

The Effect of Live Streaming and Online Customer Review on Shoppe Purchase Intention: Trust as an Intervening Variable

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Abstract

In today's rapidly developing digital era, people are starting to shift from conventional shopping to online shopping, making e-commerce the main choice to meet their daily needs. One of the e-commerce platforms that is widely used in Indonesia is Shoppe, which is known for its live streaming and online customer reviews features that can influence purchase intention. The purpose of this study is to study the effect of live streaming and online customer reviews on purchase intention with trust as an intervening variable. The method used in this study is a quantitative method. Data obtained from 200 respondents from the results of distributing questionnaires to several social media. The results showed that live streaming had a positive and significant effect on purchase intention, while online customer reviews did not affect purchase intention. In addition, the results showed that there was a positive and significant partial effect of live streaming and online customer reviews on purchase intention with trust as an intervening variable.

Keywords: *Live Streaming; Online Customer Reviews; Trust; Purchase Intention*

Introduction

In today's era, there have been changes in the business environment and technological developments (Kumalaningrum et al., 2023; Prajogo, Kusumawati, et al., 2020; Prajogo, Wijaya, et al., 2020; Slamet Ciptono et al., 2024; Wijaya, 2025). The internet has developed very rapidly and has become a lifestyle for people. The development of digital technology has brought significant changes in the business world, especially in marketing. One of the technological developments is the growth of the e-commerce industry. The growth of e-commerce has made people slowly start to switch to shopping online and abandon conventional shopping habits (Putri & Marlien, 2022). E-commerce has now become a trend for people as a platform to make purchases of all needs more easily and provide experience and convenience for consumers.

One of the e-commerce companies in Indonesia that has successfully utilized the e-commerce market is Shopee. Shopee is one of the largest, cheapest, and most complete e-commerce sites in Indonesia that sells more than 500 local and international products. Until now, Shopee still maintains its first position in e-commerce. This is proven by the fact that in 2022, Shopee was in first place as the platform of choice for the Indonesian people, which was 77% (Tempo.co, 2024). Then, in 2023, Shopee still ranked first with 2.35 billion visitors (Tempo.co, 2024). This proves that Shopee is a platform that is more widely used by the Indonesian people.

The uniqueness of Shopee lies in the presence of live streaming and online customer reviews, which are determining factors in increasing purchase intention. The presence of live streaming allows direct interaction between sellers and buyers, which provides a more personal and real-time shopping experience. Sellers can show products sold directly, answer consumer questions, and provide special offers during live streaming, which can directly affect purchase intention. Research by Guo et al. (2021) shows that live streaming has a positive and significant effect on purchase intention. In addition, research by Zhang, Sun, et al. (2020) also shows that live streaming has an effect on purchase intention. However, in contrast to the results of the study, Ginting & Harahap (2022) stated that live streaming does not affect purchase intention.

In addition, online customer reviews are also an important factor in increasing purchase intention. Online customer reviews are often used as a reference by prospective buyers to assess product quality and seller credibility. The more positive reviews a product receives from buyers, the more likely it is that the product will be purchased by new consumers. This is in accordance with the results of a study by Al-Abbadi et al. (2022), which stated that online customer reviews have a positive effect on purchase intention. However, this is in contrast to the results of a study by Beneke et al. (2016), which found that online customer reviews did not affect purchase intention. This is in line with research by Ho-dac et al. (2013), which also stated that online customer reviews did not have a significant effect on sales and did not increase purchase intention in consumers.

This shows that the shopping experience through live streaming and good online customer reviews is not necessarily enough to encourage purchase intention if there is no customer trust in a particular seller or product. Trust helps reduce the perceived risk in transactions and is an important factor in increasing purchase intention (Kim et al., 2008). Without trust, potential buyers may hesitate in making a final decision to buy a product, even though the product is well promoted through live streaming and has positive reviews. The results of the research by Lu & Chen (2021) and Yang et al. (2024) prove that purchase intention is positively and significantly influenced by trust.

