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The Influence of Host Attractiveness, Interactivity, Product Presentation, and Entertainment Value on Purchase Intention Through Trust in Live Show Shopping on ShopeeLive

Immanuel Zai*, Yukiko

Faculty of Business and Management, Batam International University, Batam, Indonesia

*Corresponding Author: immanuel.zai@uib.ac.id

Abstract

This study aims to analyze the influence of host attractiveness, interactivity, product presentation, and entertainment value on purchase intention mediated by trust within the context of live show shopping on Shopee Live. The evolution of live commerce has shifted consumer behavior toward more interactive and experience-based engagement, making trust a pivotal factor in purchasing decisions. This study employs a quantitative approach using an online survey distributed to Shopee Live users. Data was analyzed using the PLS-SEM method to examine the relationships between variables. The results indicate that entertainment value and product presentation have a positive and significant impact on trust, whereas host attractiveness and interactivity do not show a significant influence. Furthermore, trust is shown to have a very strong positive effect on purchase intention and acts as a mediating variable in the relationship between several independent variables and purchase intention. These findings confirm that in live commerce, entertainment and product presentation quality play a more dominant role in building consumer trust than other factors. This study contributes theoretically to the development of S-O-R-based consumer behavior models and offers practical implications for businesses in designing effective live streaming strategies.

Keywords: *host attractiveness; interactivity; live commerce; purchase intention; trust*

INTRODUCTION

The evolution of digital technology has transformed consumer behavior in e-commerce from passive shopping into a more interactive experience through live commerce on platforms such as Shopee Live. According to Liu & Zhang (2024), live streaming e-commerce integrates real-time interaction among consumers, hosts, and platforms, thereby enhancing the shopping experience and driving purchase intention through social presence and trust. In the live commerce environment, trust is a crucial factor because consumers cannot evaluate products firsthand. N. Chen & Yang (2023) explain that trust helps mitigate perceived risk, thereby increasing consumer confidence in conducting online transactions. Furthermore, Jiang et al. (2024) found that host characteristics specifically the ability to provide entertainment and demonstrate expertise can boost both trust and consumer purchase intention.

In addition to host characteristics, Liu & Zhang (2024) demonstrated that interactivity between the host and the consumer enhances social presence and trust, ultimately driving purchase intention. Research by H. Zhang et al. (2024) further indicates that live streaming characteristics such as interaction and perceived consumer value contribute to increased purchase intention on live commerce platforms. Although research on live commerce continues to evolve, most studies have focused on specific factors and have yet to integrate host attractiveness, interactivity, product presentation, and entertainment value with trust acting as a mediating variable particularly within the

context of Shopee Live in Indonesia. Therefore, this study develops a model based on the Stimulus Organism Response (S-O-R) Makmor et al. (2024) framework to analyze the influence of these four variables on purchase intention, mediated by trust.

The rise of live commerce has not only transformed how consumers access product information but has also altered the purchase decision-making process by offering a more immersive and interactive experience. Unlike conventional e-commerce, which relies solely on images and product descriptions, live streaming allows consumers to watch live product demonstrations, ask hosts questions, and receive real-time responses. Liu et al. (2022) explain that the characteristics of live commerce specifically interactivity, authenticity, and entertainment enhance trust and the "flow experience," thereby positively influencing purchase intention. Their research indicates that an interactive shopping experience helps reduce consumer uncertainty during the product evaluation process. Similar findings were reported by Qing & Jin (2022), who identified perceived trust, perceived value, and perceived usefulness as key drivers of purchase intention on live-streaming e-commerce platforms. Furthermore, N. Zhang (2023a) demonstrated that various technological features of live streaming such as visibility, interactivity, guided shopping, and trading affordance boost trust, which in turn directly impacts purchase intention, as explained by the Stimulus–Organism–Response (S-O-R) framework.

In the context of live commerce, trust serves as a psychological mechanism bridging the influence of various live streaming characteristics on purchase decisions. Consumer trust is built not only through platform credibility but is also shaped by the host's ability to convey accurate information, respond promptly to inquiries, and maintain transparent communication throughout the live session. Liu et al. (2022) found that interactions during live streaming enhance social presence and consumer conformity, thereby indirectly driving an increase in purchase intention. Meanwhile, Dong et al. (2022) demonstrated that interactions whether between the host and consumers or among consumers themselves boost perceived value, which in turn strengthens purchase intention. These findings indicate that trust and perceived value play pivotal roles in explaining how communication during live streaming influences consumer purchasing behavior.

