

# The Influence of Live-Streaming Shopping Activities on Attitude Toward Purchase Intention

*Hilwah Dibagiyya Elsholiha<sup>1</sup>, Moh Farid Najib<sup>1</sup>, Fatya Alty Amalia<sup>1</sup>*

<sup>1</sup> *Department of usiness Administration, Politeknik Negeri Bandung, Indonesia*

Correspondence author: [mohfaridnajib@polban.ac.id](mailto:mohfaridnajib@polban.ac.id)

## **ABSTRACT:**

The rapid development of marketing media, particularly live streaming services, is anticipated to be incorporated into the social, voice, and visual widespread in the future, which can influence customers' behavior while making purchasing decisions at any moment. The purpose of this paper is to determine the influence of live-streaming shopping activities on attitudes toward purchasing intentions. The purposeful ways to sample were implemented for this research, with questionnaires distributed digitally to TikTok social media users who had seen live-streaming promotions in Indonesia. The third version of SmartPLS was used to process the data collected from up to 443 respondents. The research results show each variable that significantly influences purchase intention includes credibility, informativeness, and interactivity through the intermediary, namely the variable attitude towards advertising. The researchers can use the data processing findings from the current research, which revealed customer attitudes toward advertising in the form of trust in sellers and trust in platforms, also to measure the influence of each variable interpreted as advertising value on consumer behavior, namely product purchase intention in TikTok live stream promotions.

## **Keywords:**

*Live-Streaming, Customer Behavior, Purchase Intention, Trust in Seller, Trust in Platform, Credibility, Informativeness, and Interactivity.*

## **ARTICLE INFO**

### **Article History:**

*Received 17 Jul 2023*

*Revised 14 Sep 2023*

*Accepted 16 Sep 2023*

*Available online 29 Sep 2023*

## 1. INTRODUCTION

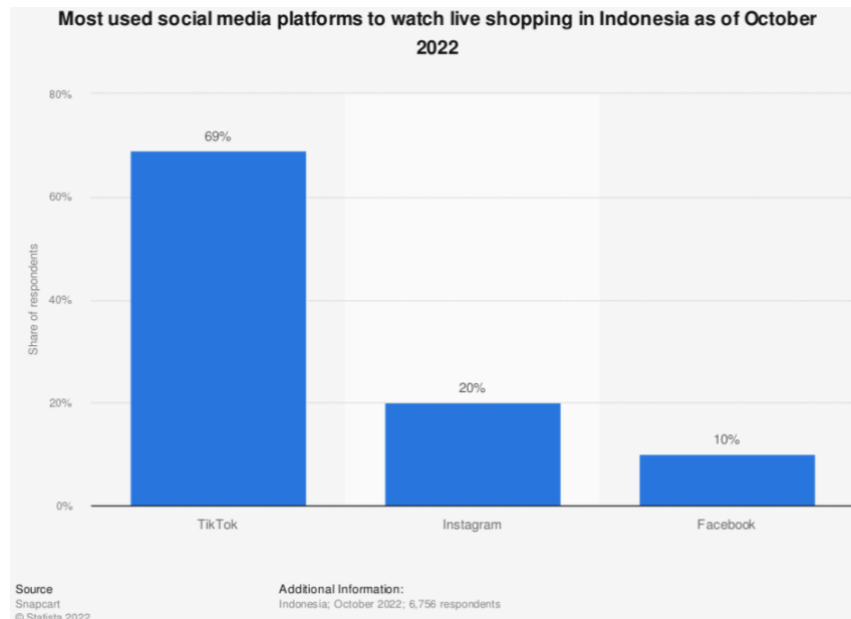
Live streaming is a platform that captures and transmits content instantly, without any delay. The transfer of information is performed via numerous technological ways of communicating which enable audio as well as video to be instantly transmitted from a single place to another, providing the audience feeling like all of them are there during the moment (Chen & Lin, 2018). In 2022, a *Jajak Pendapat (Jakpat)* survey involving 2,712 respondents found that 83.7% of Indonesian consumers were aware of the live streaming feature as an alternative to shopping, and even 55% of them had purchased products through this feature (Annur, 2022). The fast growth of marketing mediums, especially live streaming services, is expected to be merged into the future social, voice, and visual pervasive, which can affect customers' behavior when making purchasing decisions at any time (Chen & Lin, 2018)

In a previous live commerce context, technological resources affordability (which includes vision, meta voicing, and direction for purchasing affordability) positively affects customer behavior (that is purchase intention) by also applying SOR (Stimulus, Organism, Response) theory to the mediating variables of customer engagement (such as immersion and presence) (Sun et al., 2019). In social commerce through Facebook live streams, interpreted shopping value (including value for utility, value based on hedonism, and a symbol value) influences the engagement of customers directly and indirectly via trust (including confidence in goods and confidence in seller) (Wongkitrungrueng & Assarut, 2020). Integrated SOR theory to examine social commerce intentions influenced by IT affordable (such as vision, meta voicing, and direction for purchases) with the mediating variables of experience of flow and confidence in the system and confidence in the vendor (Tuncer, 2021). Similarly, Dwinanda et al. (2022) took a SOR perspective to examine the influence of perceived ad value on attitudes towards advertising, which led to consumer behavior (as purchase intentions) towards TikTok short video ads.

The majority of research to date has concentrated on IT affordability and perceived purchase value on customer engagement and customer behavior using the SOR model (Dwinanda et al., 2022; Sun et al., 2019; Tuncer, 2021; Wongkitrungrueng & Assarut, 2020; Xu et al., 2020). The IT affordability characteristics of live streaming, that is perceived advertising value, determine the factors that motivate customers' purchase intentions through attitudes towards advertising using the SOR theory (Chan et al., 2017). The customer's perception of the worth or advantage they believe they will gain from the advertised product or service is referred to as perceived advertising value (Ducoffe, 1996). Perceived advertising value can be related to product attributes, quality, price, promotions, and other features expressed in advertisements. However, in this study, perceived advertising value is extracted from previous studies that tend to examine customers' purchase intentions in TikTok short video ads and Instagram ads (Dwinanda et al., 2022; Gaber et al., 2019), and is related to entertainment, informativeness, credibility, and interactivity. Meanwhile, the variable used in this study as an intermediary among the experienced value of advertising and customer intentions to buy is adapted from previous studies (Tuncer, 2021; Wongkitrungrueng & Assarut, 2020), namely attitude towards advertising, which includes confidence in seller and confidence in the platform. Consumers' trust in the vendor indicates their belief in the seller's honesty, credibility, and capacity to keep promises and give good service.