Although there have been several studies exploring the influence of factors such as live streaming and online customer reviews on purchase intention. However, there are several areas that are still under-investigated, especially in the context of trust as a mediator. Trust is often overlooked in general research. Previous studies considered trust as an independent variable, but without delving deeper into trust as a mediator that influences purchase intention (Halim & Karsen, 2020; Lin & Ching Yuh, 2010; Wang et al., 2022). This indicates the need for a better understanding of the mechanisms by which trust is formed in the context of online interactions. Research on purchase intention is increasingly interesting to study because the results of previous studies have gaps or produced different results. In addition, this study is important to prove the influence of several factors on purchase intention with trust as an intervening variable.

Literature Review and Hypothesis

Customer Behavior

The theory of consumer behavior was first proposed by John A. Howard and Jagdish N. Sheth in 1969. In their book entitled *The Theory of Buyer Behavior*, consumer behavior is defined as the study of purchasing units and exchange processes that include the acquisition, consumption, and disposal of goods or services, experiences, and ideas (Sunarto, 2006). Consumer behavior is a field of study that focuses on the decision-making process carried out by individuals or groups when they choose, buy, use, and dispose of goods or services. There are several factors that influence consumer behavior, namely cultural, personal, social, and psychological. In this process, customers assess alternative products, choose products that suit their needs, and how they feel after making the purchase (Solomon, 2018).

Purchase Intention

Purchase intention is the planning and behavior carried out by individuals when making purchases of products or services in the future, the implementation of which depends on the individual's ability to execute it (Moriuchi, 2021). Purchase intention is a pattern that consumers follow in previous planning in their behavior to search for, buy, use, or evaluate goods, services, and ideas for products according to their needs and desires (Nagar, 2020). Purchase intention refers to consumers' desires and plans to buy goods or services they want in the future (Aizen, 1991). Purchase intention is a consumer decision-making process that influences their actual behavior when purchasing a product or service via the internet and is influenced by the level of consumer trust and experience (Majeed et al., 2022). According to Ferdinand (2002), there are several indicators of purchase intention, namely: (1) Transactional Interest, (2) Preferential Interest, and (3) Referential Interest.

Live Streaming

Live Streaming is the delivery of content directly via the internet, allowing direct interaction between the host and the audience in real-time. According to Chen et al. (2018), Live streaming is a medium that can broadcast and record sound and images in real-time with several communication technologies that give viewers the sensation that they are present in person. Live streaming combines elements such as text, images, sound, and other expressions into the broadcast, making the broadcast atmosphere easier to understand, clear, real, and interactive with the audience (Tong, 2017). Viewers who watch live streaming can provide comments and interact with each other through the text-based chat feature available in live streaming (Hu et al., 2017). According to Lee & Chen (2021), there are several indicators of live streaming, namely: (1) Attractiveness, (2) Trustworthiness, (3) Expenditure, (4) Product Usefulness, (5) Purchase Convenience, and (6) Product Price.

Online Customer Reviews

Online customer reviews are assessments and opinions about goods or services submitted by consumers through online platforms. These reviews can be in the form of star ratings, text, or a combination of both. These reviews are usually found on online platforms that can influence customers' decisions to purchase certain goods or services (El-Said, 2020). According to Chevalier & Mayzlin (2006), Positive reviews can increase consumer trust in the brand and encourage consumers to buy, while negative reviews can prevent them from making purchases. According to Elwalda et al. (2016), there are several indicators of online customer reviews, namely: (1) Perceived Usefulness, (2) Perceived Ease of Use, (3) Perceived Enjoyment, and (4) Perceived Control.

Trust

Trust, according to Morgan & Hunt (1994), is an important component in a mutually beneficial relationship that can result in a long-term relationship between a company and a customer. Trust gives customers a sense of security and makes them feel more secure when making transactions. Trust is an important part of the relationship between customers and service providers. Consumer trust in e-commerce can affect the reputation of the platform, the quality of reviews, and the transparency of information. A high level of trust can reduce uncertainty and increase the likelihood of purchasing (McKnight et al., 2011). According to Gefen (2003), there are several indicators of trust, namely (1) Ability, (2) Integrity, and (3) Benevolence.

Based on the description above, this study forms a research framework to describe the hypothesis as in Figure 1.