Beyond interaction quality, product presentation and entertainment value are also key characteristics distinguishing live commerce from other forms of digital marketing. Live product demonstrations allow consumers to realistically evaluate a product's functions, quality, size, and usage, thereby reducing information asymmetry and perceived risk. N. Zhang (2023a) explains that richer, interactive, and informative product presentations enhance perceived product value, which positively influences purchase intention. Conversely, Liu & Zhang (2024) show that entertainment elements during live streaming sessions enhance the positive consumer experience and strengthen trust in both the host and the promoted products. Thus, a combination of host attractiveness, interactivity, product presentation, entertainment value, and trust acts as a set of complementary factors in shaping purchase intention. However, research integrating all these variables into a single mediation model—particularly within the context of Shopee Live in Indonesia remains relatively limited; this study therefore aims to address that gap using the Stimulus Organism Response (S-O-R) framework (Makmor et al., 2024).

Despite the rapid development of live commerce, the increasing number of consumers who watch live shopping sessions does not necessarily translate into purchase intention. This condition raises an important research issue regarding which characteristics of live streaming are actually capable of building consumer trust and encouraging purchase intention. In live commerce, consumers are exposed to various stimuli simultaneously, including the attractiveness of the host, interaction with the host, product presentation, and entertainment value. However, these stimuli may not have the same level of influence on consumers' psychological responses and purchasing intentions. Therefore, identifying which factors are more effective in developing trust is important for understanding consumer behavior in the Shopee Live environment.

The relevance of this issue is supported by the substantial development of the Indonesian e-commerce market. According to data reported by Katadata based on Momentum Works, the total gross merchandise value (GMV) of e-commerce in Indonesia reached US\$53.8 billion in 2023, equivalent to approximately Rp867.2 trillion. Shopee accounted for approximately 40% of the total e-commerce GMV, making it the largest platform among the major e-commerce platforms in Indonesia. In addition, a report on live shopping in Indonesia showed that Shopee Live recorded the highest share of both transaction volume and transaction value among the platforms examined, with 56% of transaction volume and 54% of transaction value during the reported period. These figures indicate that Shopee

has a substantial role in the Indonesian digital commerce ecosystem, making Shopee Live a relevant context for examining consumer purchasing behavior (Setyowati, 2024). However, the strong development of live commerce also creates a practical problem for sellers and marketers. High consumer exposure to live shopping does not necessarily guarantee that viewers will proceed to purchase products. Previous research by Arisman and Salehudin found that different shopping values in Shopee Live influence trust, engagement, and purchase intention in different ways, indicating that consumer responses to live streaming are not uniform. Similarly, Dinda Anisa & Penulis (2025) found that live streaming positively influences trust and perceived value, while both trust and perceived value contribute to purchase intention among Shopee users. These findings suggest that the effectiveness of live commerce depends not only on the existence of the live streaming feature but also on how consumers evaluate the experience and develop trust during the live session.

Based on this phenomenon, a research problem emerges concerning the relative importance of host attractiveness, interactivity, product presentation, and entertainment value in developing consumer trust and subsequently influencing purchase intention. Although previous studies have examined live streaming, trust, and purchase intention, fewer studies have simultaneously incorporated these four characteristics as antecedents of trust within a single research model, particularly in the context of Shopee Live in Indonesia. This issue is important because understanding the role of each characteristic can help explain why consumers may be attracted to a live shopping session but still hesitate to purchase. Therefore, this study investigates the influence of host attractiveness, interactivity, product presentation, and entertainment value on purchase intention through trust, providing a more comprehensive understanding of the mechanisms underlying consumer purchase intention in Shopee Live (Arisman & Imam, 2022).

Purchase intention refers to a consumer's willingness or likelihood to purchase a product after evaluating information obtained during the shopping process. In live commerce, purchase intention can be influenced by consumers' interactions with the host, the quality of product information, the overall shopping experience, and their level of trust in the seller and platform. Unlike conventional e-commerce, live commerce allows consumers to obtain information and responses in real time, which can strengthen consumers' confidence in making purchasing decisions. Liu & Zhang (2024) found that interactions between consumers, hosts, and the platform significantly enhance purchase intention by strengthening social presence and trust. Furthermore, Zou & Fu (2024) demonstrated that the host's social image and emotional connection established during live streaming can increase consumers' desire to purchase products.

