

## **The Effect of Live Streaming Quality on Purchase Intention through Immersive Experience, Consumer Trust, and Perceived Value (Study of This is April Consumers on TikTok)**

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### **ABSTRACT**

Live-streaming shopping has become a new trend since the pandemic in 2020 where live streamers promote and sell products to consumers via social media channels by increasing intimacy and communication. This Is April is one of the leading fashion brands in Indonesia that focuses on fulfilling women's desires for fashionable, affordable and high-quality clothes, shoes, and bags. This Is April also continues to carry out promotions by keeping up with developments in consumer behavior that continues to change, one of which is by carrying out promotions by selling via live streaming on one of the e-commerce sites (TikTok). This study aims to investigate the effect of live streaming quality (LSQ) on purchase intention (PI) through immersive experience (IE), consumer trust (CT), and perceived value (PV) at This is April consumers on TikTok by answering 10 (ten) hypotheses. This research uses a quantitative approach using partial least squares equation model (PLS-SEM). The samples in this study were respondents who had experience in watching live streaming of This is April fashion products on TikTok within the last 3 (three) months and respondents who lived in the city of Malang using a non-probability sampling technique. The analysis results show that LSQ has a positive and significant effect on PI. Furthermore, the research results show that IE, CT, and PV are able to mediate the relationship between LSQ and PI. The implication of this finding can provide a theoretical basis and reference for seller of fashion clothing products to focus their attention on the important of effectively leverage live streaming quality to develop immersive experience, consumer trust, and perceived value to influence purchase intention.

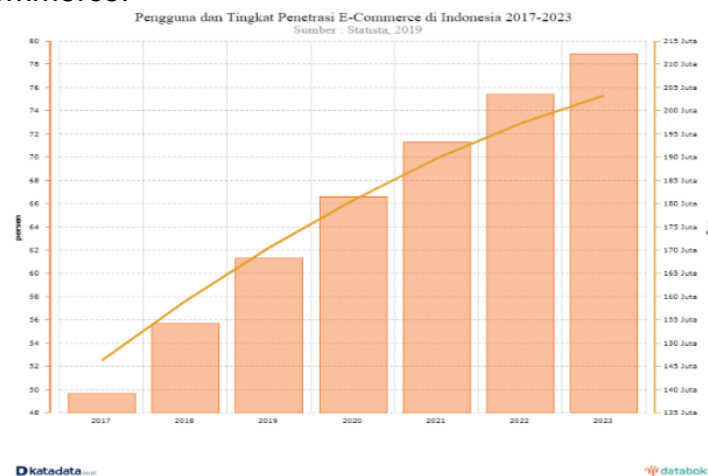
### **Keywords:**

Live Streaming  
Quality; Immersive  
Experience;  
Consumer Trust;  
Perceived Value;  
Purchase Intention

### **INTRODUCTION**

The COVID-19 outbreak that occurred not only caused a global health emergency, but also caused the global economy to be disrupted. The government encourages people to implement physical distancing and work from home to reduce the risk of infection (Barro et al., 2020). With the control policy from the Indonesian government, many businesses cannot open offline stores. The challenge that marketers must undertake to face this crisis is to switch to using online service strategies to attract customers, manage customers and win online market competition (Zhang et al., 2020). Even though the COVID-19 pandemic has resulted in losses in all business sectors in Indonesia, it has had a new positive impact on e-commerce businesses in the habits of Indonesian people who like to shop online (Eloksari, 2020). Digital platform is very useful in today's digital era, interacting with consumers is mostly done through social media, therefore adapting marketing strategies needs to be done immediately (Meisaroh et al., 2022). In an effort to survive and adapt to new conditions, it is important for marketers to sell their products through e-commerce platforms (Oxford, 2020). Based on the results of a survey conducted by (Statista, 2019), it shows that the level of e-commerce penetration is always increasing from year to year

and by 2023 is projected to reach 75.3% of the total population or as many as 212.2 million who use e-commerce.



**Figure 1.** E-Commerce Users and Penetration Level in Indonesia 2017-2023  
 (Source: Statista, 2019)

The development of innovation and product sales media is rapidly changing the way consumers perceive a product. Traditional online stores are slowly fading and giving way to interactive social spaces where consumers have more desire to learn about products from each other rather than just through images and text (likes, ratings, and comments) (Addo et al., 2021; Huang et al., 2019). Technological advances such as digitalization have supported this trend, including by changing the way of communicating with consumers and increasing interaction with consumers (Tan & Hii, 2023). Live -streaming shopping has become a new trend since the pandemic in 2020 where live streamers promote and sell products to consumers via social media channels by increasing intimacy (social presence and engagement), communication, and co-creation (C. Chen & Zhang, 2023).

The increasing popularity of the live-streaming shopping trend and showing great potential makes this trend the future of e-commerce (Y. Wang et al., 2022). Reporting from data from Statista (2022), total e-commerce revenue in Indonesia increased rapidly from 20.34 billion US dollars in 2019 to 38.19 billion US dollars in 2021. Based on forecast data, e-commerce platform revenue will continue to rise until 56.36 billion US dollars in 2025. The main reason for this development is the increase in e-commerce users who are estimated at almost 221 million people in Indonesia using e-commerce in 2025. One of the reasons e-commerce platforms continue to experience revenue growth despite The COVID-19 pandemic is due to the addition of a new section, namely live streaming, which was launched by an e-commerce platform in Indonesia (Katadata.com, 2021).