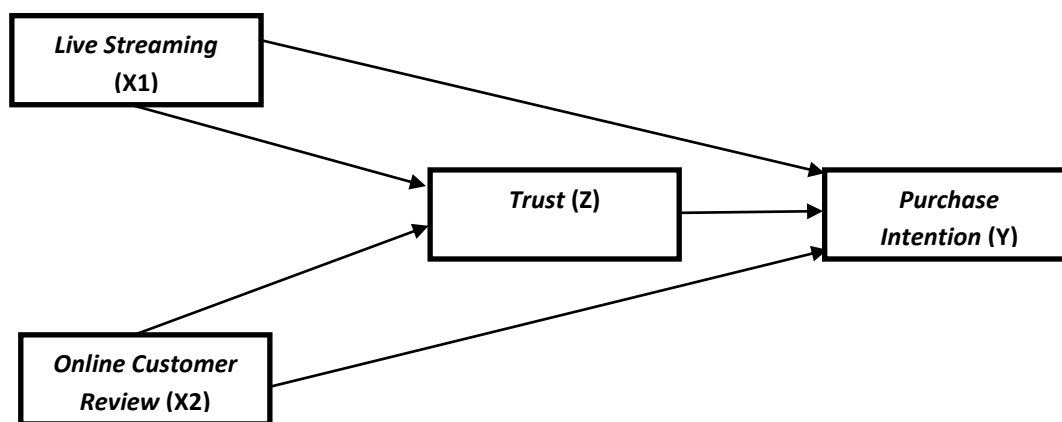


Figure 1. Research Framework

Live Streaming and Trust

Live streaming activities are used to market products by involving streamers who display various product perspectives and encourage viewers to make purchases (Hu et al., 2017; Wongkitrungrueng & Assarut, 2020). Interactivity in live streaming is very important for building an emotional connection between the streamer and the customer (Chen et al., 2020). When customers feel connected to streamers through live streaming, it can increase trust. Zhang, Qin, et al. (2020) showed that the more interactions between streamers and customers on a platform, the more trust can be increased. From the above position, the following hypothesis is formulated:

H1: Live streaming has a positive and significant effect on trust.

Online Customer Review and Trust

Online customer reviews are reviews and opinions given by consumers to a product or service on an online platform (El-Said, 2020). Online customer reviews are the main source of information about a product (Huang et al., 2015). Online customer reviews are often used by companies to understand customer attitudes (Dellarocas et al., 2007). Online customer reviews also provide many reasons for customers to make purchasing decisions and increase their trust (Agustina et al., 2023). Trust is a fundamental driver in shopping in general, especially on online platforms. From the explanation above, the following hypothesis is formulated:

H2: Online customer reviews have a positive and significant effect on trust.

Trust and Purchase Intention

Trust is an important component in a mutually beneficial relationship that can result in a long-term relationship between the company and the customer. This trust gives customers a sense of security when they make transactions (Morgan & Hunt, 1994). Trust functions to reduce the risk felt when making transactions and has an important role in increasing consumer purchase intention. Kim et al. (2008), revealed that customer behavioral intentions related to shopping on online platforms are greatly influenced by trust. From the above position, the following hypothesis is formulated:

H3: Trust has a positive and significant effect on purchase intention.

Live Streaming and Online Customer Reviews

Live streaming is a transmission carried out via communication technology that sends from one location to another. During the live streaming session, customers have the opportunity to ask questions, provide comments, and receive responses directly from the streamer. This kind of interaction creates a more personal and real-time experience that ultimately increases consumer engagement. This high engagement is often associated with increased purchase intention, because consumers feel more connected to the streamer. Purchase intention refers to the consumer's intention to buy products and services through live streaming (Chen et al., 2020). From the above position, the following hypothesis is formulated:

H4: Live streaming has a positive and significant effect on purchase intention.

Online Customer Review and Purchase Intention

Online customer reviews are product evaluations given by customers to an item documented on a website through opinions and reviews (Mudambi et al., 2010). These review opinions function as a source of useful information for customers (Sun et al., 2019). The number of reviews and the number of comments affect consumer intentions to purchase goods or services. Popular goods or services usually get a lot of reviews, which will ultimately increase purchase intentions (Filieri et al., 2018). The higher the credibility of online customer reviews felt by customers, the higher the purchase intention (Lee et al., 2011). From the above position, the following hypothesis is formulated:

H5: Online customer reviews have a positive and significant effect on purchase intention.