Trust refers to consumers' belief that the information provided, products offered, and seller involved in a transaction are reliable and credible. Trust is particularly important in live commerce because consumers cannot physically inspect products before purchasing them. Therefore, consumers rely on the information presented by the host and their interaction with the seller to reduce uncertainty and perceived risk. Marcelita Weyna et al. (2026) found that the quality of streamer interaction can enhance consumer trust and social presence, which subsequently contributes to purchase intention. Liu & Zhang (2024) also found that trust plays a mediating role between interactivity and purchase intention in live streaming e-commerce. These findings indicate that trust functions as an important psychological mechanism through which consumers evaluate the credibility of information and develop confidence in purchasing products through live commerce.

Host attractiveness refers to the physical appearance, communication style, personality, and overall appeal of a host that can shape consumers' perceptions during a live shopping session. An attractive host can create a more positive first impression and increase consumers' attention toward the information and products presented. In addition, attractiveness can contribute to the development of favorable perceptions toward the host, which may subsequently increase consumers' confidence in the information delivered by the host. Q. Zhang et al. (2024) found that host attractiveness positively influences consumers' perceived value and purchase intention in live commerce. The attractiveness of a host may also facilitate the development of trust because consumers tend to respond more positively to hosts who are perceived as appealing and credible. When consumers perceive the host positively, they may be more willing to accept the information presented during the live stream and perceive the host as a reliable source of product information. Therefore, greater host attractiveness is expected to increase consumer trust in the live commerce environment.

H1: Host attractiveness has a positive effect on trust.
Interactivity

Interactivity refers to the extent to which consumers can engage in real-time, two-way communication with the host, seller, or other consumers during a live shopping session. Interactivity enables consumers to ask questions, obtain immediate responses, and receive additional information regarding the products being offered. This real-time communication can reduce uncertainty and increase consumers' perceptions that the host is responsive and willing to assist them.

Liu & Zhang (2024) demonstrated that interactions between consumers and streamers, as well as interactions among consumers, enhance social presence, trust, and purchase intention. Similarly, Marcelita Weyna et al. (2026) found that the quality of streamer interaction contributes positively to trust and social presence. These findings suggest that active and responsive communication during live commerce can strengthen consumers' confidence in the host and the information provided. Therefore, a higher level of interactivity is expected to increase consumer trust.

H2: Interactivity has a positive effect on trust.

Product Presentation

Product presentation refers to the way a host communicates product information, demonstrates product usage, explains product features, and presents product benefits during a live shopping session. Effective product presentation allows consumers to obtain more detailed and observable information about a product, which is particularly important because consumers cannot physically examine products through an online platform. A clear and informative product presentation can increase consumers' understanding of product characteristics and reduce uncertainty regarding product quality. Amarullah et al. (2025) found that product visibility and perceived diagnosticity obtained through live product presentations can enhance consumers' purchase intention in live commerce. When products are presented clearly and their features are demonstrated in detail, consumers may perceive the information as more useful and credible. This can increase their confidence in the product and the seller, thereby strengthening trust. Therefore, better product presentation is expected to have a positive effect on consumer trust.

H3: Product presentation has a positive effect on trust.

Entertainment Value

Entertainment value refers to the extent to which consumers perceive a live shopping session as enjoyable, interesting, and entertaining. In live commerce, entertainment can make the shopping experience more engaging and encourage consumers to remain involved in the live stream. Unlike conventional online shopping, live commerce combines product information with entertainment and social interaction, creating an experience that can generate stronger emotional responses from consumers. Jiang et al. (2024) found that entertainment provided by streamers enhances consumers' trust and flow experience, which subsequently contributes positively to purchase intention. An entertaining live stream can create a more enjoyable interaction between consumers and hosts, making consumers more willing to engage with the host and pay attention to the information provided. As consumers develop a more positive experience during the live stream, their perceptions of the host and the shopping environment may become more favorable, which can strengthen trust. Therefore, higher entertainment value is expected to positively influence consumer trust.

H4: Entertainment value has a positive effect on trust.

