

## THE EFFECT OF TRUST IN STREAMERS ON LIVE SHOPPING CONSUMERS' PURCHASE INTENTION IN INDONESIA

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### ABSTRACT

*This study aims to analyze the effect of trust in streamers on live shopping consumers' purchase intention in Indonesia. Data collection was obtained from 150 respondents through an online questionnaire and used a structural equation modeling method with Smart PLS 4.0 data processing. The results of hypothesis testing show that utilitarian value, hedonic value, and value similarity are proven to have a significant positive effect on trust in streamers, while trust in streamers is also proven to have a significant positive effect on purchase intention. Meanwhile, trust in streamers is not proven to have a negative relationship with product fit uncertainty and product quality uncertainty even though they have a significant effect while product fit uncertainty and product quality uncertainty are proven to not affect purchase intention. This finding has important managerial implications for live shopping business owners that the right price and product quality, fast delivery, and lower delivery service costs, as well as the comfort and pleasure that consumers get in live shopping, will increase the trust in streamers. Similar ways of thinking, similar tastes, and similar preferences between streamers and consumers also play an important role in increasing trust in streamers in live shopping. They are expected to be aware of the importance of factors that can build consumers' trust in streamers because trust in streamers has been proven to increase consumers' purchase intention.*

**Keywords:** *Utilitarian Value, Hedonic Value, Similarity Value, Trust in Streamer, Purchase Intention*

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## INTRODUCTION

The e-commerce user count in Indonesia is expected to keep growing from 2023 to 2028, reaching a total of 44.1 million users, which signifies a 50.51% increase (Statista, 2023). In addition to that, it has been reported that social commerce is experiencing significant growth in Indonesia (Dataindonesia.id, 2023). At the same time, Indonesia's live shopping has increased significantly in recent years (Kompas.id, 2022). Live shopping in Indonesia is gaining popularity and showing significant potential, positioning this trend as the future of e-commerce (Eva Martha Rahayu, 2023). Indonesia is a potential market for the development of live shopping (Kompas.id, 2022). Business owners also feel a positive impact (Eva Martha Rahayu, 2023). More and more businesses are recognizing the advantages of live shopping in terms of enhancing their social presence and engagement, as well as facilitating communication and co-creation. The credibility of digital marketing is heightened by live shopping, as it enables consumers to interact with the streamer in real-time chat, thereby encouraging them to focus on key products. Moreover, live shopping allows small retailers to establish closer connections with their customers. It is worth noting that active involvement with streamers plays a crucial role in the process of making purchasing decisions. Consequently, live shopping has presented new prospects and difficulties for academics, businesses, and consumers (Clement Addo et al., 2021).

The surge in online shopping transactions is still accompanied by a rise in consumer complaints. According to CNBC Indonesia, the Ministry of Trade saw an increase in consumer complaints in 2022. The number of complaint services in the e-commerce sector skyrocketed in 2021, increasing tenfold from the previous year, reaching a total of 9,393 complaint services (CNBC Indonesia, 2022). Apart from that, as per reports from other sources that conducted face-to-face surveys of individuals who are not actively engaging in online shopping, it was discovered that non-active users lack interest in shopping online due to a low level of trust. This includes 85% of individuals who are unwilling to shop online due to concerns about the quality of the products they purchase, 79% who worry about the condition of the goods upon arrival, and 79% who have concerns about fraud. As a result, customers continue to prefer offline channels over online channels, despite the better price options available online. Only one in three Indonesians actively participate in online shopping, and this disparity is even more pronounced in lower tier cities. The lack of trust is one of the main reasons why two out of three individuals in Indonesia do not actively shop online (Katadata, 2023).

At the same time, the presence of live-streaming technology in e-commerce and social commerce has given rise to a more interactive online shopping experience. Consequently, live shopping has emerged as a novel approach that is deemed more appealing due to its ability to offer potential buyers with precise and authentic information. By allowing them to visually assess products in terms of size, shape, and color during the live shopping experience, it sets itself apart from the limited perspective provided by product photos, which are often subject to manipulation using various visual enhancements (Validnews.id, 2023). Live shopping is anticipated to address trust issues in online shopping within the realms of e-commerce and social commerce, thus attracting a growing number of Indonesian individuals to partake in online shopping. Moreover, delving into the idea of similarity in values in the realm of live-streaming shopping can provide insights into the degree to which consumers' beliefs and

principles align with those of the brands and products being endorsed on these platforms. This analysis has the potential to reveal the impact of value alignment on the intention to purchase, as well as its potential effect on consumer behavior.