Live Streaming, Purchase Intention, Trust

Live streaming is a procedure used by streamers to broadcast live videos to audiences, which allows people watching to engage in social interactions and can improve the consumer purchasing experience (Ming et al., 2022). According to Zhou et al. (2022), consistency, transparency, and interaction between the broadcaster (host) and the audience in live streaming can build trust. Consumer trust in broadcasters can help reduce social vulnerability and complexity felt by consumers in the context of e-commerce. Therefore, trust can help consumers reduce the perception of risk when transacting with sellers, which encourages them to participate in live streaming either by sharing information or making purchases (Höck et al., 2010). This trust is a connecting factor between live streaming and purchase intention because live streaming can build trust that allows consumers to intend to make purchases. From the above position, the following hypothesis is formulated:

H6: Live streaming has a positive and significant effect on *purchase intention* through *trust as an intervening variable*.

Online Customer Reviews, Purchase Intention, and Trust

Online customer reviews, according to Chevalier & Mayzlin (2006), are comments or assessments given by customers about goods or services they buy on online platforms. These reviews are in the form of text, stars, or a combination of both. In addition, positive reviews can also increase trust (Ovaliana & Mahfudz, 2022). This trust arises from the perception that other people's experiences can reflect their own experiences. Trust can be interpreted as a belief that forms a positive attitude towards transaction actions in online transactions (Jarvenpaa et al., 2002; Lu et al., 2016), which leads to purchase intention. This trust is a connecting factor between online customer reviews and purchase intention because good reviews can build trust that allows consumers to intend to make a purchase. From the above position, the following hypothesis is formulated:

H7: Online customer reviews have a positive and significant effect on purchase intention through trust as an intervening variable.

Methods

This study uses a quantitative method, and the research population is users of the Shopee application in Indonesia. For sampling, a purposive sampling technique was used using the characteristics of (1) Shopee application users and (2) Shopee application users who have made at least 2 purchases. Data collection was carried out by distributing questionnaires via Google Forms on several social media platforms. This research questionnaire uses a 5-point Likert scale: Strongly Agree (SS), Agree (S), Disagree (KS), Disagree (TS), and Strongly Disagree (STS). After distributing the questionnaire, 200 respondents were obtained and to analyze the data were analyzed using SmartPLS and statistical tools, Statistical Product and Service Solution (SPSS).

Data Analysis and Results

Validity and Reliability Test

After conducting validity and reliability tests using the statistical tool Statistical Product and Service Solution (SPSS). The test results can be seen in Table 1.

Table 1: Validity and Reliability Test Results

Item	Loading Factor	Cronbach's Alpha	AVE
LS1	0.861	0.954	0.694
LS2	0.713		
LS3	0.781		
LS4	0.859		
LS5	0.864		
LS7	0.859		
LS8	0.823		
LS9	0.862		
LS10	0.723		
LS11	0.810		
LS12	0.807		
OCR1	0.771	0.938	0.745
OCR2	0.748		
OCR3	0.855		

Item	Loading Factor	Cronbach's Alpha	AVE
OCR4	0.862		
OCR5	0.874		
OCR6	0.818		
OCR7	0.780		
OCR8	0.840		
OCR9	0.823		
PI1	0.778	0.878	0.725
PI2	0.743		
PI3	0.767		
PI4	0.655		
PI5	0.808		
PI6	0.736		
PI7	0.836		
T1	0.772	0.776	0.807
T2	0.768		
T3	0.730		
T4	0.667		
T5	0.713		

In this study, the study used two validity tests. The first validity test is convergent validity. This test is used to determine whether the items intended to measure a variable are indeed collected on the same variable. Convergent validity is considered acceptable if the loading factor value is above 0.5 (Wixom & Watson, 2001). So it can be seen from Table 1 that for the convergent validity test of the live streaming, online customer review, purchase, and trust variables are met because each item of the variable has a loading factor value > 0.5 . The second validity test is the discriminant validity test, from table 1 it can be seen that the Average Variance Etreacted (AVE) value for each variable is > 0.5 so that the discriminant validity is stated to be met because according to Fornell & Larcker, David (1981), validity testing can be met if the Average Variance Etreacted (AVE) value exceeds the conventional minimum of 0.5.