Trust and Purchase Intention

Trust is an important determinant of purchase intention in live commerce because purchasing decisions are often made without consumers physically examining the products. When consumers trust the host, seller, and information provided during a live stream, they are more likely to perceive the purchasing process as reliable and less risky. This increased confidence can encourage consumers to proceed with a purchase. Marcelita Weyna et al. (2026) demonstrated that streamer interaction can strengthen trust and subsequently contribute to purchase intention. Liu & Zhang (2024) similarly found that trust plays an important role in explaining consumers' purchase intention in live-streaming e-commerce. These findings suggest that consumers who have greater trust in the information and seller are more likely to develop a stronger intention to purchase. Therefore, trust is expected to have a positive effect on purchase intention.

H5: Trust has a positive effect on purchase intention.

The Mediating Role of Trust

Trust can also function as a mediating variable between characteristics of the live commerce environment and consumers' purchase intention. In this study, host attractiveness, interactivity, product presentation, and entertainment value represent external stimuli that can shape consumers' psychological evaluations, particularly their level of trust. Once trust is established, consumers may become more confident in the information and products presented, which can subsequently increase their purchase intention.

Host Attractiveness, Trust, and Purchase Intention

An attractive host can create favorable consumer perceptions and increase consumers' willingness to engage with the host. Positive perceptions toward the host can contribute to greater confidence in the information delivered during the live stream. Q. Zhang et al. (2024) found that host attractiveness positively influences perceived value and purchase intention. When attractiveness contributes to the development of trust, that trust can subsequently encourage consumers to purchase the promoted product. Therefore, trust is expected to mediate the relationship between host attractiveness and purchase intention.

H6: Trust mediates the relationship between host attractiveness and purchase intention.

Interactivity, Trust, and Purchase Intention

Interactivity provides consumers with opportunities to communicate directly with the host and obtain immediate responses to their questions. This process can reduce uncertainty and increase consumers' confidence in the information provided. Liu & Zhang (2024) found that interactivity enhances social presence and trust, while trust subsequently contributes to purchase intention. Therefore, interactivity may influence purchase intention not only directly but also through the development of consumer trust.

H7: Trust mediates the relationship between interactivity and purchase intention.

Product Presentation, Trust, and Purchase Intention

Product presentation provides consumers with information that helps them evaluate product characteristics, quality, and benefits. A detailed and observable product presentation can increase the diagnosticity of the information and reduce uncertainty. Amarullah et al. (2025) found that live product presentation can enhance product visibility and perceived diagnosticity, which contributes to purchase intention. When consumers perceive product information as clear and reliable, their confidence in the product and seller may increase, leading to greater trust and, ultimately, purchase intention. Therefore, trust is expected to mediate the relationship between product presentation and purchase intention.

H8: Trust mediates the relationship between product presentation and purchase intention.

Entertainment Value, Trust, and Purchase Intention

Entertainment value can create an enjoyable and engaging live shopping experience, which may encourage consumers to develop a more positive perception of the host and shopping environment. Jiang et al. (2024) found that entertainment provided by streamers enhances trust and flow experience, which subsequently contributes to purchase intention. This indicates that entertainment may influence consumers' purchasing decisions through the psychological process of developing trust. Therefore, consumers who experience greater entertainment value during live shopping are expected to develop higher trust, which subsequently increases their purchase intention.

H9: Trust mediates the relationship between entertainment value and purchase intention.

Conceptual Framework

This study adopts the Stimulus–Organism–Response (S-O-R) theory proposed by Makmor et al. (2024) as the underlying theoretical framework to explain how characteristics of the live shopping environment influence consumers' internal psychological states and subsequently affect their behavioral responses. The S-O-R theory proposes that external environmental stimuli (S) influence an individual's internal psychological state (O), which subsequently leads to a behavioral response (R). In the context of online and live-streaming commerce, this framework is useful because live shopping combines commercial information, real-time interaction, social presence, and entertainment in one digital environment. Previous studies have applied the S-O-R framework to explain how live-streaming features influence consumers' psychological evaluations, trust, flow experience, and purchase intention (Liu et al., 2022; Wongkitrungrueng & Assarut, 2020; N. Zhang, 2023a)

In this study, the Stimulus (S) represents the external characteristics experienced by consumers during Shopee Live shopping. These stimuli consist of host attractiveness, interactivity, product presentation, and entertainment value. Host attractiveness refers to the visual appeal, personality, credibility, and overall attractiveness of the host. An attractive and persuasive host may increase viewers' attention and positive perceptions of the live-streaming session. Research by Wongkitrungrueng & Assarut (2020) shows that the characteristics and credibility of live-streaming sellers can strengthen consumer engagement and trust. Similarly, Xu et al. (n.d.) found that the attractiveness and expertise of live-streaming hosts influence viewers' engagement and purchase-related responses.

