers who had watched a live streaming broadcast on the Shopee Live platform at least once within the past month; and consumers who had completed a product purchase transaction either during the live streaming session or immediately after watching the Shopee Live broadcast.

The sample size in this study was determined by considering the number of parameters or measurement indicators used in the questionnaires. Referring to sample size recommendations for quantitative analysis [Hair, Black, Babin, and Anderson \(2019\)](#), the ideal minimum sample size is 5 to 10 times the number of indicators/statements of the observed variables. Therefore, the sample size was considered adequate when it fulfilled the minimum requirement based on the total number of measurement indicators used in this study, ensuring sufficient representation and reliability for the statistical analysis.

3.2 Data Collection Techniques

The data used in this study were primary data obtained directly from original sources through the distribution of an online questionnaire using Google Forms. The questionnaire was distributed to the Shopee user community via social media. Each item in the instrument was measured using a Likert Scale (1-5) to gauge respondents' level of agreement with the research variables. The collected data were then analyzed to examine the relationships among variables and test the proposed hypotheses, in accordance with the research objectives.

3.3 Data Analysis Techniques

To answer the research problem formulation and test the proposed hypotheses, this study employed a quantitative data analysis. The primary data collected from respondents were statistically analyzed using the Statistical Package for the Social Sciences (SPSS). The data analysis process consisted of several stages, including descriptive analysis to describe respondents' demographic characteristics (age, gender, and other relevant profiles) and their responses to each

variable. Furthermore, research instrument testing was conducted through validity testing to assess the accuracy of the questionnaire items and reliability testing using Cronbach's alpha to evaluate the consistency of the measurement instruments. Finally, hypothesis testing was performed using linear regression analysis (simple or multiple regression) to determine the direction and magnitude of the influence of independent variables on purchase intention, supported by partial t-tests and coefficient of determination analysis to evaluate the significance and explanatory power of the research model.

4. RESULTS AND DISCUSSIONS

4.1 Validity Test Results

Table 1. Validity test

Variables	Question Item	Pearson Correlation	r min
Live Streaming Quality	$X_{1.1}$	0.606	0.3
	$X_{1.2}$	0.784	
	$X_{1.3}$	0.709	
	$X_{1.4}$	0.819	
	$X_{1.5}$	0.885	
Consumer Trust	$X_{2.1}$	0.735	0.3
	$X_{2.2}$	0.863	
	$X_{2.3}$	0.830	
	$X_{2.4}$	0.722	
	$X_{2.5}$	0.611	
Purchasing Intention	$X_{3.1}$	0.780	0.3
	$X_{3.2}$	0.688	
	$X_{3.3}$	0.685	
	$X_{3.4}$	0.733	
	$X_{3.5}$	0.767	
	$X_{3.6}$	0.788	
Purchase Decision/Behavior	Y_1	0,926	0.3
	Y_2	0,923	
	Y_3	0,953	
	Y_4	0,922	
	Y_5	0,943	
	Y_6	0,953	

Table 1 shows the correlation of total person correlation items, which shows that all indicators of purchase interest in live streaming (Y), live streaming (X_1), consumer trust (X_2), and consumer purchasing intention (X_3) have a correlation coefficient of more than 0.3, so that all statement items tested can be declared valid, meaning that the statement items used in this validity test are able to measure the research variables. Therefore, all tested statement items were declared valid, indicating that the measurement instruments used in this validity test were capable of accurately measuring the research variables. Consequently, all statement items were retained and used for further data collection and analysis. These results confirm that the questionnaire instruments met the validity requirements and were appropriate for examining the relationships among the variables in this study.