By conducting thorough investigations into these factors, we can acquire a comprehensive comprehension of the dynamics that occur within the live-streaming shopping landscape in Indonesia. This knowledge can serve as guidance for businesses and marketers who aim to utilize the possibilities presented by live-streaming platforms to effectively engage and attract Indonesian consumers. This study will analyze the effect of trust in streamers on Indonesia live shopping consumers' purchase intention. The results of previous research conducted by Yanyan Wu and Hongqing Huang (2023) with 213 participants in China indicate that utilitarian value exerts a noticeable and favorable influence on trust in streamers (Yanyan & Hongqing, 2023). Meanwhile, the findings of a study conducted by Apiradee Wongkitrungrueng and Nuttapol Assarut (2018) in Thailand, which involved 261 participants, revealed conflicting outcomes. Specifically, the research showed that utilitarian values did not impact trust in social commerce sellers (Wongkitrungrueng & Assarut, 2018). In the meantime, a different study carried out by Minh-Tri Ha et al. (2023) in Vietnam demonstrated that consumer trust is positively influenced by utilitarian values, based on data collected from 331 participants (Minh-Tri Ha et al., 2023). From the explanation provided about the correlation between Utilitarian Value (UV) and Trust in Streamer (TIS) variables, the following hypothesis can be developed is:

### **H1: Utilitarian Value (UV) has a positive effect on Trust in Streamer (TIS)**

The results of research conducted by Yanyan Wu and Hongqing Huang (2023) on 213 respondents in China showed that hedonic values had a significant and positive effect on trust in streamers (Yanyan & Hongqing, 2023). Meanwhile, the results of research conducted by Apiradee Wongkitrungrueng and Nuttapol Assarut (2018) on 261 respondents in Thailand showed contradictory results, namely that hedonic values had no effect on trust in social commerce sellers (Wongkitrungrueng & Assarut, 2018). Meanwhile, other research conducted by Minh-Tri Ha et al. (2023) on 331 respondents in Vietnam showed that hedonic value has a positive effect on consumer trust (Minh-Tri Ha et al., 2023). Based on the explanation of the relationship between the Hedonic Value (HV) and Trust in Streamer (TIS) variables above, the hypothesis that can be developed is:

### **H2: Hedonic Value (HV) has a positive effect on Trust in Streamer (TIS)**

The results of research conducted by Benjiang Lua and Zhenjiao Chen (2021) on 535 respondents in China show that similar values show a significant positive impact on trust in streamers. The same research results were also found in research conducted by Chun et al. (2020) on 545 respondents in China showing that similar values have a significant relationship with trust in streamers. Meanwhile, the results of research conducted by Satoshi Kondo et al. (2023) on 658 respondents in Japan showed that shared values have a significant effect on trust (Satoshi Kondo et al, 2023). Based on the explanation of the relationship between the Value Similarity (VS) and Trust in Streamer (TIS) variables above, the hypothesis that can be developed is:

**H3: Value Similarity (VS) has a positive effect on Trust in Streamer (TIS)**

The results of research conducted by Benjiang Lua and Zhenjiao Chen (2021) on 535 respondents in China show that trust in streamers has a significant negative effect on product fit uncertainty. Meanwhile, research conducted by Zhi et al. (2019) on 518 respondents in Vietnam also showed that trust has a significant effect on uncertainty (Zhi et al, 2019). Research conducted by Li et al (2021) on 401 respondents in Thailand also shows that trust has a significant effect on uncertainty (Li et al, 2021). Based on the explanation of the relationship between the Trust in Streamer (TIS) and Product Fit Uncertainty (PFU) variables above, the hypothesis that can be developed is:

**H4: Trust in Streamer (TIS) has a negative effect on Product Fit Uncertainty (PFU)**

The results of research conducted by Benjiang Lu and Zhenjiao Chen (2021) on 535 respondents in China show that consumer trust in streamers has a significant positive effect on consumer purchase intentions in live streaming commerce (Lu & Chen, 2021). Meanwhile, the results of research conducted by Chun et al. (2020) of 545 respondents in China showed different results that trust in streamers had no effect on consumer purchase intentions (Chun et al., 2020). Meanwhile, research conducted by Yan Yan Wu and Hong Qing Huang (2023) on 213 respondents in China shows that trust in streamers has a positive effect on consumers' continued purchase intentions in e-commerce live streaming (Yanyan & Hongqing, 2023). Likewise, research conducted by Bowen Tian et al. (2023) conducted on 361 respondents in China showed that trust in streamers had a positive effect on consumer purchase intentions (Bowen Tian et al., 2023). Based on the explanation of the relationship between the Trust in Streamer (TIS) and Purchase Intention (PI) variables above, the hypothesis that can be developed is:

**H5: Trust in Streamer (TIS) has a positive effect on Purchase Intention (PI)**

The results of research conducted by Benjiang Lua and Zhenjiao Chen (2021) on 535 respondents in China show that trust in streamers has a significant negative effect on product quality uncertainty. Meanwhile, research conducted by Zhi et al. (2019) of 518 respondents in Vietnam also showed that trust has a significant effect on uncertainty (Zhi et al, 2019). Research conducted by Li et al (2021) on 401 respondents in Thailand also shows that trust has a significant effect on uncertainty (Li et al, 2021). Based on the explanation of the relationship between the Trust in Streamer (TIS) and Product Quality Uncertainty (PQU) variables above, the hypothesis that can be developed is:

**H6: Trust in Streamer (TIS) has a negative effect on Product Quality Uncertainty (PQU)**

The results of research conducted by Benjiang Lua and Zhenjiao Chen (2021) on 535 respondents in China show that product suitability uncertainty has a significant relationship with purchase intentions (Lu & Chen, 2021). Meanwhile, the results of research conducted by Chen Hao et al. (2022) of 401 respondents in China showed the same results that product suitability uncertainty had a significant relationship with purchase intentions (Chen Hao et al., 2022). Likewise, research conducted by Chen et al. (2023) of 338 respondents in China also showed that product suitability uncertainty had a significant negative relationship with purchase intention (Chen et al., 2023). Based on the explanation of the relationship between

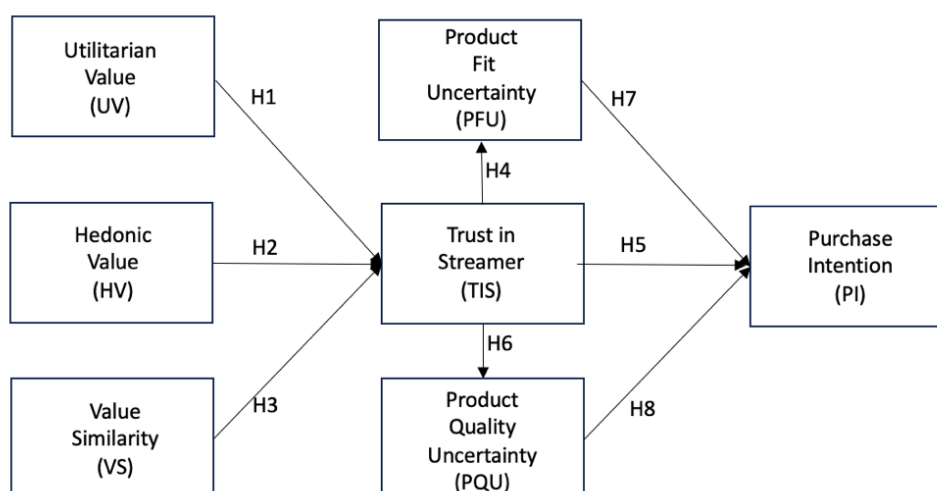
the variables Product Fit Uncertainty (PFU) and Purchase Intention (PI) above, the hypothesis that can be developed is:

**H7: Product Fit Uncertainty (PFU) has a negative effect on Purchase Intention (PI)**

The results of research conducted by Benjiang Lua and Zhenjiao Chen (2021) on 535 respondents in China show that product quality uncertainty has a significant relationship with purchase intentions (Lu & Chen, 2021). Meanwhile, the results of research conducted by Chen Hao et al. (2022) of 401 respondents in China showed the same results that product quality uncertainty had a significant relationship with purchase intentions (Chen Hao et al., 2022). Likewise, research conducted by Chen et al. (2023) of 338 respondents in China also showed that product quality uncertainty had a significant negative relationship with purchase intention (Chen et al., 2023).

**H8: Product Quality Uncertainty (PQU) has a negative effect on Purchase Intention (PI).**

**Figure 1. Research Framework**



Source: Literature Review, 2024

## RESEARCH METHODS

The analysis in this study employs a quantitative research method known as multivariate Structural Equation Modeling (SEM) using the Partial Least Square (PLS) approach. The eight hypotheses proposed in this research are tested using SmartPLS 4.0 software to examine the relationship between variables. The research focuses on individuals who have engaged in live streaming shopping in Indonesia, while the platforms providing live streaming features, such as e-commerce, social commerce, social media, and others, are observed. The data collection process involves using questionnaires for primary data and utilizing library studies, journals, and previous research literature as secondary data sources.

This study is conducted as a one-time data collection process or cross-sectional study. The research employs a direct questionnaire distributed online through Google Forms and

utilizes a Likert scale. Additionally, researchers utilize a nominal scale to ascertain the demographic profile of the participants. The research focuses on individuals who have engaged in live shopping or live streaming shopping in Indonesia, although the exact number remains unknown. Due to the unknown population size, the sample size for this study will be determined using a calculation method by Hair et al. (2018), the sample-to-variable ratio method, a ratio of 20:1. The number of variables in the study is 7, therefore, the minimum requirement for a sample in this study is a minimum of 140 respondents. This research took samples using purposive sampling and nonprobability sampling methods.