For reliability testing according to Ghazali (2016), variables are declared reliable if the Cronbach's Alpha value is more than 0.60 and vice versa. From table 1, it can be seen that the Cronbach's alpha value for live streaming, online customer review, purchase intention, and trust is each more than 0.60 according to the criteria, then these four variables are declared reliable.

Hypothesis Testing

After testing using the SmartPLS Version 4 analysis tool, the test results are as follows:

Table 2: Hypothesis Testing

Hypothesis	Standardized Regression	CR	P-Value
LS \rightarrow T	0.301	3,755	0,000
OCR \rightarrow T	0.567	6,980	0,000
T \rightarrow PI	0.868	13,486	0,000
LS \rightarrow PI	0.108	1,968	0.025
OCR \rightarrow PI	-0.038	0.449	0.327
LS \rightarrow T \rightarrow PI	0.261	3,444	0,000
OCR \rightarrow T \rightarrow PI	0.492	6,455	0,000

Based on Table 2, path analysis and hypothesis testing with standardized regression weights are explained, which can explain the path coefficient of the direction of the relationship between research variables and the significance value to show a significant influence. From Table 2, it can be seen that the results of the H1 show a positive path coefficient value (standardized regression weight) of 0.301. Furthermore, the CR value is $3.755 > 1.96$ and the p-value is $0.000 < 0.05$, which means significant. This proves that H1 of this study is proven to be significant.

The results of the H2 show a positive path coefficient value (standardized regression weight) of 0.567. Furthermore, the CR value is $6.980 > 1.96$ and the p-value is $0.000 < 0.05$, which means significant. This proves that H2 of this study is proven to be significant. The results of the H3 show a positive path coefficient value (standardized regression weight) of 0.868. Furthermore, the CR value is $13.486 > 1.96$ and the p-value is $0.000 < 0.05$, which means significant. This proves that H3 of this study is proven to be significant. The results of the H4 show a positive path coefficient value (standardized regression weight) of 0.108. Furthermore, the CR value is $1.968 > 1.96$ and the p-value is $0.025 < 0.05$, which means significant. This proves that H4 of this study is proven to be significant.

The results of the H5 show a negative path coefficient value (standardized regression weight) of (-0.038). Furthermore, the CR value is $0.449 < 1.96$ and p-value $0.327 > 0.05$, which means it is not significant. This proves that H5 of this study is not proven to be significant. The test results of H6 live streaming on purchase intention with trust as an intervening variable show a positive path coefficient value (standardized regression weight) of 0.261. Furthermore, the CR value is $3.444 > 1.96$ and the p-value is $0.000 < 0.05$, which means significant. This proves that H6 of this study is proven.

The results of the H7 show a positive path coefficient value (standardized regression weight) of 0.492. Furthermore, the CR value is $6.455 > 1.96$ and the p-value is $0.000 < 0.05$ which means significant. This proves that H7 of this study is proven to be significant.

Discussion

Based on the results of the hypothesis test, the first hypothesis is accepted. This is in line with research conducted by Manzil & Vania (2023), which showed that there was a positive and significant influence of live streaming on trust. Another study conducted by Rosniati et al. (2023) also showed that live streaming had a significant positive effect on trust. This proves that when customers feel connected to the streamer through live streaming, they will tend to trust the promoted product more. Thus showing that the interactive process offered by live streaming allows the audience to feel more connected and obtain more transparent and real-time information, so that it can increase trust in a brand or product.

The second hypothesis is also accepted; this is in line with research conducted by Rosniati et al. (2023), which shows that online customer reviews have a positive and significant effect on trust. This proves that when consumers see positive reviews from previous buyers, they tend to feel more confident about the quality and reliability of the products offered, which in turn increases their trust in the products. Thus, it shows that online customer reviews act as strong social proof, which can strengthen consumer trust and encourage them to make purchases on the Shopee application.

The third hypothesis is also accepted. this is in line with research conducted by This is supported by research by Lu & Chen (2021) and Yang et al. (2024), which show that trust has a positive and significant effect on purchase intention. In line with Shukla's statement, trust has an impact on customer purchase intention (Shukla, 2014). This proves that trust helps reduce the perceived risk in transactions and is an important factor in increasing purchase intention. Thus, the higher consumer trust in Shopee and the sellers in it, the greater the possibility of increasing purchase intention.