The large number of TikTok social media users can be an opportunity for individuals who are running their businesses to promote and sell their products. However, this does not mean

that it is easier to reach the company's potential market, as this naturally has an impact on business rivalries, which are also becoming more intense. (see Figure 1).



**Figure** Error! No text of specified style in document.. Most Used Platform to Watch Live Streaming in Indonesia  
(Sources:(<http://www.statistica.com>, n.d.)

This paper aims to evaluate the impact of the perception of advertising on how customers behave in live streaming in the TikTok application, which is popular and loved by many people. A deeper understanding of the stimuli that motivate customer behavior towards marketing via live streaming is needed to help marketers or business people reach the right consumers, for example by developing sales strategies (Dwinanda et al., 2022; Tuncer, 2021; Xu et al., 2020) or by maintaining the company's position amid market competition. Based on suggestions from previous research to test the social media marketing model (Tuncer, 2021), this research objective is briefly focusing on knowing the aspects that impact Indonesian consumers to buy via live streaming on the TikTok application for local skin. In addition, the relationship between its variables will be conceptually hypothesized and empirically tested.

## 2. LITERATURE REVIEW

### 2.1 Entertainment

Lower enjoyable content will drastically reduce commercial efficiency (Xiao et al., 2019). The results of a previous study (Chen & Lin, 2018) on live streaming discovered that entertaining content had a beneficial impact on attitudes, value perception, and audience circulation, culminating in the inclination to use live streaming. According to research on short video advertising (Dwinanda et al., 2022), entertainment has a significant beneficial impact on the value of advertisements and behaviors, which in turn affects buyers' inclination to purchase the advertisement.

Similarly, research in the context of online commerce (Wongkitrungrueng & Assarut, 2020) discovered that entertaining hedonic value had a good impact on products and vendor

confidence, hence fostering customer loyalty. Martins et al. (2019) research on mobile phone advertisements, customer buying decisions are influenced by company recognition, page layout excellence, circulation background, and advertisement values, among which advertising value is led by entertainment, informativeness, and credibility as the strongest positive influences. Based on previous research, the researcher will propose two hypotheses as follows.

H1a: Entertainment in live streaming has a positive effect on trust in sellers.

H1b: Entertainment in live streaming has a positive effect on trust in the platform.

## 2.2 Informativeness

Informativeness can be interpreted as an aspect that predicts the value contained in an advertisement (Ducoffe & Curlo, 2000). Whether an advertisement is effective or not is seen in the information conveyed, whether it is satisfying for customers, such as the product or service in an advertisement that can be an alternative product or service that meets the customer's goals. Prior research has indicated that informativeness is positively associated with consumers' perceptions of the value of advertising as well as customers' attitudes toward advertising, which influence profitable impulsive buying behavior (Yassin, 2021).

According to research on Instagram advertising in Egypt, informativeness has a strong beneficial effect on customer attitudes and perceptions of innovative forms of marketing (Gaber et al., 2019). Jain et al. (2018) informativeness has a beneficial connection to advertising value and attitudes towards online video advertisements, resulting in higher intent to buy. Similarly, according to a study about smartphone advertising (Martins et al., 2019) customers regard cell phones as valuable and amusing sources of product information. The researcher suggests a subsequent hypothesis based on past research.

H2a: Informativeness in live streaming has a positive effect on trust in the seller

H2b: Informativeness in live streaming has a positive effect on trust in the platform

## 2.3 Credibility

Ad credibility is defined as how open and believable a brand claim in an advertisement is viewed or perceived by consumers (MacKenzie & Lutz, 1989). Martins et al. (2019), the positive factors that have the greatest constant effect on the value of an advertisement are credibility, entertainment, and informativeness. According to previous research (Dwinanda et al., 2022), legitimacy has a beneficial impact on the perception of ad worth and attitudes, which eventually influence customers' buying intentions over short video ads. Credibility has been proven that it has a strong positive impact on customer attitudes toward ads as well as consumer attitudes toward brands in prior research on Instagram advertising (Gaber et al., 2019).

Similarly, research on smartphone ads (Martins et al., 2019) demonstrates that legitimacy increases the value and flow experience of ads, which influences users' buying inclinations. Customers will pay more attention to trustworthy advertising messages, and conversely, if an advertisement is not trustworthy, customers will tend to ignore or even reject the message

of an advertisement. The researcher suggests a subsequent hypothesis based on past research.

H3a: Credibility in live streaming has a positive effect on trust in sellers.

H3b: Credibility in live streaming has a positive effect on trust in the platform.

## **2.4 Interactivity**

Rafaeli & Sudweeks (1997) suggest that the strength of social ties comes from communication situations where there is a simultaneous and prolonged exchange, which can also be referred to as interactivity. Two-way communication can be carried out by users, both sellers and customers, through various features offered by social media. Nowadays, many companies advertise and build relationships with customers through social media because it is considered to be more interactive. According to a supporting statement derived from a study of short video advertisements (Dwinanda et al., 2022) Social interaction has an indirect influence on attitudes, which in turn affects customers' live viewing intentions (Chen & Lin, 2018). Para-social interaction is the strongest factor in consumers' emotional state and then has an impact on consumers' hedonic consumption, social sharing, and impulsive consumption (Xu et al., 2020). The success of an advertisement is supported by interactions with consumers (Dwinanda et al., 2022). Based on previous research, the researcher proposes the following hypothesis

H4a: Interactivity in live streaming has a positive effect on trust in sellers.

H4b: Interactivity in live streaming has a positive effect on trust in the platform.