4.2 Reliability Test Results

Table 2. Reliability test

Variables	Statement Item	Cronbach's Alpha If Item Deleted	Cronbach's Alpha	Reliability Threshold
Live Streaming Quality	$X_{1.1}$	0.847	0.890	0.7
	$X_{1.2}$	0.871		
	$X_{1.3}$	0.913		

	$X_{1.4}$	0.879		
	$X_{1.5}$	0.861		
Consumer Trust	$X_{2.1}$	0.926	0.928	0.7
	$X_{2.2}$	0.909		
	$X_{2.3}$	0.913		
	$X_{2.4}$	0.930		
	$X_{2.5}$	0.915		
Purchasing Intention	$X_{3.1}$	0.856	0.893	0.7
	$X_{3.2}$	0.876		
	$X_{3.3}$	0.865		
	$X_{3.4}$	0.911		
	$X_{3.5}$	0.887		
Purchase Decision/Behavior	$X_{3.6}$	0.821	0.945	0.7
	Y_1	0.932		
	Y_2	0.935		
	Y_3	0.942		
	Y_4	0.936		
	Y_5	0.934		
	Y_6	0.942		

Table 2 shows that all statement items produced a Cronbach's alpha value of more than 0.7. Therefore, it can be said that the instrument is reliable. This means that the statement items in the questionnaire consistently measure the research constructs or variables, making them suitable for further data analysis. These results confirm that the research instrument met the reliability requirements and can be used to support the subsequent analysis process.

4.3 Results Test Regression

Table 3. Data analysis results

Variables	Standardized Coefficients Beta	p-value (Sig.)	Description
Live Streaming Quality	0.478	0.000	Positive and Significant
Consumer Trust	0.314	0.003	Positive and Significant
Purchasing Intention	0.422	0.000	Positive and Significant

Table 3 shows the regression analysis results show that live streaming quality has a positive and significant effect on purchase decisions/behavior, with a standardized coefficient beta value of 0.478 and a significance value of 0.000. Consumer trust also had a positive and significant influence, with a beta value of 0.314 and a p-value of 0.003. Furthermore, purchasing intention demonstrated a positive and significant effect on purchase decisions/behavior, with a beta value of 0.422 and a significance value of 0.000, indicating that all independent variables significantly contributed to consumer purchasing behavior. The multiple linear regression equation model in this study can be written as follows:

$$Y = 0,478X_1 + 0,314X_2 + 0,422X_3 \quad (1)$$

Formula 1 shows that all independent variables have a positive effect on purchase decisions/behaviors. The regression coefficient value of $b_1=0.478$ shows that live streaming quality has a positive influence on purchase decisions, meaning that improvements in live streaming quality will increase consumers' purchasing decisions. Furthermore, $b_2=0.314$ indicates that consumer trust positively affects purchase decisions, demonstrating that higher consumer trust leads to stronger purchasing decisions. Meanwhile, $b_3=0.422$ indicates that purchasing intention has a positive effect on purchase decisions, meaning that a stronger purchase intention increases the likelihood of

consumers making actual purchases. These results confirm that live streaming quality, consumer trust, and purchase intention are important factors influencing consumer purchase behavior in e-commerce.

Table 4. Data analysis results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.723	0.522	0.467	0.2834

Table 4 shows the results of the coefficient of determination (R^2) obtained a value of 0.522 (52.2%), meaning that the contribution of the live streaming quality, consumer trust, and purchasing intention variables as independent variables was able to explain the variation in changes in the purchasing interest variable as the dependent variable by 52.2%, while the remaining 47.8% was explained by other variables outside the model. This finding indicates that the proposed model has a moderate explanatory ability to predict consumer purchase decisions in e-commerce. Furthermore, the results confirm that live streaming quality, consumer trust, and purchase intention are important factors influencing consumer purchase behavior.

4.4 Discussion

4.4.1 The Effect of Live Streaming Quality on Purchase Decision/Behavior

The results of the hypothesis test indicate that live streaming has a positive and significant effect on purchase intentions. Data analysis indicates that live streaming has a positive and significant effect on purchase intention, meaning that the more intensive, engaging, and interactive the live-streaming activity, the greater the consumer's purchase intention. This effect was statistically significant (not coincidental), with a p-value of less than 0.05. According to [Song and Liu \(2021\)](#), live streaming bridges the gap between sellers and consumers.