The fourth hypothesis is also accepted; this is in line with research by Guo et al. (2021), that purchase intention is positively and significantly influenced by live streaming. This is also supported by the statement (Zhang, Sun, et al., 2020), which also shows that live streaming has a positive and significant effect on purchase intention. This proves that creating direct and interesting interactions on live streaming can increase purchase intention. Thus, when consumers feel connected and involved with the seller and the goods offered, it will increase purchase intention.

The fifth hypothesis is rejected; unlike the previous hypotheses, this fifth hypothesis is rejected. This study is contrary to research by Al-Abbadi et al. (2022), which shows that online customer reviews have an effect on purchase intention. However, in line with research by Ho-dac et al. (2013), which also states that online customer reviews do not have a significant impact on sales or will not increase consumers to make purchases. This shows that although online customer reviews have the potential to influence purchase intentions, there are other more dominant factors or unmeasured variables that can reduce the significant impact of these reviews. This indicates that consumers do not only rely on reviews as the only source of information in making purchasing decisions, but also consider various other elements.

The sixth hypothesis is accepted; this is in line with research Manzil & Vania (2023), which states that live streaming has an effect on purchase intention with trust as an intervening variable. This proves that trust is a connecting factor between live streaming and purchase intention because live streaming can build trust that allows consumers to intend to make a purchase. Thus, live streaming allows sellers to interact with consumers directly, demonstrate products, and answer questions from consumers in real-time, which can create transparency and build trust. When consumers feel confident that the products offered are of high quality and transactions are safe, they are more likely to have high purchase intentions.

The last hypothesis or the seventh hypothesis is also accepted, in line with the research conducted by Rosania & Wilujeng (2023), which found that online customer reviews have an effect on purchase intention with trust as an intervening variable. This proves that trust is a connecting factor between online customer reviews and purchase intention because good reviews can build trust that allows consumers to intend to make a purchase. Thus, when consumers read good reviews and positive experiences from other buyers, they tend to feel more confident about the quality and reliability of the product, which increases their level of trust. This trust then acts as a bridge connecting customer reviews with purchase intention, because consumers who feel trust will be more likely to make a purchase.

Conclusion

Based on the results of the research and data analysis that have been carried out, it can be concluded that when customers feel connected to the streamer through live streaming, customers will have more confidence in the products being promoted, the better the interaction between the streamer and the customer in the Shopee application, the more it will increase trust in consumers. Online customer reviews are one of the sources of customer information in assessing product quality and seller credibility. Existing reviews will affect consumer trust in goods or services. This shows that online customer reviews that are getting better on the Shopee application will be able to increase trust in consumers.

Trust serves to reduce the risk felt when making transactions and has an important role in increasing purchase intention. When customers trust a product or service in the Shopee application, it will encourage their purchase intention. Interaction creates a personal and immersive experience between customers and streamers through live streaming can increase customer engagement. High engagement can encourage customer buying interest. The better the interaction created on live streaming on the Shopee application will increase purchase intention.

The number of reviews and the number of comments do not affect the purchase intention to make a purchase of goods or services on the Shopee application. This shows that good online customer reviews on the Shopee application are not necessarily able to increase consumer purchase intentions. Consistency, transparency, and interaction between streamers and customers in live streaming can build trust. Customer trust in streamers can help reduce social vulnerability and complexity felt by customers, which can encourage purchase intention. This means that better live streaming on the Shopee application will be able to increase trust, which will ultimately also increase consumer purchase intention. Positive online customer reviews can increase consumer trust. Trust arises from the perception that other people's experiences can reflect one's experiences. This trust can encourage purchase intention. This shows that the better the online customer review on the Shopee application, the more trust will be able to increase, which will ultimately also increase consumer purchase intention.

Some suggestions that researchers can convey for future research in order to obtain better results in the future. For further researchers, it is hoped that they can conduct research development by analyzing other e-commerce in Indonesia further to compare respondents' perceptions of each e-commerce. Further research is expected to add other variables that are factors in increasing trust and purchase intention in addition to live streaming and online customer reviews, such as brand ambassador, brand presence, and brand image.

Further research is expected to add methods for collecting variable data with direct insight methods on respondents. This is expected to be able to obtain more accurate information related to research variables according to what is directly felt in the respondent's condition.

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