Interactivity refers to the extent to which consumers can communicate with the host and receive immediate responses during the live session. It includes real-time communication, responsiveness, opportunities to ask questions, and interaction through comments or other platform features. Interactivity is an important stimulus because it reduces the psychological distance between consumers and sellers and creates a more social shopping experience. N. Zhang (2023a) found that interactivity is an important factor in developing trust in live-streaming commerce. In addition, Wongkitrungrueng & Assarut (2020) reported that real-time interaction contributes to consumer engagement and relationship development in live-streaming commerce.

Product presentation refers to the way products are demonstrated, explained, visualized, and evaluated during the live session. In Shopee Live, consumers may observe product demonstrations, product details, usage instructions, prices, promotions, and responses to questions. Therefore, product presentation can reduce information asymmetry and help consumers evaluate product quality before purchasing. Liu et al. (2022) explain that visualization and the quality of information presented during live streaming can influence consumers' psychological experiences and purchase intention. Similarly, Liu et al. (2022) found that visualization and professional presentation are important live-streaming features that affect consumers' responses.

Entertainment value refers to the extent to which the live shopping experience is enjoyable, exciting, and engaging. Unlike conventional online shopping, live shopping often includes humor, storytelling, games, demonstrations, limited-time promotions, and other entertaining activities. These elements can increase consumers' attention and encourage them to remain in the live session. According to N. Zhang (2023b), entertainment is one of the important characteristics of live streaming that can influence consumers' internal experiences and purchase intention. Liu et al. (2022) also found that live-streaming features can influence purchase intention through consumers' flow experience and trust. Based on these findings, host attractiveness, interactivity, product presentation, and entertainment value are theoretically appropriate as stimulus variables in this study.

The Organism (O) in this study is represented by trust. Within the S-O-R framework, the organism refers to the consumer's internal cognitive or affective state resulting from exposure to external stimuli. Trust is particularly relevant in live-streaming commerce because consumers must evaluate the credibility of the host, the accuracy of the product information, the reliability of the seller, and the expected quality of the product before making a purchase decision. In an online environment, consumers cannot directly inspect the product or meet the seller face-to-face. Consequently, trust becomes an important psychological mechanism that helps reduce perceived uncertainty and perceived risk (Makmor et al., 2024).

Previous studies support the position of trust as an organism variable in live-streaming commerce. Wongkitrungrueng & Assarut (2020) found that live-streaming commerce can build consumer trust and engagement through real-time interaction and value creation. Liu et al. (2022) also demonstrated that interactivity contributes to trust formation in live-streaming commerce. In addition, (N. Zhang, 2023a) positioned trust as one of the psychological mechanisms through which live-streaming features influence consumers' purchase intention. These findings indicate that trust is not merely an outcome of live-streaming characteristics, but also an internal psychological state that explains how external stimuli are transformed into behavioral responses.

The Response (R) represents the behavioral outcome resulting from the consumer's internal evaluation, which in this study is purchase intention. Purchase intention refers to the consumer's willingness, likelihood, or plan to purchase a product after watching and evaluating the Shopee Live session. In the S-O-R framework, purchase intention represents the behavioral response that occurs after consumers process the external stimuli and develop an internal evaluation of the seller, host, product, and shopping environment. Trust is expected to have a positive influence on purchase intention because consumers who trust the host, seller, and product information are more likely to

perceive the purchase decision as safe and reliable. H. Zhang et al. (2024) found that trust positively affects purchase intention and mediates the relationship between live-streaming features and purchase intention. Wongkitrungrueng & Assarut (2020) similarly showed that trust developed through live-streaming commerce contributes to consumer engagement and purchasing-related outcomes. These findings support the argument that trust is an important predictor of purchase intention in live-streaming commerce.