## **2.5 Trust in Seller**

Trust is defined as an important element in social media platforms, especially in online shopping activities, to build healthy relationships between all parties, including sellers, buyers, and platforms (Al-Debei et al., 2015). Consumers believe that trust plays the greatest role in reducing user anxiety and perceived risk for customers (Wang & Herrando, 2019). Consumers' expectations of trusting merchants on digital platforms are defined as their confidence in the authenticity and reliability of the seller's written or spoken assertions (Chang & Chen, 2008).

The confidence in sellers is highly favorably impacted by visibility affordability and shopping guide affordability, which is then associated with purchase intention in the context of social commerce (Tuncer, 2021). According to the findings of an online commerce study on live shopping (Wongkitrungrueng & Assarut, 2020), trust in the seller positively influences customer commitment, followed by trust in the product, and is most strongly influenced by symbolic value, which is then indirectly influenced by utility and hedonistic worth as indicators of potential purchase worth. The researcher suggests the following assumption based on past research.

H5: Trust in the seller has a positive effect on consumer purchase intention.

## 2.6 Trust in Platform

Trust is considered to influence customer engagement in online shopping (Wongkitrungrueng & Assarut, 2020). Trust is the perception of expertise in meeting expectations and honesty (Nasution, n.d.). A previous study in online shopping suggests that consumers trust various organizations, including corporations, agents, products, and channels; in this case, the researchers will evaluate two entities, sellers and social networking platforms.

The notion of confidence in digital platforms, according to Pavlou & Gefen (2004), implies the way customers perceive the legal framework of the platforms as well as the way they feel about the structural security of these systems. Previous research on live streaming (Tuncer, 2021) discovered that IT affordability influences confidence in the platform, with the affordability of shopping guides having the greatest influence, thereby having a beneficial effect on social commerce intents. The researcher suggests the following hypothesis based on past research.

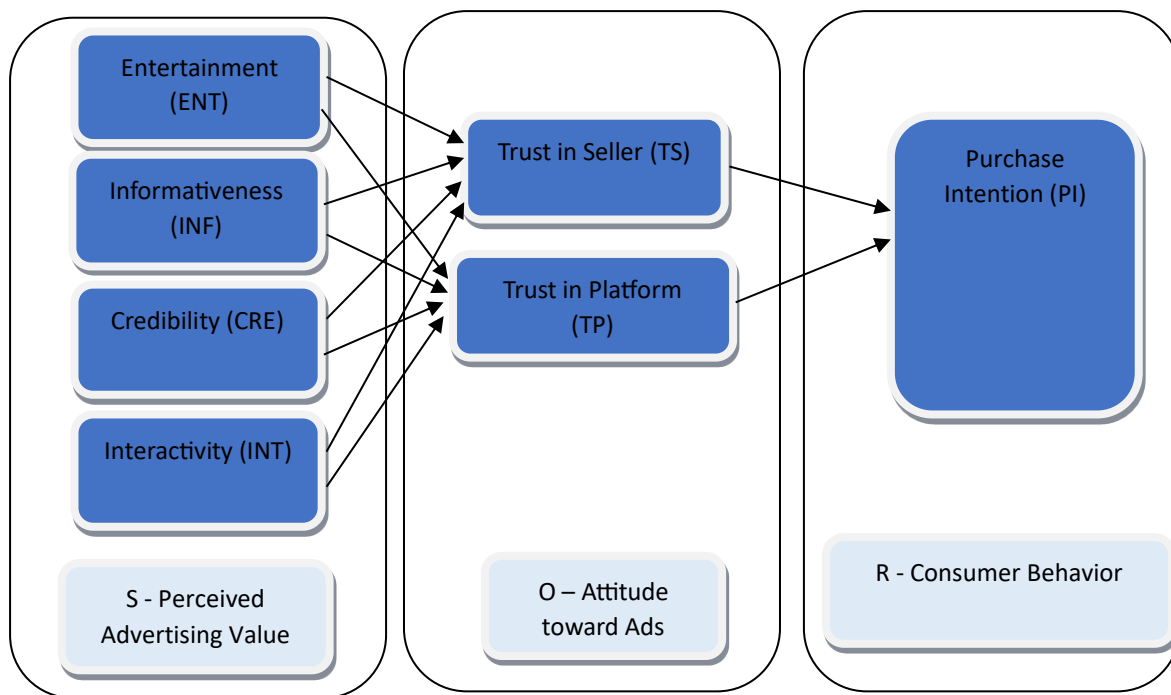
H6: Trust in the platform has a positive effect on consumer purchase intention.

## 2.7 Purchase Intention

The intention is considered the dominant aspect that shapes a person's behavior, while the behavioral intention is considered a specific action that a person may subjectively perform (Davis, 1989). The intent to buy, according to Kim & Ko (2012), might be defined as an amalgamation of consumers' goals with their ability to pay for a product. The study also explained that purchase intention can predict customers' future behavior because customers' attitudes and tendencies toward brands or products are closely related to purchase intention (Kim & Ko, 2012). Previous research (Oussa et al., 2021) revealed that social media advertising efforts positively influence those who use social media intent to buy in the country Cambodia, followed by entertainment, interaction, trendiness, customization, and perceived risk. This is supported by the preceding factors of brand recognition, brand perception, electronic word of mouth, and commitments. The user's desire to own a product, with a plan to purchase in the future, after watching a live streaming show on the TikTok application where the product promotion takes place, is the definition of purchase intention in this research.

## 2.8 Research Model

Based on the literature review on networking sites and live streaming above, as well as the development of hypotheses, a research model is proposed along with factors that influence the value of advertising on customer attitudes in the form of trust, which ultimately has an impact on customer behavior in the form of customer purchase intentions, as shown in Figure 2.



**Figure 2.** Research Proposed Model

### 3. METHODS

#### 3.1 Research Design

Research design is to communicate the purpose of a constructed research activity (Suhartanto, 2014a). The cross-sectional research design is a descriptive research design commonly used in marketing research (Malhotra, Nunan, et al., 2017). This approach aims to collect data over some time and provide answers to the research questions (Suhartanto, 2014b). A descriptive study design is characterized by the organization of the types of data required and the intended sample population (Suhartanto, 2014). The main information for this research is to be gathered via a questionnaire on the Internet distributed to participants who match the criteria (Yani et al., 1995).

