

# Factors That Influence Purchase Intention On Shopee Live Streaming: Trust In Streamer And Brand As A Mediating Variable

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## **Abstract:**

**Background:** Currently, live streaming e-commerce, which is an online interactive shopping service, has become a popular trend that is growing rapidly globally (Hou et al., 2019). According to a survey from Polling Opinion (JakPat), as many as 83.7% of Indonesians admitted to having watched live shopping, namely an online shopping feature that is broadcast live. From the survey results, the highest number of live shopping users on Shopee was recorded in Indonesia, reaching 83.4% (Annur, 2022). This proves that people are starting to change their shopping activity patterns in e-commerce from traditional to modern with the live streaming feature. With the rapid growth in online shopping through live streaming on e-commerce platforms, a brand must pay attention to the factors that influence consumer purchase intentions through this feature (Rohm & Swaminathan, 2004). Based on previous research, Saygili & Sututemiz (2020) stated that perceived values such as hedonism and utilitarianism values can motivate online shopping effectively thereby increasing the success of internet-based marketing. Based on this, this research classifies perceived value into utilitarian value and hedonic value as factors that can influence purchase intentions in e-commerce live streaming, especially in the Shopee Indonesia e-commerce context. The role of trust in purchasing behavior is also an important aspect that has been proven to influence the purchasing decision making process. Research by Yohansyah & Rodhiah (2022) supports this by stating that electronic trust can have a positive impact on purchasing decisions. However, in existing research, consumer trust in e-commerce live streaming is often treated as a whole and not in detail (Wu & Huang, 2023). In this research, trust factors are divided into two, namely trust in the streamer and trust in the brand. Therefore, this research includes the factors of trust in the streamer and trust in the brand as mediators of the influence of utilitarian value and hedonic value on purchase intentions in e-commerce live streaming programs. This research aims to examine the influence of utilitarian value and hedonic value on purchase intentions in the Shopee e-commerce live streaming program through trust in the streamer and trust in the brand.

**Materials and Methods:** The population used in this study is Shopee e-commerce consumers in Indonesia. The respondents of this research were those who had never made a purchase on a live streaming service on the Shopee e-commerce application. A total of 171 valid data were obtained after distributing questionnaires to respondents which were then analyzed using PLS analysis with the help of the Smart-PLS 3.2.9 application.

**Results:** The research results show that utilitarian value and hedonic value have a significant influence on trust in live streamers in e-commerce Shopee and trust in the brand promoted by live streamers in e-commerce Shopee, trust in live streamers in e-commerce Shopee and trust in brands promoted by the live streamer has a significant influence on purchase intention, besides that the mediating role of trust in the live streamer and trust in the brand shows significant results.

**Conclusion:** The results of this research provide a clear view of how e-commerce platforms, brands, and live streamers can optimize the potential of live streaming in increasing consumer engagement, building trust, and stimulating purchase intention. This can be the basis for developing more targeted and successful marketing strategies in an increasingly competitive e-commerce context.

**Key Word:** Utilitarian Value, Hedonic Value, Trust, Purchase Intention, Live streaming.

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## I. Introduction

Currently, live streaming e-commerce, which is an online interactive shopping service, has become a popular trend that is growing rapidly globally (Hou et al., 2019). Although initially similar to traditional TV shopping, live streaming e-commerce has evolved with online platforms that better suit modern consumer behavior, especially internet use via mobile devices (Attar et al., 2022; Saprikis et al., 2018). E-commerce live streaming is an interactive environment that is consumer-centric and synchronous (Hilvert-Bruce et al., 2018). This new mode of e-commerce uses live streaming to attract customer attention on e-commerce platforms, where streamers utilize the new medium as a direct source for online sales. In contrast to traditional e-commerce

(such as e-commerce websites) which relies heavily on images and text, e-commerce live streaming allows hosts to display product information authentically and intuitively, as well as allowing consumers to express their opinions and comments in real time. -time (Chen et al., 2017). Because of this, many consumers are more willing to learn about products through live streaming e-commerce than traditional e-commerce.