Based on this theoretical logic, the conceptual framework of this study assumes that host attractiveness, interactivity, product presentation, and entertainment value function as Stimuli (S) that influence consumers' trust as the Organism (O), which subsequently affects purchase intention as the Response (R). Therefore, trust is positioned as a mediating variable between the four independent variables and purchase intention. This framework enables the study to examine not only whether the characteristics of Shopee Live directly contribute to consumers' purchase intention, but also how these external stimuli influence purchase intention through the formation of consumer trust. The proposed relationship can be summarized as follows:

Host Attractiveness, Interactivity, Product Presentation, and Entertainment Value (Stimuli) → Trust (Organism) → Purchase Intention (Response)

This framework is supported by previous empirical studies that have examined live-streaming commerce using the S-O-R perspective. Liu et al. (2022) found that live-streaming features influence purchase intention through trust and flow experience. Liu & Zhang (2024) demonstrated that interactivity, visualization, entertainment, and professionalization influence consumers' purchase intention. Wongkitrungrueng & Assarut (2020) showed that live-streaming commerce characteristics can develop consumer trust and engagement. R. Chen et al. (2019) further confirmed that the characteristics of live-streaming hosts influence viewers' engagement and purchase-related behavior. Therefore, the proposed framework is theoretically and empirically relevant for examining consumer behavior in the context of Shopee Live.

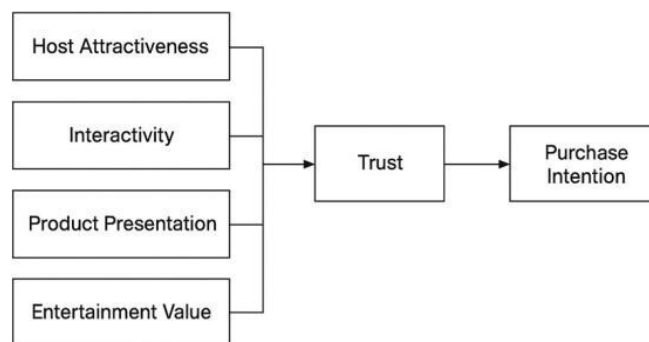


Figure 1. Conceptual Framework of the Study

Research Hypotheses

- H1: Host attractiveness has a positive effect on trust.
- H2: Interactivity has a positive effect on trust.
- H3: Product presentation has a positive effect on trust.
- H4: Entertainment value has a positive effect on trust.
- H5: Trust has a positive effect on purchase intention.
- H6: Trust mediates the relationship between host attractiveness and purchase intention.
- H7: Trust mediates the relationship between interactivity and purchase intention.
- H8: Trust mediates the relationship between product presentation and purchase intention.
- H9: Trust mediates the relationship between entertainment value and purchase intention.

METHOD

This study employed a quantitative research design using a survey method to examine the influence of host attractiveness, interactivity, product presentation, and entertainment value on purchase intention through trust in the context of Shopee Live. The target population consisted of individuals who had experience watching and purchasing products through Shopee Live. Data were

collected using an online questionnaire developed through Google Forms and distributed through social media platforms, including WhatsApp, Instagram, and LINE. A purposive sampling technique was employed, requiring respondents to have prior experience purchasing products through Shopee Live. According to Sekaran and Bougie (2019), questionnaires are an appropriate data collection instrument for quantitative research when standardized information is required from a defined group of respondents. In addition, Taherdoost (2022) noted that online questionnaires provide an efficient and accessible approach for collecting data from geographically dispersed respondents.

The questionnaire consisted of 30 measurement items adapted from previously validated studies, representing six constructs: Host Attractiveness, Interactivity, Product Presentation, Entertainment Value, Trust, and Purchase Intention. Each construct was measured using five indicators. All items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A five-point Likert scale is commonly used in behavioral and marketing research because it enables respondents to express the degree of their agreement with each statement while maintaining a relatively simple response format (Taherdoost, 2022).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Following the guidelines of TomassMHultt (n.d.), the measurement model was evaluated by examining outer loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and discriminant validity using the Fornell-Larcker criterion and heterotrait-monotrait ratio (HTMT). Variance inflation factor (VIF) was also assessed to identify potential collinearity issues. Subsequently, the structural model was evaluated through path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapping to assess the significance of the proposed relationships and test the research hypotheses. PLS-SEM is appropriate for this study because it enables the simultaneous examination of relationships among multiple latent constructs and is particularly useful for models involving mediation relationships (Hair et al., 2022).