Viewers can directly ask questions about product size, material, or function, and receive immediate answers. This reduces the uncertainty associated with online shopping. Host attractiveness & expertise (streamer credibility) [Widiyaningsih and Nugroho \(2024\)](#) explain that a host/streamer's credibility, honesty, and expertise in live product demonstrations build trust. When trust is established, the purchase intention automatically increases. Limited promotions and urgency effect (urgency and scarcity). Special discounts, limited-time vouchers, or flash sales valid only during the live stream create a psychological effect called Fear of Missing Out (FOMO), or the fear of missing out on valuable moments ([Ali, Mulyana, & Lisnawati, 2025](#)).

This aligns with [the findings of Haramis and Soebandhi \(2025\)](#). In his research on the impact of TikTok live streaming on Generation Z, he found that interactive live video broadcasting strategies can instantly build viewer emotional engagement, leading to a high conversion rate of purchase intention into a purchasing decision. [Rumodar \(2024\)](#) stated that live streaming combined with influencer reviews contributed 48.3% to boosting consumer purchase intention on digital platforms. This demonstrates that the presence of a credible live host accelerates the information adoption process among consumers.

[Widiyaningsih and Nugroho \(2024\)](#) found that live streaming strongly and positively affects consumer purchase intention because it can shape positive consumer attitudes through visual stimuli during the broadcast. [Ningrum and Umaroh \(2024\)](#) emphasized that the influence of live streaming on purchase intention is much more effective if designed using the AIDA (Attention, Interest, Desire, Action) approach, especially in the beauty product category. [Nate and Kumala \(2025\)](#) and [Wongkitrungrueng and Assarut \(2020\)](#) underline that the positive relationship between live streaming and purchase intention is crucially bridged by consumer trust. If the host or store appears dishonest during the live broadcast, the positive effect of live streaming on purchase intention can decrease drastically.

4.4.2 The Effect of Consumer Trust on Purchase Decision/Behavior

The hypothesis test results indicate that consumer trust has a positive and significant effect on purchase intention. The data analysis indicated a directional relationship. This means that the higher

the level of consumer trust held by consumers in a brand, product, or platform, the greater their purchase intention. Conversely, a decrease in trust immediately decreases purchase intention. This impact of trust is not coincidental but is statistically significant and convincing ($p < 0.05$).

Trust is a key foundation of business transactions, particularly in digital or e-commerce ecosystems, where consumers cannot directly touch the product before purchasing. According to [Devi, Alpriliani, and Deni \(2026\)](#), brand trust, or consumer confidence, arises from accumulated knowledge and subjective assessments of a platform or brand's reputation, honesty, and consistency in fulfilling promises. This trust psychologically reduces uncertainty and perceived risk, thus encouraging consumer purchase intention. When consumers feel confident that their rights are secure and that the product being offered matches the seller's claims, psychological barriers to transactions are broken down, ultimately triggering purchase intention ([Baderi, 2025](#)).

The research results align with [Naldi, Hardilawati, and Binangkit \(2025\)](#) who stated that e-trust has a positive and significant effect on consumer purchase intention on the Shopee marketplace. This reinforces the argument that in the world of online shopping, e-trust is a crucial trigger for increasing purchase intention. [Baderi \(2025\)](#) concluded that there is a significant correlation between the level of platform user trust and online shopping interest. High trust triggers consumer exploratory behavior. This forms a trust signal that effectively increases consumer purchase intention on digital platforms. Furthermore, according to [Sukmawati, Suardhika, and Dwinata \(2025\)](#), although brand image has a strong influence, brand trust does not significantly affect consumer purchase intention. This indicates the existence of a research gap.

For certain objects, such as Lazada, consumers may be more sensitive to visual images or product reviews than loyalty based on brand trust. [Taan \(2021\)](#) stated that consumer trust and platform ease of use simultaneously and partially have a positive effect on online shop purchase intention. This shows long-term consistency (from 2021 to the present) in which the trust variable remains a major determinant of purchase intention. [Nathani and Budiono \(2021\)](#) stated that trust does not have a positive and significant influence on purchasing interest in high-value physical products, such as Sony cameras. For specific and expensive electronic products, purchasing interest is dominated by technical specifications and brand image factors rather than personal trust alone.