Live streaming programs have begun to appear through various interesting shopping platforms, such as e-commerce Shopee. Shopee is a consumer-to-consumer and business-to-customer e-commerce platform based in Indonesia. Shopee e-commerce is owned by PT. Shopee International Indonesia and was first discovered in Singapore by Forrest Li in 2015 (Gunawan & Susilo, 2021). In 2023, Shopee will become the e-commerce marketplace platform with the highest number of site visits in Indonesia. Also during the period January to December 2023, the Shopee site recorded a total of around 2.3 billion visits, surpassing its competitors by a significant distance (Ahdiat, 2024). This platform increased significantly during the COVID-19 pandemic. During the pandemic, Shopee achieved a record average sales increase of 3.5 times on live streaming programs (Listianayanti et al., 2023). According to a survey from Polling Opinion (JakPat), as many as 83.7% of Indonesians admitted to having watched live shopping, namely an online shopping feature that is broadcast live. From the survey results, the highest number of live shopping users on Shopee was recorded in Indonesia, reaching 83.4% (Annur, 2022). This proves that people are starting to change their shopping activity patterns in e-commerce from traditional to modern with the live streaming feature. Adopting a live streaming system will increase sales from e-commerce itself and can even improve the country's trade economy.

With the rapid growth in online shopping through live streaming on e-commerce platforms, a brand must pay attention to the factors that influence consumer purchase intentions through this feature (Rohm & Swaminathan, 2004). In the case of e-commerce live streaming, the creator of the e-commerce broadcast is a seller and is the link between the product and the consumer, while the brand, reputation and quality of the product are also the focus of consumer consideration, so that the consumer's final purchasing behavior is largely based on trust in the product and broadcast creator recommendations (Wu & Huang, 2023). Live streaming creators have also been found to significantly increase continued intent to watch among live viewers, increase interactive engagement, and stimulate purchase intent (Chen & Yang, 2023; Ki & Kim, 2019). This is mainly due to the fact that consumers are given an initial experience of the product through influencers (live streamers) before making a purchase. As a result, this leads to positive consumer intentions and good consumption behavior, thereby demonstrating one of the basic mechanisms of influencer marketing (Wu et al., 2022).

Many previous studies have examined the factors that influence online shopping in e-commerce via live streaming. Some of the variables that have been studied previously are: Consumer Motivation (Hilvert-Bruce et al., 2018), Experience (Hu et al., 2017) , Social Presence (Wang et al., 2021), Enjoyment (Li et al., 2022), Interactive (Clement et al., 2021), Psychological Distance (Ma et al., 2022), Engagement (Ma et al., 2022), Loyalty to digital platforms (Clement et al., 2021), and Information Technology Availability (Sun et al., 2019). However, in the study of consumer purchasing behavior, previous researchers mostly used perceived value to explain it (Cao et al., 2022; Yan et al., 2021).

Based on previous research, the influence of perceived value on users in e-commerce environments has been verified, but most of them examine direct measures of the influence of perceived value on purchasing behavior (Wu & Huang, 2023). Furthermore, Saygili & Sututemiz (2020) stated that perceived values such as hedonism and utilitarianism values can motivate online shopping effectively thereby increasing the success of internet-based marketing. Chiu et al. (2012) used online stores as a study to verify that utilitarian and hedonic values positively influence repurchase intentions; Lin & Lu (2015) used utilitarian value and hedonic value as mediating variables and social influence as a stimulus variable to predict consumer acceptance of mobile social networks. Based on this, this research classifies perceived value into utilitarian value and hedonic value as factors that can influence purchase intentions in e-commerce live streaming, especially in the Shopee Indonesia e-commerce context.

The role of trust in purchasing behavior is also an important aspect that has been proven to influence the purchasing decision making process. Trust involves actions or behavior towards the integrity and reliability of the company to meet customer expectations in the future (Rommy & Murtiningsih, 2020). Maintaining customer trust is very important in offline business; Therefore, business people in the digital world must always do things to increase trust in order to maintain customer loyalty in making purchasing decisions. Research by Yohansyah & Rodhiah (2022) supports this by stating that electronic trust can have a positive impact on purchasing decisions. However, in existing research, consumer trust in e-commerce live streaming is often treated as a whole and not in detail (Wu & Huang, 2023). In this research, trust factors are divided into two, namely trust in the streamer and trust in the brand. Therefore, this research includes the factors of trust in the streamer and trust in the brand as mediators of the influence of utilitarian value and hedonic value on purchase intentions in e-commerce live streaming programs.

The aim of this research is to examine the influence of utilitarian value and hedonic value on purchase intentions in e-commerce live streaming programs through trust in the streamer and trust in the brand. The

research content in this article is described as follows. First, this research focuses on purchase intentions via Shopee e-commerce live streaming. Second, this research uses utilitarian value and hedonic value factors to examine their influence on purchase intentions for Shopee e-commerce live streaming, especially in Indonesia. Third, the role of trust in the streamer and trust in the brand is also examined considering that there has been no research regarding the mediating role of trust in the streamer and trust in the brand on the influence of utilitarian values and hedonic values on purchase intentions via live streaming e-commerce Shopee in Indonesia. Thus, this research contributes to the theoretical literature regarding factors that influence purchase intentions via live streaming on Shopee e-commerce.