## RESULTS AND DISCUSSIONS

The collection of respondent data needed for this research was conducted from December 2023 to February 2024. Out of the 175 total respondents, 25 of them had never engaged in Live Shopping on E-commerce, Social-Commerce, social media, or other Live Streaming Shopping platforms in Indonesia. Therefore, the number of respondents used in this research was 150, as indicated in Table 1.

**Table 1. Analysis of Respondent Characteristics**

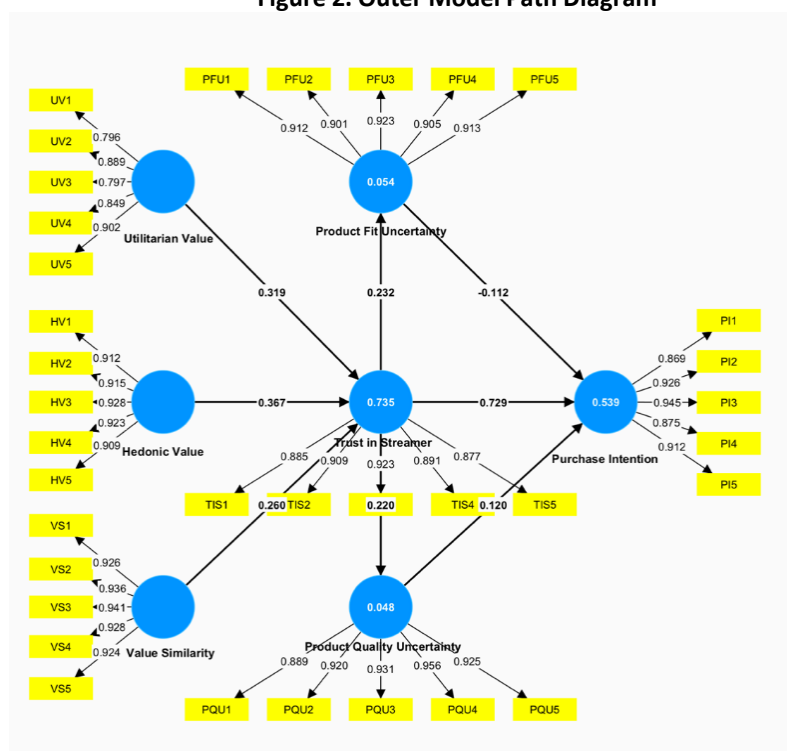
<b>Demography</b>	<b>Characteristic</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	41	27%
	Female	109	73%
<b>Age</b>	17 - 25 y.o	54	36%
	26 – 35 y.o	46	31%
	36 – 45 y.o	44	29%
	> 46 y.o	6	4%
<b>Job / Occupation</b>	Student	14	10%
	Housewife	29	19%
	Employee	56	38%
	Professional	5	3%
	Entrepreneur	20	13%
	Unemployed	3	2%
	Others	23	15%
<b>The most frequently used platform for watching Live Shopping</b>	Social media	15	10%
	E-commerce	89	60%
	Social commerce	44	29%
	Others	2	1%
<b>The platform most often used for online shopping in Live Shopping</b>	Social media	5	3%
	E-commerce	97	65%
	Social commerce	47	31%
	Others	1	1%
<b>Online Live Shopping Frequency</b>	1 – 3 times in a month	96	64%
	4 – 7 times in a month	28	19%
	8– 15 times in a month	11	7%
	> 15 times in a month	6	4%
	Others	9	6%
<b>The most frequently purchased products on Live Shopping</b>	Fashion	58	38%
	Skin & Body Care	25	17%
	Mother & Baby	9	6%
	Household appliances	12	8%
	Health and Sports Equipment	5	3%
	Computers, Mobile Phones and Accessories	15	10%
	Food and Beverages	7	5%
	Others	19	13%

Source: Processed Data (2024)

## Measurement Model Test (Outer Model)

The purpose of conducting measurement model testing is to ensure the accuracy and dependability of the constructed measure. In this study, validity tests were carried out utilizing both convergent validity tests and discriminant validity tests, while reliability tests were conducted using internal consistency reliability tests, which consisted of Cronbach's alpha test and composite reliability test. The validity of the convergent validity test results can be determined by examining the outer loading value of the research indicator, which, according to SmartPLS analysis, should be higher than 0.7. To evaluate the validity, an average variance extracted (AVE) test was also performed, adhering to the guideline that each research variable should have an AVE value greater than 0.5.