RESULTS AND DISCUSSION

Table 1. Demographic Characteristics of Respondents

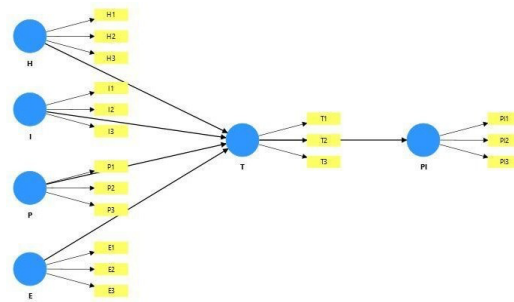
Demographic Variables	Category	Frequency	Per cent
Gender	Male	105	46.7%
	Female	120	53.3%
Age	<18 years	28	12.4%
	18–24 years	144	64.0%
	25–34 years	32	14.2%
	35–44 years	13	5.8%
	45–54 years	6	2.7%
	>55 years	2	0.9%
Monthly Expenditure	<Rp200,000	70	31.0%
	Rp250,000–Rp350,000	62	27.4%
	Rp450,000–Rp550,000	45	19.9%
	Rp650,000–Rp750,000	24	10.6%
	>Rp1,000,000	17	7.5%

Source: Data Processing, 2025

Table 1 shows that a total of 225 valid responses were collected. Female respondents accounted for 53.3%, while male respondents represented 46.7%. The majority of respondents were aged 18–24 years (64.0%), and most reported monthly shopping expenditure of less than Rp200,000 (31.0%), indicating that the sample was dominated by young Shopee Live users.

Measurement Model

The measurement model was developed to examine the relationships among the constructs used in this study, namely Host Attractiveness, Interactivity, Product Presentation, Entertainment Value, Trust, and Purchase Intention. The model consists of four exogenous variables, one mediating variable, and one endogenous variable. Each construct is measured using three reflective indicators adapted from previous studies. The measurement model was evaluated to ensure that the indicators were reliable and valid before proceeding to the structural model analysis.

**Figure 2.** Measurement Model**Reliability and Validity****Table 2.** Outer Loadings, Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and Variance Inflation Factor (VIF)

Variables	Constructs	Outer Loadings	Cronbach's α	CR	AVE	VIF
Host Attractiveness	H1	0.881	0.851	0.909	0.770	2.309
	H2	0.875				2.131
	H3	0.875				1.915
Interactivity	I1	0.883	0.846	0.906	0.763	2.159
	I2	0.891				2.016
	I3	0.846				1.957
Product Presentation	P1	0.884	0.876	0.924	0.801	2.430
	P2	0.904				2.570
	P3	0.897				2.218
Entertainment Value	E1	0.884	0.864	0.917	0.786	2.280
	E2	0.896				2.317
	E3	0.879				2.094
Trust	T1	0.867	0.841	0.904	0.758	1.963
	T2	0.878				2.008
	T3	0.867				1.985
Purchase Intention	PI1	0.910	0.864	0.904	0.786	2.593
	PI2	0.894				2.331
	PI3	0.855				1.978

Source: Data Processing, 2025

Table 2 shows that all indicator outer loadings exceeded the recommended threshold of 0.70, ranging from 0.846 to 0.910, indicating satisfactory indicator reliability. Furthermore, the Cronbach's alpha values ranged from 0.841 to 0.876, while the Composite Reliability (CR) values ranged from 0.904 to 0.924, exceeding the recommended value of 0.70 and confirming good internal consistency. The AVE values ranged from 0.758 to 0.801, demonstrating adequate convergent validity as all values were above 0.50. In addition, all VIF values were below 5.0, indicating that multicollinearity was not a concern. Therefore, all constructs satisfied the requirements for reliability and validity. Discriminant validity was assessed using the Fornell–Larcker criterion to determine whether each construct was empirically distinct from the others. According to the Fornell–Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct should be greater than its correlations with other constructs.