## **II. Material And Methods**

This research method is quantitative. According to Sugiyono (2016) quantitative research is a type of research that uses numbers to process data to produce structured information. The population used in this study is Shopee e-commerce consumers in Indonesia. In this research, the data collection method was carried out by distributing questionnaires. Respondents were selected using a purposive sampling technique (Sekaran & Roger, 2016). The respondents of this research were those who had never made a purchase on a live streaming service on the Shopee e-commerce application.

**Study Design:** This research method is quantitative. In this research, the data collection method was carried out by distributing questionnaires. All items in this questionnaire were measured using a 5-point Likert scale (1=strongly disagree; 5=strongly agree).

**Study Location:** This study was carried out by distributing questionnaires to e-commerce users in Indonesia via an online form and distributed with the help of social media.

**Study Duration:** April 2024 to May 2024.

**Sample size:** After distributing the questionnaire, the valid data obtained was 171.

**Sample size calculation:** Considering the limitations of researchers in reaching the entire population, researchers only examine part of the population as research subjects or also called samples. So in this study the sample size was obtained based on the rule of thumb of the analytical tool used. According to (Hair, 2011) it is said that the rule of thumb is that the minimum number of samples for structural model analysis is to use a large sample, namely between 100 to 200 respondents or more.

**Subjects & selection method:** Respondents were selected using a purposive sampling technique (Sekaran & Roger, 2016). The respondents of this research were those who had never made a purchase on a live streaming service on the Shopee e-commerce application. This study was carried out by distributing questionnaires to e-commerce users in Indonesia via an online form and distributed with the help of social media. After distributing the questionnaire, the valid data obtained was 171.

### **Inclusion criteria:**

1. Respondents are at least 18 years old.
2. Respondents have an account on e-commerce Shopee.
3. Respondents have watched seller broadcasts on Shopee live streaming.
4. Respondents from this research are those who have never made a purchase on a live streaming service on the Shopee e-commerce application.

**Procedure methodology:** This research method is quantitative. In this research, the data collection method was carried out by distributing questionnaires. Respondents were selected using a purposive sampling technique (Sekaran & Roger, 2016). The respondents of this research are consumers who have made purchases from live streaming services on the Shopee e-commerce application. This study was carried out by distributing questionnaires to e-commerce users in Indonesia via an online form and distributed with the help of social media. After distributing the questionnaire, the valid data obtained was 171. All items in this questionnaire were measured using a 5-point Likert scale (1=strongly disagree; 5=strongly agree).

**Statistical analysis:** The data analysis method used is the Partial Least Square (PLS) analysis method with the Smart Partial Least Square 3.2.9 program. The tests carried out in variant-based SEM have two stages, namely the outer model test and the inner model test. In the external model test, apart from the convergent validity test, there is also a reliability validity test, namely a test that aims to determine the reliability of indicators in

measuring variables, while a variable is said to be valid if it has an AVE value above 0,5 and a Cronbach Alpha value above 0,7.

### III. Result

The questionnaire was analyzed, and statistical characteristics of the sample were obtained as shown in Table 1. In terms of gender, there were more female respondents (59.97%) than male respondents (45.03%). In the age category, the majority of respondents were in the 26-45 year range, 111 respondents (64.91%), while in the education category, the majority of respondents had a Diploma/Bachelor's degree, 102 respondents (59.65%). Finally, in the income category, the majority of respondents had incomes in the range of Rp. 1,000,000 – Rp. 3,000,000 as many as 61 respondents (35.67%).

**Table no 1: Characteristics of Respondents.**

Variable	Category	Frequency	Percentage
Gender	Woman	94	54.97
	Man	77	45.03
Age	17-25	34	19.88
	26-45	111	64.91
	>45	26	15.20
Education	Senior High School	55	32.16
	Diploma/bachelor	102	59.65
	Magister/Doctoral	14	8.19
Income	< 1.000.000	30	17.54
	1.000.000 – 3.000.000	61	35.67
	3.000.001 – 5.000.000	54	31.58
	> 5.000.000	26	15.20

Based on the results of data processing using SmartPLS 3 Software shown in Table 2, it is clear that the validity value of each indicator is above 0.7, so that all research indicators are declared valid. In the external model test, apart from the convergent validity test, there is also a reliability validity test, namely a test that aims to determine the reliability of indicators in measuring variables, while a variable is said to be valid if it has an AVE value above 0.5 and a Cronbach Alpha value above 0, 7, the following is the discriminant validity test in this research (Purwanto et al., 2021).