Figure 2. Outer Model Path Diagram



Source: Processed Data (2024)

To evaluate the discriminant validity, this study utilized the Fornell-Lacker Criteria, the HTMT Ratio, and the cross-loading values of each question indicator on the variable. The Fornell-Lacker Criteria can be considered satisfactory if the correlation value of the measured variable surpasses the correlation value between other variables. Similarly, the Heterotrait-Monotrait Ratio (HTMT) is deemed acceptable if the correlation between variables is below 0.9. Lastly, the cross-loading value of each question indicator on the variable is considered valid if its outer loading value on the construct exceeds the cross-loading value with other constructs. The outer model path diagram is presented in Figure 2.

**Table 2. Measurement Model, Convergent Validity and Reliability**

<b>Constructs &amp; Measurement Items</b>	<b>Outer Loading</b>	<b>Alpha Cronbach</b>	<b>Composite Reliability</b>	<b>AVE</b>
<b>Utilitarian Value (UV)</b>		0.902	0.927	0.719
UV1. The products and services purchased have right price.	0.796			
UV2. The products and services purchased have good quality.	0.889			
UV3. Doing product searches only on the products want to find.	0.797			
UV4. Saves more time and cost.	0.849			
UV5. More comfortable.	0.902			
<b>Hedonic Value (HV)</b>		0.953	0.964	0.842
HV1. Always have fun.	0.912			
HV2. Feel more pleasure.	0.915			
HV3. Feel more fun than anything else can do.	0.928			
HV4. Feel very relaxing.	0.923			
HV5. Increase desire to shop.	0.909			
<b>Value Similarity (VS)</b>		0.962	0.970	0.867
VS1. Have similar in many ways.	0.926			
VS2. Have the same interests.	0.936			
VS3. Have similarities in the way of thinking.	0.941			
VS4. Have similar tastes.	0.928			
VS5. Have similarities in preferences or choices.	0.924			
<b>Trust in Streamer (TIS)</b>		0.939	0.954	0.805
TIS1. Trust the information provided by the streamer.	0.885			
TIS2. Trust the streamer will have good intentions and will consider the buyer's basic interests.	0.909			
TIS3. Comfortable buying products recommended by streamers.	0.923			
TIS4. Trust the streamer will be able to handle online transactions.	0.891			
TIS5. Believe the products and services recommended by the streamer are beneficial to everyone.	0.877			
<b>Product Fit Uncertainty (PFU)</b>		0.949	0.961	0.830
PFU1. Not sure the product purchased will fit the needs.	0.912			
PFU2. Not sure the product purchased is a product with the characteristics sought.	0.901			
PFU3. Not sure product attributes (such as size, color, texture, style, type, or content (as applicable) will match expectations.	0.923			
PFU4. Not sure the recommended product will fit.	0.905			
PFU5. Not sure the recommendations can reduce the product fit's concerns.	0.913			
<b>Product Quality Uncertainty (PQU)</b>		0.957	0.967	0.855
PQU1. Not sure that the product will look as same as introduced.	0.889			
PQU2. Not sure that the product will be as good as expected.	0.920			
PQU3. Not sure that recommendations can represent product characteristics.	0.931			
PQU4. Not sure that the product will work as well as introduced.	0.956			
PQU5. Not sure that the product will not work as expected.	0.925			
<b>Purchase Intention (PI)</b>		0.945	0.958	0.821
PI1. Consider as the first choice to purchase.	0.869			
PI2. Expect to purchase.	0.926			
PI3. Most likely to purchase.	0.945			



PI4. Consider will purchase in the future.	0.875
PI5. Intent to purchase.	0.912

Source: Processed Data (2024)

Based on the findings presented in Table 2, the outer loading test was conducted for each variable in the table and diagram above, involving five indicators. It was observed that all the indicators tested have satisfied the criteria for convergent validity, as the outer loading value exceeded 0.7. Additionally, all variables have an AVE value greater than 0.50. The results of the Cronbach's alpha test and composite reliability analysis also indicate that all variables possess a Cronbach's alpha value higher than 0.7 and a composite reliability value greater than 0.7. Hence, it can be concluded that all variables in this study demonstrate a strong level of validity and reliability.