#### 3.2 Population, Sample, and Sampling Technique

The population included in this research encompasses persons who are TikTok users and have viewed the live stream promotions, comprising both Generation Z and Generation Y groups, ranging in age from 13 to 42 years old. A sample reflects a portion of the total population and its characteristics (Sugiyono, 2013). A sample is a subset of the community chosen according to characteristics established by the researcher. Individuals from Generation Z and Generation Y, aged 13 to 42 years old, who have watched live-streaming promotions through the TikTok application and like online buying, will be researched in the context of this research.

Hair et al. (2019) believe that the minimally necessary number of samples is suggested to be 10 times the number of indicators used. The total amount of participants that finished the survey in this study was 443 people. The procedures or tactics utilized to obtain relevant information or data for a research project are referred to as information-gathering

techniques. The researcher obtained the main information for this study online via a questionnaire given via the Internet. The scale developed by Likert was employed to score the respondents' replies, with 1 being highly disapproved and 5 being highly in agreement.

### 3.3 Instrument

The instrument developed was the result of the elaboration of several previous studies, which include religiosity, utilitarian value, hedonic value, attitude toward hijab, and purchase intention as shown in Table 1.

**Table 1.** Instruments and literature resources

Variables/Construct	References
Perceived live streaming value	
Entertainment	(Ducoffe & Curlo, 2000; Dwinanda et al., 2022)
Informativeness	(Ducoffe, 1996; Dwinanda et al., 2022)
Credibility	(Deraz et al., 2015; Dwinanda et al., 2022)
Interactivity	(Alalwan, 2018; Dwinanda et al., 2022)
Attitude towards ads	(Dwinanda et al., 2022; Fang et al., 2014)
Purchase Intention	(Alalwan, 2018; Dwinanda et al., 2022; Martins et al., 2019)

### 3.4 Data Analysis Technique

Partial least squares structural equation modeling (PLS-SEM) is a data analysis technique in the quantitative approach. This technique aims to identify how each variable influences and explains the relationships between these variables (Joseph F. Hair et al., 2014). There are two sub-models in PLS-SEM according to Hair et al. (2019), namely the measurement model, the structural model, and an additional component called the path coefficient.

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Profile

Respondent demographics are utilized for offering data on the distribution of respondents based on specific traits involving sex, age, profession, education, as well as geography. In this study, the respondents were TikTok users who had watched livestream promotions through the TikTok application and had a tendency to shop online. The research questionnaire was distributed online via Google Forms to samples that met certain criteria. Table 2 summarizes the traits of the people who participated in this research.

**Table 2.** Demographics of Respondent

	Freq	%		Freq	%
Gender			Age		
Male	151	34,1%	11 - 20 years old	133	30%
Female	292	65,9%	21 - 30 years old	228	51,5%
Jobs			31 - 40 years old	70	15,8%
Administration	1	0,2%	41 - 50 years old	11	2,5%
Housewife	48	10,8%	>50 years old	1	0,2%
Influencer	1	0,2%	Education		



	Freq	%		Freq	%
Employee	1	0,2%	Elementary school	1	0,2%
Private Employee	81	18,3%	Senior high school	219	49,4%
Student	180	40,6%	Junior high school	23	5,2%
Civil Servant	56	12,6%	Diploma	94	21,2%
Entrepreneur	75	16,9%	Magister	9	2%
Income (IDR, 000)			Bachelor	97	21,9%
<999	99	22,3%			
1.000.- 2.999	176	39,7%			
3.000 - 5.999	112	25,3%			
6.000 - 8.999	35	7,9%			
9.000 - 1.999	15	3,4%			
> 12.000	6	1,4%			

Source: Data Analysis

#### 4.2 Descriptive Analysis

Table 3 is a visual representation of the respondent's assessment of the tools provided by the researcher through the questionnaire. This assessment is made using a Likert scale where the respondents give a score of 1 being highly disapproved and 5 being highly in agreement. This table is used to analyze each construct and research item in detail. The average score given in the table reflects the perceived value given by the respondents to the variable being tested. Table 3 provides results that are described in detail about the descriptive analysis carried out.

**Table 3.** Descriptive Statistical Analysis

Construct/item	Mean	Std. Dev.
Entertainment	4,102	0,902
Informativeness	4,174	0,905
Credibility	4,205	0,874
Interactivity	4,204	0,892
Trust in Seller	3,023	0,717
Trust in Platform	3,113	0,659
Purchase Intention	4,161	0,904

Source: Data Analysis

Arikunto (2007) classifies the descriptive analysis into five groups based on a value scale including; the low category has a value range of 1.00 to 1.80; the low category has a value range of 1.81 to 2.60; the medium category has a value range of 2.61 to 3.40; the high category has a value extend of 3.41 to 4.20 while the highest category has a value range of 4.21 to 5.00. Table 5 shows that out of 421 respondents, the entertainment aspect received an average rating of 4.102 with a standard deviation of 0.902, indicating a high level of satisfaction. This proves that the majority of respondents agree that live-streaming promotions on TikTok social media are fun.

Furthermore, the informativeness aspect received an average of 4.174 with a standard deviation of 0.905, which indicates a good level of satisfaction. This is because the respondents consider that the live streaming promotions on TikTok social media provide good and informative information. In addition, the credibility aspect has a mean of 4.205 with a standard deviation of 0.874, showing a very good level of satisfaction. The conclusion demonstrates that respondents believe the TikTok platform's real-time broadcasting promotion is accurate and convincing. Furthermore, the interactivity aspect has a very high value with a mean of 4.204 and a standard deviation of 0.892, indicating that the live streaming promotion on TikTok social media allows for two-way and interactive communication.

Trust in the Seller has a fairly good score with an average of 3.023 and a standard deviation of 0.717, indicating that respondents consider the seller in the live streaming promotion on TikTok social media, to be honest and trustworthy. Similarly, with a mean of 3.113 (Arikunto, 2007) and a standard deviation of 0.659, respondents indicate a pretty substantial amount of confidence in the TikTok social media platform. Then, with a mean of 4.161 and a standard deviation of 0.904, the purchase intention component has a high value, showing those respondents are very interested in purchasing products advertised in live streaming on TikTok social media.