**Table no 2: Validity Test Results, Reliability, and R<sup>2</sup>**

Variabel	Indikator	Loading Factor	Cronbach's Alpha	CR	AVE	R <sup>2</sup>
Utilitarian Value (Wu & Huang, 2023)	Sellers who sell goods via Shopee live streaming look like real traders.	0.713	0.781	0.847	0.526	-
	Products sold via Shopee live streaming appear authentic.	0.778				
	In my opinion live streaming products have the best value for money.	0.788				
	I think promotions for shopping from Shopee live streaming are good.	0.715				
	Compared with other ways, I think shopping through Shopee's live streaming room has better value.	0.728				
Hedonic Value (Wu & Huang, 2023)	The shopping process on Shopee live streaming makes me feel relaxed.	0.796	0.787	0.825	0.611	-
	I enjoy shopping via Shopee live streaming.	0.772				
	I think it's fun shopping via Shopee live streaming.	0.776				
Trust in Streamer (Wu & Huang, 2023)	I believe the information provided by the Shopee live streaming streamer.	0.785	0.847	0.892	0.623	0.506
	I believe the streamer will consider the basic interests of buyers.	0.775				
	I am comfortable buying products recommended by streamers.	0.812				
	I'm sure the streamer is capable of handling online transactions.	0.86				
	I believe the products and services recommended by streamers are beneficial to everyone.	0.806				
Trust in Brand (Harikusuma et al., 2022)	I trust the brands that are promoted on Shopee live streaming.	0.753	0.823	0.883	0.654	0.484
	I rely on brands that are promoted on	0.782				

	Shopee live streaming.					
	The brands promoted on Shopee live streaming are honest.	0.835				
	The brands promoted on Shopee live streaming are safe.	0.86				
Purchase Intention (Salhab et al., 2023)	I prefer to buy products promoted on Shope live streaming more than other platforms.	0.849	0.755	0.859	0.67	0.694
	I am willing to recommend others to buy from Shopee live streaming.	0.832				
	I have high intentions to buy products via Shopee live streaming in the future.	0.774				

Table 1 shows that all Cronbach alpha values and AVE values exceed the minimum limit so that all variables are declared valid. From Table 2, it can be concluded that 50.6% of trust in streamers is influenced by utilitarian values and hedonic values, while the rest is influenced by other variables outside the study. The trust variable in brands is influenced by utilitarian value and hedonic value by 48.4%, while the rest is influenced by other factors outside the theme of this research. The variable purchase intention is influenced by trust in the streamer and trust in the brand by 69.4% while the rest is influenced by other factors outside the theme of this research. Thus, the data meets the requirements for further processing of hypothesis testing.

Hypothesis testing in this research was carried out using the bootstrapping method on the research model. Next, you can see the T statistical value or P value of each latent variable. This research uses (alpha) of 5%. This analysis was carried out with the aim of finding out the level of significance of the influence of exogenous variables on endogenous variables. The following are the results of calculating the path coefficient from this research model (Table 3).

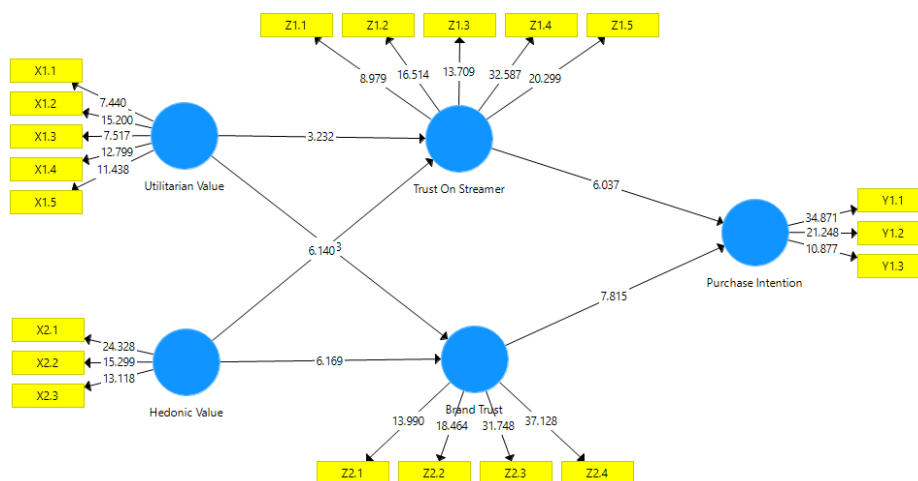


Figure 2. Structural model of hypothesis testing

Source: Processed Data (2024)