**Table 3. Fornell-Lacker Criterion**

	HV	PFU	PQU	PI	TIS	UV	VS
HV	<b>0,918</b>						
PFU	0,136	<b>0,911</b>					
PQU	0,095	0,729	<b>0,924</b>				
PI	0,736	0,144	0,198	<b>0,906</b>			
TIS	0,821	0,232	0,220	0,729	<b>0,897</b>		
UV	0,867	0,115	0,099	0,711	0,791	<b>0,848</b>	
VS	0,682	0,372	0,303	0,582	0,699	0,592	<b>0,931</b>

Source: Source: Processed Data (2024)

The data processing result also shows that all correlation values of the variables measured are greater than the correlation values between other variables, based on the Fornell-Lacker criterion, HTMT ratio, and cross-loading values. Hence, it can be concluded that all the variables in this study meet the criteria for discriminant validity using the Fornell-Lacker criterion. The HTMT ratio indicates that all correlation values between variables are less than 0.9, except for the correlation value between UV and HV variables, which is 0.929, exceeding the threshold of 0.9. Therefore, it can be stated that all correlations between variables in this study meet the criteria for valid discriminant validity with the HTMT Ratio, except for the correlation between the UV and HV variables. However, since the previous Fornell-Lacker Criterion fulfills the requirements for discriminant validity testing, the testing continues to the next stage. Additionally, all the outer loading values of the indicators for each variable are higher than the cross-loading values with other variables. Therefore, it can be concluded that all indicators used in this research have valid discriminant validity values. Based on the validity and reliability test results, all variables in this study are stated as valid and reliable.

### Structural Model Test (Inner Model)

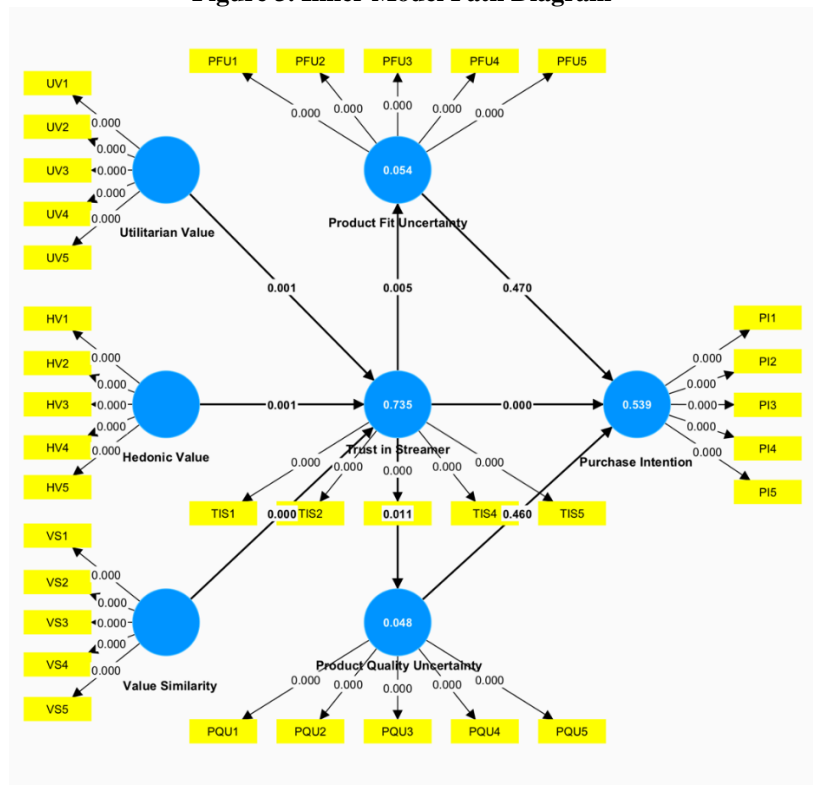
Inner model testing involves testing the predictive ability of the model and the relationships between variables. The inner model tests carried out in this research include multicollinearity, R-square, F-square, and Q-square tests in Table 4.

**Table 4. R-square and R-square adjusted value**

Variable	R-square	R-square adjusted	Result
Trust in Streamer (TIS)	0.735	0.729	Strong
Product Fit Uncertainty (PFU)	0.054	0.047	Weak
Product Quality Uncertainty (PQU)	0.048	0.042	Weak
Purchase Intention (PI)	0.539	0.529	Moderate

Source: Source: Processed Data (2024)

Figure 3. Inner Model Path Diagram



Source: Processed Data (2024)

The R-square test measures the overall impact that exogenous or endogenous variables have on other endogenous variables. Generally, R<sup>2</sup> values of 0.25, 0.50, and 0.75 are considered to represent weak, moderate, and strong effects, respectively, in the construct model. Based on the R-square value, it can be concluded that the TIS variable has a strong impact, while the PFU and PQU variables have a weak impact. The PI variable, on the other hand, has a moderate impact. Apart from that, the adjusted R-square test results reveal that the Utilitarian Value, Hedonic Value, and Similarity Value variables have the ability to impact the TIS variable by 72.9%. The remaining 27.1% is influenced by other variables that are not part of this research. Similarly, the TIS variable can only influence the PFU variable by 4.7%, while the remaining 95.3% is affected by other variables not included in this study. Additionally, the TIS variable is also capable of impacting the PQU variable by 4.2%. The remaining 95.8% is influenced by other variables that are not part of this research. Furthermore, the variables TIS, Product Fit PFU, and PQU have the ability to impact the PI variable by 52.9%. The remaining 47.1% is affected by other variables that are not included in this research.