#### **4.3 Measurement Model**

The measure framework is a technique to assess the validity and reliability of each construct used in a study. Validity and reliability examinations are performed to assess how reliable and consistent the indicators employed in the instrument are in gauging respondents' responses. In this regard, the measurement model has four major components: consistent dependability, indication dependability, convergence accuracy, and discriminant validity (Joe F Hair et al., 2012). DeVellis & Thorpe (2021) accepted Cronbach's alpha (CA) values greater than 0.6 in terms of consistency reliability, whereas (Joseph F. Hair et al., 2014) used Composite Reliability (CR) values greater than 0.7. Furthermore, the standard load values should be higher than 0.4 to calculate the dependability indicator (Joe F. Hair et al., 2012).

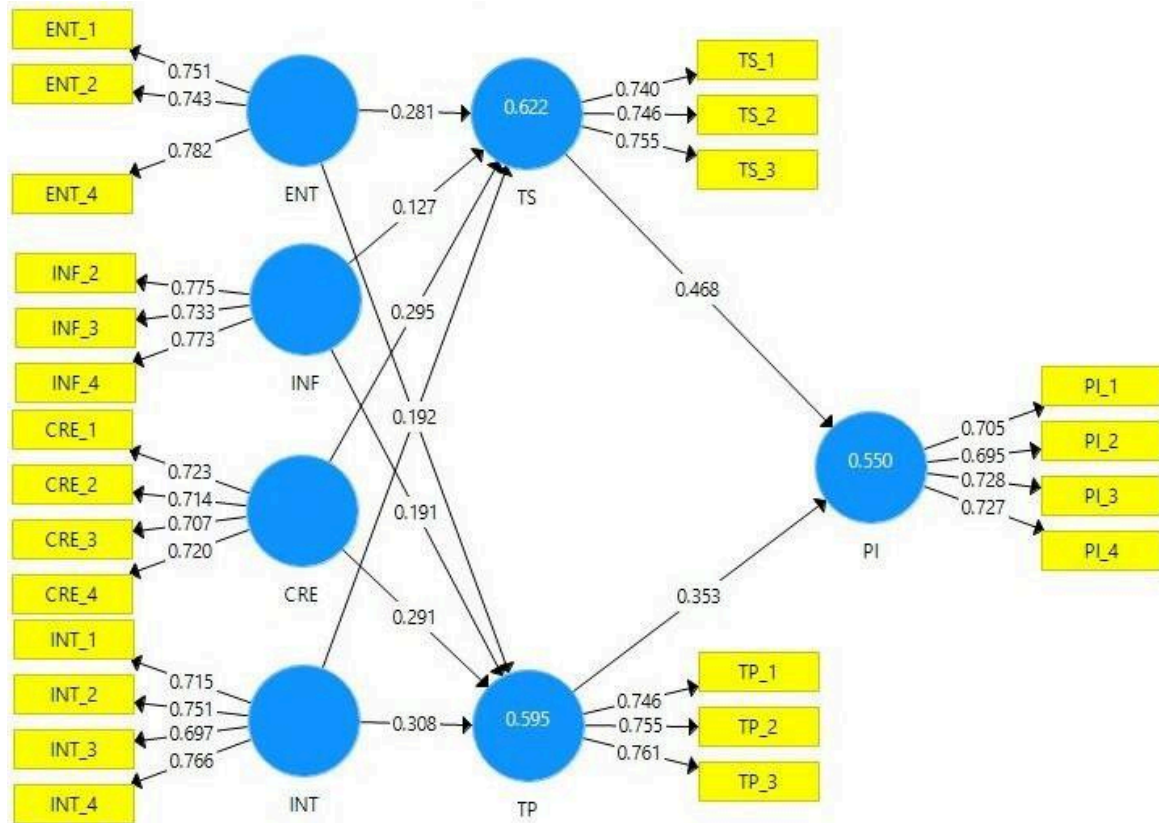
The primary objective of the convergence accuracy examination is to determine the extent to which the indicator being examined has a close relationship with other valid indicators. The Average Variance Extracted (AVE) criterion is employed to test this, with an acceptable threshold of 0.5 proving accuracy as well as acceptance (Joseph F. Hair et al., 2019). Table 3 provides an overview of how well the measurement instrument can be used in research, as well as the reliability and accuracy of the data obtained, showing the loading value, Cronbach's Alpha (CA) value, Composite Reliability (CR) value, and Average Variance Extracted (AVE) value. That could be determined all of the constructs or items covered by this research are valid and reliable. This means that all instruments used can be relied upon to conduct research and test hypotheses. This is demonstrated by the fact that all constructs meet the requirements by having a loading value greater than 0.4. In addition, each variable also meets reliability standards by having a Cronbach's Alpha (CA) value above 0.60, a Composite Reliability (CR) value above 0.70, and an Average Variance Extracted (AVE) value above 0.50.

**Table 4.** Loading Factor, Cronbach Alpha, Composite Reliability, AVE

<b>Construct/item</b>	<b>Loading</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
<b>Entertainment</b>		0,632	0,803	0,576
Live streaming promotions on TikTok are fun to watch	0,751			
I feel entertained when I watch live-streaming promotions on TikTok	0,743			
Watching live-streaming promotions on TikTok is a great experience	0,782			
<b>Informativeness</b>		0,635	0,804	0,578
Live streaming promotion content on TikTok provides up-to-date product/service information	0,775			
Live streaming promotion content on TikTok provides relevant information regarding products/services	0,733			
I can easily get information about products/services by watching live-streaming promotions on TikTok	0,773			
<b>Credibility</b>		0,683	0,808	0,513
The live-streaming promotion content on TikTok is trustworthy	0,723			
Live streaming promotion content on TikTok comes from credible/trustworthy sources	0,714			
Live streaming promotion content on TikTok looks convincing	0,707			
The live-streaming promotion content on TikTok is accurate	0,720			
<b>Interactivity</b>		0,712	0,823	0,537
TikTok live streaming promotion provides an opportunity for customers to provide feedback	0,715			
TikTok live streaming promotion motivates customers to provide feedback	0,751			
Live streaming promotion on TikTok makes me feel that Sellers/Brands want to hear what their customers have to say	0,697			
Live streaming promotion on TikTok facilitates two-way communication between Sellers/Brands and customers	0,766			
<b>Trust in Seller</b>		0,605	0,791	0,559
I sense sellers in TikTok are very trustworthy	0,740			
I sense sellers in TikTok are honest.	0,746			
I believe that sellers in TikTok wish to be known for keeping promises and pledges	0,755			
<b>Trust in Platform</b>		0,621	0,798	0,569
I think TikTok is credible	0,746			
I trust TikTok	0,755			
I believe that TikTok is trustworthy	0,761			
<b>Purchase Intention</b>		0,680	0,806	0,510
I want to buy a product/service featured in a live-streaming promotion on TikTok	0,705			
I intend to purchase a product/service featured in a live-streaming promotion on TikTok	0,695			
It's very likely for me to buy the products/services featured in live-streaming promotions on TikTok	0,728			
I will often buy the products/services promoted on TikTok in the future	0,727			