Table no 3: Direct Effect Test Results.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Trust in Brand -> Purchase Intention	0.483	0.486	0.064	7.565	0.000
Trust in streamer -> Purchase Intent	0.412	0.409	0.067	6.114	0.000
Hedonic Value -> Trust in Brand	0.474	0.473	0.075	6.359	0.000
Hedonic Value -> Trust in streamer	0.538	0.527	0.077	6.971	0.000
Utilitarian Value -> Trust in Brand	0.296	0.302	0.077	3.83	0.000
Utilitarian Value -> Trust in streamer	0.241	0.256	0.069	3.498	0.001

A formative construct will be considered significant if it has a P value that is smaller than a significance value of 5% (P value < 0.05) and has a T statistical value > 1.96. In Table 3, the results of the direct effect test show that the entire hypothesis has a P value < 0.05 and a statistical T value > 1.96, so it is accepted (significant).

**Table no 4: Indirect Effect Test Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Hedonic Value -> Trust in Brand -> Purchase Intention	0.229	0.23	0.047	4.872	0.000
Utilitarian Value -> Trust in Brand -> Purchase Intention	0.143	0.147	0.043	3.349	0.001
Hedonic Value -> Trust in streamer -> Purchase Intention	0.222	0.217	0.053	4.204	0.000
Utilitarian Value -> Trust in streamer -> Purchase Intention	0.099	0.105	0.033	3.013	0.003

In this research, the mediating variable test was carried out by bootstrapping the research model by looking at the T statistic value and P value in the specific indirect influence test so that it can be seen how influential/significant the intervening variable is between the independent variable and the dependent variable as an indirect relationship. From the test results in Table 4, it can be seen that trust in the brand is a significant mediator in the influence of hedonic value on purchase intention, trust in the brand is a significant mediator in the influence of utilitarian value on purchase intention, trust in the streamer is a significant mediator in the influence of value. hedonic value on purchase intention, and trust in the streamer are significant mediators of the influence of utilitarian value on purchase intention.

#### IV. Discussion

This research explores the influence mechanisms of live streamers in the context of Shopee e-commerce live streaming. Using structural equation modeling, we have tested the influence of utilitarian value and hedonic value on purchase intention in the Shopee e-commerce live streaming program through trust in the streamer and trust in the brand. In addition, we have empirically tested the mediating role of live streamer trust and brand trust between utilitarian value and hedonic value and consumer purchase intention.

The results of data testing show that utilitarian value and hedonic value have a significant influence on trust in live streamers on Shopee e-commerce. Consumers tend to view e-commerce platforms as practical and useful (utilitarian value), as well as enjoyable (hedonic value) because of the interaction with other people and the fundamental sense of ownership of the e-commerce platform (Cho & Son, 2019). The discovery of this significant influence shows that consumers tend to trust e-commerce live streamer Shopee if they feel that the service provides great practical benefits for them. This could mean that Shopee live streamers effectively convey information about products, offer attractive discounts or promotions, and provide a comfortable and efficient shopping experience. Selling products via live streaming allows sellers to present products in a new way, improving consumer mood and confidence. The higher the utilitarian value and hedonic value consumers perceive from interacting with a live streamer, the more likely they are to trust and choose to shop through that platform. The results of this research are supported by previous research which found that utilitarian value (Wu & Huang, 2023; Yudha et al., 2022); Hedonic value (Achmad et al., 2020; Hanzae & Andervazh, 2012) has a significant influence on trust in live streamers.

The influence of utilitarian value and hedonic value was also found to have a significant influence on trust in the brand promoted by live streamers on Shopee e-commerce. These results indicate that these two aspects play an important role in forming consumer trust in brands. The influence of utilitarian value on brand trust is usually related to the functional benefits provided by the product or service, such as quality, reliability, or availability. When consumers feel that the brand promoted by the live streamer on Shopee e-commerce can meet their needs well and provide the desired benefits, the level of trust in the brand tends to increase. Meanwhile, the influence of hedonic value on brand trust promoted by live streamers on Shopee e-commerce is related to the sensory or emotional experience provided by the brand, such as the pleasure, excitement or comfort that consumers feel when using the product or interacting with the brand. When consumers feel happy or emotionally satisfied with their experience with the brand, their trust in the brand can also increase. The results of this research are supported by previous research findings which found that utilitarian value (Harikusuma et al., 2022; Ryu et al., 2010); Hedonic value (Achmad et al., 2020; Hanzae & Andervazh, 2012) has a significant influence on Brand Trust.