Table 5. Collinearity Statistical Values (VIF) and F-square values

Variable	VIF	F-square	Effect Size
Utilitarian Value (UV) → Trust in Streamer (TIS)	4.016	0,095	Small
Hedonic Value (HV) → Trust in Streamer (TIS)	4.883	0.104	Small
Value Similarity (VS) → Trust in Streamer (TIS)	1.871	0,136	Small
Trust in Streamer (TIS) → Product Fit Uncertainty (PFU)	1.000	0,057	Small
Trust in Streamer (TIS) → Purchase Intention (PI)	1.063	1,083	Large
Trust in Streamer (TIS) → Product Quality Uncertainty (PQU)	1.000	0,051	Small
Product Fit Uncertainty (PFU) → Purchase Intention (PI)	2.161	0,013	Small
Product Quality Uncertainty (PQU) → Purchase Intention (PI)	2.149	0,014	Small

Source: Processed Data (2024)

Based on the collinearity testing outcomes in Table 5, with the VIF values from the inner model VIF values presented in the above table, it can be concluded that the VIF values between variables are greater than 0.20 and less than 5. Consequently, it can be asserted that there is no collinearity in this research, hence there is no requirement to eliminate or combine constructs. On the other hand, the F-square results for each path can be interpreted as indicating that Utilitarian Value, Hedonic Value, and Similarity Value have a minor impact on the TIS variable. The TIS variable, in turn, has a slight influence on the PFU and PQU. The findings also reveal that the PFU and PQU variables have a negligible effect on the PI variable. In contrast, the TIS variable significantly impacts the PI.

**Table 6. Collinearity Statistical Values (VIF) and F-square values**

Variable	Q-square	Result
Trust in Streamer (TIS)	0,722	Has predictive relevance value
Product Fit Uncertainty (PFU)	0,031	Has predictive relevance value
Product Quality Uncertainty (PQU)	0,013	Has predictive relevance value
Purchase Intention (PI)	0,546	Has predictive relevance value

Source: Processed Data (2024)

Based on the results of the Q-square analysis in Table 6, all four variables have a Q-square value higher than zero. This indicates that the model used in this study contains important information and can effectively explain the data gathered in the research. As a result, it can be concluded that this study holds significant value in terms of observation.

**Table 7. Hypothesis Testing Table (Direct Effect)**

Hypothesis	Original Sample	P-value	T-statistics	Results
H1: Utilitarian Value (UV) → Trust in Streamer (TIS)	0,319	0,001	3,350	H1 Accepted
H2: Hedonic Value (HV) → Trust in Streamer (TIS)	0,367	0,001	3,438	H2 Accepted
H3: Value Similarity (VS) → Trust in Streamer (TIS)	0,260	0,000	4,647	H3 Accepted
H4: Trust in Streamer (TIS) → Product Fit Uncertainty (PFU)	0,232	0,005	2,781	H4 Rejected
H5: Trust in Streamer (TIS) → Purchase Intention (PI)	0,729	0,000	12,967	H5 Accepted
H6: Trust in Streamer (TIS) → Product Quality Uncertainty (PQU)	0,220	0,011	2,556	H6 Rejected
H7: Product Fit Uncertainty (PFU) → Purchase Intention (PI)	-0,112	0,470	0,723	H7 Rejected
H8: Product Quality Uncertainty (PQU) → Purchase Intention (PI)	0,120	0,460	0,739	H8 Rejected

Source: Processed Data (2024)

Based on the findings of the direct effect hypothesis examined in this study, it has been established that utilitarian value, hedonic value, and value similarity have a meaningful and positive impact on the level of trust that viewers have in streamers. Furthermore, it has also been proven that trust in streamers has a significant and positive influence on the intention to make a purchase. As a result, Hypotheses H1, H2, H3, and H5 have been confirmed. Conversely, Hypotheses H4 and H6 have not been supported as there is no evidence to suggest

that trust in streamers has a detrimental relationship with product fit uncertainty and product quality uncertainty, despite their noteworthy influence. Similarly, Hypotheses H7 and H8 have also been rejected as there is no indication that product fit uncertainty and product quality uncertainty have any effect on the intention to make a purchase.

The impact of UV and HV on TIS has been proven to be significantly positive. This has important implications for business owners in the live shopping industry, as both UV and HV play a crucial role in establishing TIS. Business owners in the live shopping industry should recognize the significance of UV aspects for consumers, such as offering the right price, ensuring product quality, saving time and costs, and providing convenient shopping experiences. Additionally, HV, which includes the pleasure consumers derive from the live shopping experience, also plays a vital role in building TIS in the live shopping environment.