Table 3. Fornell–Larcker Criterion

Variables	E	H	I	P	PI	T
E	0.887					
H	0.628	0.877				
I	0.630	0.812	0.874			
P	0.657	0.647	0.732	0.895		
PI	0.768	0.601	0.645	0.647	0.887	
T	0.759	0.595	0.606	0.636	0.754	0.871

Source: Data Processing, 2025

Table 3 demonstrates that the square root of the AVE for each construct (shown on the diagonal) is greater than the corresponding inter-construct correlations. Specifically, the diagonal values range from 0.871 to 0.895, exceeding all off-diagonal correlation coefficients. These results indicate that each construct possesses adequate discriminant validity and is empirically distinct from the other constructs. Therefore, the measurement model satisfies the Fornell–Larcker criterion and is appropriate for subsequent structural model analysis.

Hypothesis Testing and Model Evaluation

The structural model was evaluated using the bootstrapping procedure to examine the proposed hypotheses. The significance of each relationship was determined based on the t-statistics and p-values, where a hypothesis is considered supported when $t > 1.96$ and $p < 0.05$.

Table 4. Path Coefficients

Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
E -> T	0.554	0.060	9.373	0.000	Significant
H -> T	0.086	0.049	1.081	0.280	Not Significant
I -> T	0.062	0.077	0.706	0.480	Not Significant
P -> T	0.172	0.051	2.152	0.031	Significant
T -> PI	0.754	0.055	22.718	0.000	Significant

Source: Data Processing, 2025

Table 4 presents the results of the hypothesis testing. The findings indicate that Entertainment Value ($\beta = 0.554$, $p < 0.001$), Product Presentation ($\beta = 0.172$, $p = 0.031$), and Trust ($\beta = 0.754$, $p < 0.001$) have a significant positive effect on their respective endogenous variables. In contrast, Host Attractiveness ($\beta = 0.086$, $p = 0.280$) and Interactivity ($\beta = 0.062$, $p = 0.480$) do not have significant effects on Trust because their p-values exceed the 0.05 significance level. Therefore, H1, H4, and H5 are supported, whereas H2 and H3 are not supported.

Table 5. Specific Indirect Effects

Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
I -> T -> PI	0.047	0.067	0.702	0.483	Not Significant
P -> T -> PI	0.129	0.061	2.129	0.033	Significant
E -> T -> PI	0.417	0.050	8.361	0.000	Significant
H -> T -> PI	0.065	0.060	1.082	0.279	Not Significant

Source: Data Processing, 2025

Table 5 presents the results of the specific indirect effects analysis to examine the mediating role of Trust in the relationship between the independent variables and Purchase Intention. The results indicate that Trust significantly mediates the effects of Product Presentation ($\beta = 0.129$, $p = 0.033$) and Entertainment Value ($\beta = 0.417$, $p < 0.001$) on Purchase Intention. However, the indirect effects of Interactivity ($p = 0.483$) and Host Attractiveness ($p = 0.279$) through Trust are not significant. These findings indicate that Trust only serves as a mediator for Product Presentation and Entertainment Value.

CONCLUSION

This study examined the influence of Host Attractiveness, Interactivity, Product Presentation, and Entertainment Value on Purchase Intention through Trust in the context of Shopee Live shopping. The findings reveal that Product Presentation and Entertainment Value have a positive and significant effect on Trust, whereas Host Attractiveness and Interactivity do not significantly influence Trust. Furthermore, Trust has a significant positive effect on Purchase Intention, indicating that consumer trust plays a crucial role in encouraging purchasing decisions during live shopping sessions. The mediation analysis further demonstrates that Trust significantly mediates the relationships between Product Presentation and Purchase Intention, as well as between Entertainment Value and Purchase

Intention. In contrast, Trust does not mediate the effects of Host Attractiveness and Interactivity on Purchase Intention. These findings suggest that consumers place greater emphasis on clear product demonstrations and engaging shopping experiences than on the attractiveness of the host or the level of interaction alone when making purchase decisions on Shopee Live. Theoretically, this study contributes to the application of the Stimulus Organism Response (S-O-R) Theory by confirming that Product Presentation and Entertainment Value act as effective stimuli that strengthen consumer trust and subsequently increase purchase intention. Practically, the findings provide implications for sellers, brands, and live stream hosts on Shopee Live to prioritize informative product presentations and engaging live-streaming content to enhance consumer trust and encourage purchasing behavior. Future research is recommended to examine additional variables, such as perceived value, social presence, influencer credibility, or perceived risk, and to investigate different live commerce platforms or broader consumer populations to improve the generalizability of the findings.

DECLARATION OF GENERATIVE AI

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript.

CONFLICTING INTEREST STATEMENT

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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