This research also shows that trust in live streamers on e-commerce Shopee and trust in the brand promoted by the live streamer have a significant influence on purchase intention, thereby highlighting the importance of trust factors in influencing consumer behavior. Trust in a live streamer reflects the extent to which consumers trust the integrity, credibility and honesty of the live streamer in conveying information about products or services. When consumers feel trust in the live streamer, they are more inclined to accept the product recommendations being promoted and consider making a purchase. Additionally, trust in the brand promoted by the live streamer is also important. Consumers who have high trust in a brand will be more likely to consider and choose products from that brand, regardless of who is promoting it. Thus, trust in the brand also plays an important role in influencing consumer purchasing intentions. The results of this research can provide valuable insights for e-commerce platforms, brands, and live streamers to understand the importance of building

and maintaining consumer trust in an effort to increase their purchase intent and business success. These results are supported by previous research which found that trust has a significant influence on purchase intention (Aydın et al., 2014; Limbu et al., 2012; Pingsheng & Yongdong, 2020; Punyatoya, 2018; Takaya et al., 2020; Tsai & Hung, 2019).

The mediating role of trust in live streamers and trust in brands shows significant results in this research. This indicates that utilitarian value and hedonic value will increase and influence purchase intentions through trust. An increase in perceived value reduces the uncertainty and perceived risk in online shopping, makes it easier to build a relationship of trust, and building trust can increase consumers' purchase intentions. When consumers watch Shopee e-commerce live streams, they evaluate the streamer's behavior, product presentation, and product experience. A consumer who trusts and is attached to a live streaming activist will have a higher possibility of believing in the reliability of the brand promoted by that streamer. These findings provide guidance for marketing model innovation for live streaming platforms. This emphasizes the importance of having influential streamers as an important requirement for building a famous streamer. Such well-known streamers can help platforms stimulate consumption.

## **V. Conclusion**

This research aims to examine the influence of utilitarian value and hedonic value on purchase intentions in e-commerce live streaming programs through trust in the streamer and trust in the brand. This research was conducted in Indonesia with a focus on examining purchasing behavior via live stream on Shopee e-commerce. The research results show that utilitarian value and hedonic value have a significant influence on trust in live streamers in e-commerce Shopee and trust in the brand promoted by live streamers in e-commerce Shopee, trust in live streamers in e-commerce Shopee and trust in brands promoted by the live streamer has a significant influence on purchase intention, besides that the mediating role of trust in the live streamer and trust in the brand shows significant results in the research.

Theoretically, the results of this research enrich understanding of the factors that shape consumer behavior in the context of e-commerce and live streaming. First, these findings support the Value Theory, by showing that both utilitarian value (functional utility) and hedonic value (sensory and emotional satisfaction) are important in building consumer trust. Furthermore, these results are in line with Trust Theory, underscoring the central role of trust in shaping consumer purchase intentions. This understanding reinforces the importance of building and maintaining trust in live streamers and brands in an e-commerce environment. Finally, the mediating role of trust in the live streamer and brand highlights the complexity of the relationship between these variables, offering insight into how trust can be an important channel in influencing consumer purchase intentions. These implications provide a strong theoretical foundation for the development of more effective marketing strategies in utilizing the power of live streaming in increasing consumer engagement and increasing sales results in the Shopee e-commerce context. Thus, the results of this research provide a clear view of how e-commerce platforms, brands, and live streamers can optimize the potential of live streaming in increasing consumer engagement, building trust, and stimulating purchase intention. This can be the basis for developing more targeted and successful marketing strategies in an increasingly competitive e-commerce context.

This research has several limitations. First, this study focuses on two types of perceived value, namely utilitarian value and hedonic value. Future researchers can examine other types of value such as psychological, emotional and social value. Second, this study examines the scope of Indonesia so that research is needed for certain regions. Third, the sample size in this study is still limited, so future research can use a larger sample. Finally, this research only uses two types of trust, namely trust in live streamers and trust in brands, so it is necessary to examine consumer perceptions of trust in platforms which can then increase purchase intentions through live streaming.

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