Source: Data Analysis

Figure 3 depicts the findings of the preceding PLS SEM investigation, which show that the entertainment, informativeness, credibility, and interactivity of live-streaming promotions can predict the audience's perceived advertising value. Then, customers' purchase intention in live streaming can be predicted by the perceived value of the advertisement with the mediation of attitudes towards advertising, including trust in the seller and trust in the platform.



**Figure 3.** Research Finding

In addition to reliability consistency, indicator dependability, and convergence accuracy tests, discriminant accuracy tests have been carried out for the measurement model using the Fornell & Lacker Criterion method. The Fornell and Lacker Criterion method in the discriminant accuracy test involves calculating the correlation coefficient between constructs and comparing it to the square root of the AVE (Average Variance Extracted) for every construct; if the correlation coefficient among constructs is less than the square root of the AVE, discriminant validity is considered as being met (Fornell & Larcker, 1981). As a consequence of the findings in Table 5, it is possible to infer which variables of this research are acceptable or possess excellent validity. This is demonstrated by the fact that the correlation between every variable and itself is greater compared to its correlation with other variables. As a result, our research met all of the criteria for the measurement model given in the literature.

**Table 5.** Fornell & Lacker Criterion

	CRE	ENT	INF	INT	PI	TP	TS
Credibility (CRE)	<b>0,716</b>						
Entertainment (ENT)	0,702	<b>0,759</b>					
Informativeness (INF)	0,650	0,701	<b>0,761</b>				
Interactivity (INT)	0,701	0,701	0,699	<b>0,733</b>			
Purchase Intention (PI)	0,668	0,664	0,638	0,704	<b>0,714</b>		
Trust in Platform (TP)	0,689	0,637	0,654	0,704	0,644	<b>0,754</b>	
Trust in Seller (TS)	0,709	0,711	0,649	0,684	0,688	0,622	<b>0,747</b>

Source: Data Analysis

#### 4.4 Structural Model

The previous validity and reliability tests were successful, and structural or internal model tests such as the coefficient of determinations ( $R^2$ ), predictive relevance ( $Q^2$ ), goodness of fit (GoF), and hypothesis testing were performed (Hair et al., 2014).

**Table 6.** Goodness of Fit (GoF) Index

Variables	AVE	$R^2$	$Q^2$
Entertainment	0,576		
Informativeness	0,578		
Credibility	0,513		
Interactivity	0,537		
Trust in Seller	0,559	<b>0,622</b>	<b>0,341</b>
Trust in Platform	0,569	<b>0,595</b>	<b>0,327</b>
Purchase Intention	0,510	<b>0,550</b>	<b>0,273</b>
Average Score	0,549	0,589	
AVE * $R^2$		0,323	
GOF = $\sqrt{AVE * R^2}$		<b>0,568</b>	

Source: Data Analysis

The assessment of model quality can be evaluated based on its ability to reveal the relationship between independent variables through  $R^2$ ,  $Q^2$ , and path coefficient (Joe F. Hair et al., 2012). In explanation, there are three levels of categorization for  $R^2$  that describe the extent to which independent variables can be used to predict dependent variables. These levels include weak prediction (0.25), moderate prediction (0.50), and substantial prediction (0.75). Table 8 shows that the perceived value of advertising in terms of entertainment, information, credibility, and interactivity can predict 62.2% ( $R^2 = 0.622$ ) of trust in the seller, indicating a moderate level of prediction. In addition, trust in the seller can predict 59.5% ( $R^2 = 0.595$ ) of trust in the platform, which is also a moderate level of prediction. Meanwhile, trust in the platform can predict purchase intention by 55% ( $R^2 = 0.550$ ), indicating a medium level of prediction.

Furthermore, a  $Q^2$  score that is above zero suggests that independent and dependent factors, including the small category (0), medium category (0.25), and large category (0.50),

are predictively relevant (Joseph F. Hair et al., 2019). All predictions are significant according to the outcomes, and the  $Q^2$  value in this investigation exceeds the specified zero limit, indicating a more significant predictive relevance. To test model fit for the GoF, a small category (0.1), medium category (0.25), and large category (0.36) are utilized, namely rooting the average value of AVE multiplied by  $R^2$  (Joseph F. Hair et al., 2019). According to Table 8, a GOF value of 0.568 shows a big category, which means that the suggested study framework was of high quality and capable of explaining the research model employed.

**Table 7.** Effect Size

Path	F <sup>2</sup>	Interpretation
ENT->TS	0,078	Small
INF->TS	0,017	-
CRE->TS	0,094	Small
INT->TS	0,037	Small
ENT->TP	0,006	-
INF->TP	0,037	Small
CRE->TP	0,085	Small
INT->TP	0,089	Small
TS->PI	0,298	Moderate
TP->PI	0,170	Moderate

Source: Data Analysis

Effect size ( $F^2$ ) is one of the metrics used to measure how much an exogenous factor influences an endogenous factor (Hair et al., 2019). According to Cohen (1988), there are three degrees of  $F^2$  prediction, including the small category (0.02-0.15), the medium category (0.15-0.35), and the large category (>0.35). Table 9 in the study shows the  $F^2$  value and its interpretation. The relationship between the variable's entertainment (0.078), credibility (0.094), and interactivity (0.037) on the variable trust in seller has an effect size value that falls into the small category. Similarly, the relationship between the variables informativeness (0.037), credibility (0.085), and interactivity (0.089) on the variable trust in the platform has a small effect size value. In addition, moderate effect sizes were found in the relationship of the variable's trust in the seller (0.298) and trust in the platform (0.170) to the variable purchase intention. However, there are two effect size values less than 0.02, namely the relationship between the informativeness variable (0.017) on trust in seller and the entertainment variable (0.006) on trust in platform, implying that the informativeness variable does not have a uniquely substantial impact on confidence in seller variable, whereas the entertainment variable has a uniquely substantial impact on the confidence in platform variable.