The TIS is proven to be significantly influenced by VS, which in turn has a positive impact on PI. This finding holds great significance for business owners in the live shopping industry, as the factor of VS plays a crucial role in establishing TIS. Furthermore, TIS also has a significant influence on the PI. Hence, live shopping business owners must recognize the importance of VS, encompassing similar ways of thinking, preferences, and tastes, between streamers and consumers. Additionally, VS plays a pivotal role in fostering TIS within the context of live shopping. Therefore, it is expected that business owners in the live shopping industry comprehend the significance of the trust factor in streamers, as it can enhance the PI of live shopping consumers.

The relationship between TIS and PFU and PQU is not proven to be negative, despite its significant impact. Furthermore, PI is not affected by PFU and PQU. These findings have important implications for live shopping business owners, who should recognize that TIS cannot eliminate PFU or PQU for live shopping consumers. Additionally, PFU and PQU do not influence PI for live shopping consumers.

The UV and HV obtained by consumers can increase TIS during live shopping. Likewise, VS or similar values between streamers and live shopping consumers can also increase TIS in live shopping. TIS in live shopping in this research has been proven to increase PI among live shopping consumers, but TIS cannot completely reduce PFU nor PQU felt by live shopping consumers. Meanwhile, the results of this research also show that PFU and PQU have no effect on PI among live shopping consumers.

Therefore, live shopping business owners are expected to be aware of the importance of the trust factor in streamers in live shopping which has been proven to increase purchase intention among live shopping consumers, especially in Indonesia.

## CONCLUSION

The concept of live-streaming shopping has gained popularity in recent years, especially in Indonesia. This innovative retail approach enables businesses to present their products in a lively and engaging manner, tempting customers to make immediate purchases. By utilizing the power of live streaming, Indonesian business owners can generate excitement and urgency among customers, thereby increasing their intention to buy. The inclusion of hedonic value in live-streaming shopping further enhances its appeal for Indonesian business owners. By offering an entertaining and immersive shopping experience, business owners not only attract more customers but also cultivate a sense of pleasure and enjoyment during shopping. This not

only improves the overall customer experience but also boosts the likelihood of repeat purchases and customer loyalty. Moreover, by including interactive components like live Q&A sessions, behind-the-scenes glimpses, and collaborations with influencers, business owners can enhance the shopping experience for their customers.

Additionally, the sense of urgency and limited availability that accompanies live-streaming shopping can create a fear of missing out among customers, compelling them to make purchases immediately. This psychological trigger can significantly increase sales and conversion rates for businesses that utilize live streaming as a sales channel. Furthermore, the ability to directly engage with customers in real-time during live streaming sessions allows business owners to promptly address any concerns or questions, thus establishing trust and rapport with their audience. This personalized approach can result in a stronger emotional connection with customers, ultimately leading to higher satisfaction and loyalty towards the brand.

In this research, there are various limitations to the discussed variables. These limitations include the fact that the research only focuses on utilitarian value, hedonic value, value similarity, trust in streamer, product fit uncertainty, product quality uncertainty, and purchase intention variables. In future research, it is recommended to include other variables in addition to utilitarian value, hedonic value, and value similarity. This will help evaluate other factors that can enhance trust in streamers. Furthermore, it is suggested to investigate variables other than trust in streamer that can reduce product fit uncertainty and product quality uncertainty. Additionally, further research should consider including variables other than trust in streamers to assess other factors that can increase purchase intention in live shopping. In future research, it is advised to obtain a larger sample size of more than 150 respondents in Indonesia and conduct the study for a longer period, exceeding 3 months. Moreover, the distribution of questionnaires is currently limited to online distribution by researchers. Hence, it is recommended to explore other methods of questionnaire distribution, such as focus group discussions (FGD), face-to-face surveys, or direct observation. Consequently, future research is expected to engage a larger number of respondents from a wider area in Indonesia. This research also offers several practical recommendations for owners of live shopping businesses. Owners of live shopping businesses should understand that setting the right price and ensuring product quality, fast delivery, and lower delivery service costs are essential factors that contribute to consumer trust in live streamers. Additionally, the comfort and enjoyment that consumers experience during live shopping further enhance their trust in streamers. Moreover, the presence of shared values, similar thinking patterns, tastes, and preferences between streamers and live shopping consumers also play a significant role in building trust. Therefore, owners of live shopping businesses must recognize the importance of these factors in establishing consumer trust in streamers, as research has shown that trust in streamers leads to increased purchase intention, particularly in Indonesia.

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