4.4.3 The Influence of Purchasing Intention on Purchase Decision/Behavior

The hypothesis test results indicate that consumer trust has a positive and significant effect on purchase intention. This means that the higher a consumer's purchase intention for a product, the greater their likelihood of making an actual purchase decision. This result supports [Ajzen's \(1991\)](#) Theory of Planned Behavior (TPB), which posits that a person's actual actions are driven by strong intentions. When a consumer develops an interest in a product, whether due to its usefulness, quality, or emotional drive, that interest transforms into a need-fulfilling action, namely, purchasing the product ([Kotler and Keller, 2016](#)).

These findings align with [Wafi's \(2023\)](#) study of Generation Z shopping behavior, which found that purchase intention has a positive and significant effect on purchase behavior. These results indicate that for the younger generation, a strong interest in a product's unique value directly translates into a purchase. Examining the impact of digital marketing and e-WOM, their research proves that purchase intention functions as a strong predictor and mediating variable in driving consumers' final purchasing decisions ([Angelia & Widjaja, 2024](#)). Through an empirical study in the consumer industry in Surabaya, their research reaffirms that purchase intention has been proven to consistently have a positive and significant direct influence on consumers' purchasing actions of product resources ([Nugroho & Tandiyono, 2025](#)).

5. CONCLUSIONS

5.1 Conclusion

Live streaming has a positive and significant impact on consumer purchase intention. This relationship is strengthened by live streaming's ability to bridge communication distances (instant interactivity), the host's credibility and expertise in building trust, the psychological urgency effect (flash sales and FOMO), and product visualizations that can shape positive consumer attitudes

(AIDA model). However, the effectiveness of live streaming is crucially linked to consumer trust. Consumer trust positively and significantly affects consumer purchase intention. Trust is a key foundation of the digital ecosystem, serving to reduce uncertainty and negative risk perceptions. When consumers feel that their rights are secure and the product lives up to its claims, psychological barriers to transactions are broken down. Trust is a key long-term determinant of most online shopping platforms (Shopee). However, there are exceptions (research gaps) in certain objects (such as Lazada) or in specific, high-value physical product categories (Sony cameras), where consumer purchase intention is more dominated by brand image and technical specifications than by personal trust.

Consumer purchase intention has a positive and significant impact on consumer purchase intention. The higher a consumer's purchase intention for a product, the greater their likelihood of making a purchase decision. This finding supports the Theory of Planned Behavior (TPB), which states that a person's actual actions are triggered by strong intentions. High interest (whether due to usability, quality, product uniqueness, or emotional motivation) immediately transforms into a purchase. Furthermore, purchase intention has been consistently proven to function very well as a primary predictor and a strong mediating variable in the final purchase decision.

5.2 Research Limitations

This study had several limitations that should be considered when interpreting the findings. First, the data collection method relied on self-reported responses through questionnaires, which may have been influenced by respondents' perceptions and subjective evaluations. Second, the cross-sectional research approach limits the ability to observe changes in consumer behavior over time. Third, the sampling method was limited to specific respondents who met predetermined criteria, which may have affected the generalizability of the results. Additionally, this study did not fully control for other potential confounding variables that may influence consumer purchase decisions beyond those examined in the research model.

5.3 Suggestions and Directions for Future Research

Future research should expand the research scope by involving multiple live streaming platforms, such as TikTok Live, Instagram Live, and other e-commerce streaming platforms, to provide broader insights into consumer behavior across different digital environments. Future studies should consider using larger and more diverse samples, longitudinal research approaches, and additional variables to improve the understanding of the factors influencing consumer purchase decisions in live streaming commerce.

AUTHOR CONTRIBUTION

YPS contributed to the conceptualization, research design, methodology development, data collection, data analysis, interpretation of the results, and preparation of the initial manuscript draft. NNA contributed to the literature review, theoretical framework development, validation of the research findings, and critical revision of the manuscript. S contributed to the research supervision, methodological review, data interpretation, and improvement of the manuscript structure. IAM contributed to the data analysis, visualization, discussion development, and manuscript refinement. RIN contributed to the review of the relevant literature, validation of the research content, and final editing of the manuscript. All authors have read and approved the final version of this manuscript.

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