#### 4.5 Path Coefficients

Utilizing the bootstrap method, the path coefficient indicates the extent of the relationship or effect between two variables (Malhotra, Henley, et al., 2017). According to Joseph F. Hair et al. (2019), three critical t-values must exceed certain limits for both sides,

namely 1.65 (significance level 0.1), 1.96 (significance level 0.05), and 2.58 (significance level 0.01).

**Table 8** Direct Effect

Hypothesis	$\beta$	t-statistic	p-value	Result
CRE->TP	0,291	4,646	0,0000	Accepted
CRE->TS	0,295	4,935	0,0000	Accepted
ENT->TP	0,083	1,492	0,1363	Rejected
ENT->TS	0,281	4,739	0,0000	Accepted
INF->TP	0,191	3,234	0,0013	Accepted
INF->TS	0,127	2,126	0,0340	Accepted
INT->TP	0,308	5,140	0,0000	Accepted
INT->TS	0,192	3,596	0,0004	Accepted
TP->PI	0,353	6,694	0,0000	Accepted
TS->PI	0,468	9,427	0,0000	Accepted

Source: Data Analysis

The study can generate path coefficients that describe both the magnitude and the pattern of the association among the variables under examination using the bootstrap method. If the t-value is negative, based on the recommended criteria, it can be said that there is no significant relationship between the proposed hypotheses. In other words, the hypothesis is rejected. Table 10 reveals that the variable credibility has a substantial effect on the factor trust in the platform (t-stat = 4.646; p-value = 0.00), indicating that hypothesis 3b is accepted. The relationship between the variables of credibility (t-stat = 4.935; p-value = 0.00), entertainment (t-stat = 4.739; p-value = 0.00), informativeness (t-stat = 2.126; p-value = 0.034), and interactivity (t-stat = 3.596; p-value = 0.0004) all have a substantial effect upon the variable of trust in seller, indicating that hypotheses 3a, 1a, 2a, and 4a are accepted.

Similarly, the relationship between the variables of informativeness (t-stat: 3.234; p-value: 0.0013) and interactivity (t-stat: 5.140; p-value: 0.00) and the variable of trust in platform is significant, which means that hypotheses 2b and 4b are accepted. In addition, the relationship between the variables of trust in the seller (t-stat: 9.427; p-value: 0.00) and trust in the platform (t-stat: 6.694; p-value: 0.00) on purchase intention has a significant effect, which means that hypotheses 5 and 6 are accepted. However, there is a direct effect value that is less than 1.65 based on the t-statistic, namely the relationship of the entertainment variable (t-stat: 1.492; p-value: 0.1363) to trust in the platform, indicating that the variable of entertainment does not have a uniquely substantial influence upon the variable of trust in the platform, so hypothesis 1b is rejected. Overall, the interactivity variable (t-stat: 5.140) has the greatest impact on the variable of trust in the platform, the credibility variable (t-stat: 4.935) has the greatest effect on the trust in seller variable, and the trust in seller variable (t-stat: 9.427) has the greatest effect on the purchase intention variable.

## 5. DISCUSSION

The influence of live streaming promotion on the intention to buy was evaluated in this research using a mixed method approach and SOR theory. The findings of this research are consistent with those of several other studies that have found SOR to play an essential role in affecting intent to buy (Dwinanda et al., 2022; Sun et al., 2019). The findings of this research had implications for practice for beauty companies that intend to conduct future promotions through live streaming on the TikTok app in the future.

The descriptive analysis demonstrates that all variables are positively accepted by the respondents, which answers the initial question being investigated in this research. The variable of credibility received the most positive results, while the variable of trust in the seller had the lowest value. Credibility received the most positive perception because the audience felt that the promotions through live streaming on TikTok were very convincing and accurate or trustworthy. These findings support previous research that shows that credibility affects the perceived value of advertising and influences attitudes (Dwinanda et al., 2022). Meanwhile, trust in the seller received the lowest score because viewers perceived the seller in the live stream to be dishonest or not keeping promises and guarantees (Dwinanda et al., 2022; Fang et al., 2014). These results suggest that if viewers perceive the seller in the live stream, to be honest and trustworthy, it will lead to a positive attitude towards the product.

The result from the PLS-SEM assessment to answer the research question, the analysis results imply that the audience's perceived advertising value of live streaming promotions can be predicted through the entertainment, informativeness, credibility, and interactivity of live streaming. Informativeness whether an advertisement is effective or not is seen in the information conveyed, whether it is satisfying for customers, such as the product or service in an advertisement that can be an alternative product or service that meets the customer's goals. Customers will pay more attention to trustworthy advertising messages, and conversely, if an advertisement is not trustworthy, customers will tend to ignore or even reject the message of an advertisement. Subsequently, customer purchase intention in live streaming can be predicted through perceived advertising value with the intermediary of attitude towards advertising, such as confidence in a vendor as well as confidence in the platform, among others. Based on the direct value effect on the confidence in platforms variable, interactivity in perceived advertising value has the highest values for influencing the stance toward the advertising variable. This supports previous research by (Dwinanda et al., 2022) which proves that platforms or applications that facilitate two-way communication or interactivity between users and sellers or stores have higher attitudes than just providing entertainment that does not answer customer needs for products. Furthermore, credibility in the variable deemed ad values shows a favorable and significant impact on attitude towards ads, particularly in the variable of trust in the seller. Respondents feel that promotion through convincing live streaming on TikTok leads to a positive attitude towards trust in sellers. These results support research (Dwinanda et al., 2022) which explains that if the product is credible in content, it will lead to a good attitude. Then, trust in sellers, one of the attitudes toward adverts, has a favorable and substantial impact on consumer intent to buy in live streaming. This finding supports a previous study, which found that trust in sellers had a beneficial effect on purchase intent in the setting of real-time broadcasting (Tuncer, 2021). It is possible to



conclude that the variables of perceived advertising value, namely informativeness, credibility, and interactivity, can influence attitudes toward advertising in the form of confidence in vendors as well as confidence in platforms, thereby determining the customer's decision or intent to buy in real-time broadcasting.

## 6. CONCLUSION

The variables that influence purchase intention include the perceived value of the advertisement, such as credibility, informativeness, and interactivity, through the aforementioned mediator, the attitude towards advertising variable. The descriptive analysis shows that all variables are positively accepted by the respondents. The variable of credibility obtained the most positive results. Credibility received the most positive perception because viewers feel that advertisements through live streaming on TikTok are very convincing, accurate, and trustworthy.

Furthermore, customers' purchase intention during live streaming can be predicted by perceived advertising value, with the mediating effect of attitudes towards advertising, including confidence in vendors as well as confidence in platforms. In terms of direct influence on the attitude towards advertising variable, interactivity within perceived advertising value has the highest value in influencing trust in the platform. Trust in the seller, one of the attitudes toward advertising, had a beneficial and substantial impact on customers' intent to buy during live streaming.

## 7. MANAGERIAL IMPLICATION

The implication of this research has two implications. The researcher believes that the findings of this research will contribute to existing literary works on the effect of real-time broadcasting shopping activities on intent to buy. This can help other researchers obtain a deeper understanding of live-streaming promotion, as there is still a scarcity of studies in this area in Indonesia. Second, from a practical perspective, the researcher hopes that the findings of this research will be useful as a reference to business owners in marketing their products through innovative strategies to optimize product marketing during live streaming that can attract the audience's purchase interest.

## 8. REFERENCES

- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Annur, C. M. (2022). *Most Used Online Shopping Platform Via Live Streaming (2022)*. <https://databoks.katadata.co.id/datapublish/2022/07/06/survei-jakpat-shopee-rajai-penggunaan-live-shopping-di-indonesia>
- Arikunto, S. (2007). *Prosedur Penelitian Suatu Pendekatan Praktek* (6th ed.). Rineka Apta.

- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*, 32(6), 818–841.
- Chen, C.-C., & Lin, Y.-C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 319–340.
- Deraz, H., Awuah, G., & Gebrekidan, D. A. (2015). Factors predicting consumers' assessment of advertisements on social networking sites. *International Journal of Digital Information and Wireless Communications (IJDIWC)*, 5(2), 111–123.
- DeVellis, R. F., & Thorpe, C. T. (2021). *Scale development: Theory and applications*. Sage publications.
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21.
- Ducoffe, R. H., & Curlo, E. (2000). Advertising value and advertising processing. *Journal of Marketing Communications*, 6(4), 247–262.
- Dwinanda, B., Syaripuddin, F. A., & Hendriana, E. (2022). Examining the extended advertising value model: A case of TikTok short video ads. *Mediterranean Journal of Social & Behavioral Research*, 6(2), 35–44.
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention. *MIS Quarterly*, 38(2), 407-A9.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business & Management*, 6(1), 1618431.
- Hair, Joe F, Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40, 414–433.
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, Joseph F., Sarstedt, M., Hopkins, L., & Kuppelwiese, V. (2014). Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- <http://www.statistica.com>. (n.d.). *Most used social media platforms to watch live shopping in Indonesia as of October 2022*. <https://www.statista.com/statistics/1347400/indonesia-leading-social-media-platforms-to-watch-live-shopping/>

- Jain, G., Rakesh, S., & Chaturvedi, K. R. (2018). Online video advertisements' effect on purchase intention: an exploratory study on youth. *International Journal of E-Business Research (IJEER)*, 14(2), 87–101.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
- MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2), 48–65.
- Malhotra, N. K., Henley, D. N., & David F. Birks. (2017). *Marketing Research: An applied approach, 5th Edition* (5th ed.). Pearson Education, Inc.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research : an Applied Approach* (5th ed.). Pearson.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.
- Nasution, S. (n.d.). *Arti Sebuah Kepercayaan*. Retrieved July 15, 2023, from <https://www.uin-suska.ac.id/2016/09/19/arti-sebuah-kepercayaan-prof-dr-syamruddin-nasution/#:~:text=Kepercayaan artinya mengakui akan kejujuran,benar-benar dapat memenuhi harapan>
- Oussa, E., OUSSA, E. M., & MAKMEE, P. (2021). *Development of assessment criteria of social media marketing on purchase intention among social media users in cambodia: a mixed method research*. Burapha University.
- Pavlou, P. A., & Gefen, D. (2004). Building effective online marketplaces with institution-based trust. *Information Systems Research*, 15(1), 37–59.
- Rafaeli, S., & Sudweeks, F. (1997). Networked interactivity. *Journal of Computer-Mediated Communication*, 2(4), JCMC243.
- Sugiyono. (2013). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Alfabeta.
- Suhartanto, D. (2014a). *Metode Riset Pemasaran*. Alfabeta.
- Suhartanto, D. (2014b). *Metode Riset Pemasaran*. Alfabeta.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37, 100886.
- Tuncer, I. (2021). The relationship between IT affordance, flow experience, trust, and social commerce intention: An exploration using the SOR paradigm. *Technology in Society*, 65, 101567.
- Wang, Y., & Herrando, C. (2019). Does privacy assurance on social commerce sites matter to millennials? *International Journal of Information Management*, 44, 164–177.
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117,

543–556.

Xu, X., Wu, J.-H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.

Yani, J. A., Mangkunegara, A., & Aditama, R. (1995). Sugiyono. 2017, Metode penelitian kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta. *Procrastination And Task Avoidance: Theory, Research and Treatment*. New York: Plenum Press, Yudistira P, Chandra, Diktat Ku.

Yassin, C. A. (2021). Understanding Consumer Digital Consumption Behaviour in the Edge of Social Media Platforms. *Open Journal of Social Sciences*, 9(10), 394–416.