The conceptual framework of this research is based on empirical problems so that the theory underlying this research is: S-O-R theory. The SOR (Stimulus-Organism-Response) theory is a model proposed by environmental psychologists, namely Mehrabian & Russel (1974) where stimulus (S) or stimulation is an external environmental factor of the organism, organism (O) is a psychological transformation mechanism where the user internalizes the stimulus into information, and response (R) represents the user's response to the external stimulus information content of the

relevant response behaviour (Hewei, 2022). By adopting stimulus-organism-response (S-O-R) theory as a guiding theoretical lens, this research enriches the literature on e-commerce live streaming by developing a research model to test whether live streaming quality promotes immersive experience, consumer trust, and perceived value and increases purchase intention.

Purchase intention refers to a customer's future intentions and plans to purchase the product or service they want. Purchasing intention as a form of how consumers behave in accepting digital technology and have an interest in doing behaviour (Sidanti et al., 2021). In this research, purchase intention refers explicitly to the extent to which customers are interested in purchasing products or services from streamers during live streaming shopping. Live streamers are the main source of marketing information in live streaming commerce because they are responsible for displaying products, interacting with consumers, and offering product discounts (Lu & Chen, 2021). Therefore, their competence in carrying out these tasks plays an important role in influencing purchase intention. In contrast to traditional e-commerce, through live-streaming shopping consumers can obtain detailed information about products through real-time interaction and it is more intuitive and convenient.

When consumers watch live streaming, consumers can participate in an immersive experience by watching the streamer's product presentation, interacting with the streamer, reading consumer discussions, and enjoying platform discounts (Liu & Yu, 2022). When an individual is in an immersive experience, they will experience a high level of excitement and satisfaction due to the user's experience of the perception of spatial presence. Immersive experience is also considered an unconscious experience, especially an internal experience where the user is fully involved and can enjoy everything while watching a live stream. If the online experience is enjoyable, consumers will experience a lingering sense of entertainment and will be immersed in it for a long time (Huang et al., 2022).

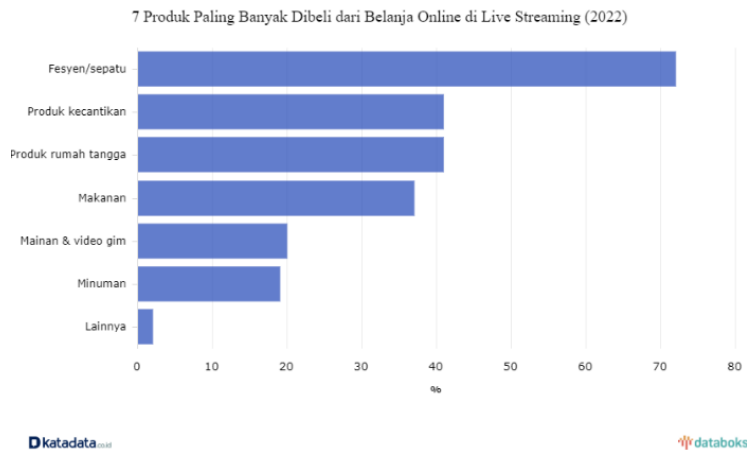
In online purchases, trust is a key factor that influences consumer's online behaviour (N. Singh & Sinha, 2020). Purchase intention can be facilitated by reducing product quality uncertainty and increasing trust in streamers (Lu & Chen, 2021). In a live streaming scenario, streamers rely on their professional skills to present information regarding product details, prices and promotional methods to consumers. Thus, consumers believe that the information in live streaming is better than text and image information in traditional e-commerce so that it can increase consumer purchase intention (Qi et al., 2023). Based on this phenomenon, sellers who market their products must stimulate customer response and build good relationships by increasing consumer trust, which is the key to success in online buying and selling transactions. In the online retail environment, increasing trust between online sellers and consumers is very important to build good buying and selling relationships. From the perspective of social interaction and information exchange, the interaction between users and traders through live streaming platforms allows users to generate interactive feedback signals, which can generate strong psychological cues for users that in turn increase their trust in sellers (Xu et al., 2021).

In maintaining a good relationship between marketers and consumers, perceived value also plays an important role and can have an impact on consumers' desire to buy products (Singh et al., 2021). Through live streaming platforms, the ease of purchasing methods and increased shopping efficiency provide practical value for consumers, increase consumer satisfaction, and increase purchase intentions (Song

et al., 2022). In the context of online shopping, consumers are not only interested in satisfying utilitarian and hedonic values such as convenience and pleasure, but they also begin to pursue social values such as interaction with others and self-fulfillment (Wu & Huang, 2023). Therefore, in this study, perceived value is classified into utilitarian, hedonic and social values to investigate its influence on purchase intention during live streaming in e-commerce.

It cannot be denied that currently many people in Indonesia are making online purchases via e-commerce. There are several e-commerce that are popular in Indonesia, one of which is TikTok as a short video sharing social media application which has managed to have one billion monthly active users and has become one of the most successful social media applications currently throughout the world (CNBC, 2021; Wang, 2020). Indonesia is the second country with the largest number of TikTok users after the United States (Wearesocial, 2023). The TikTok application which is popular among people in Indonesia is a music video platform that originates from China and has a social network, where the platform was launched in 2016 in September (Kompasiana, 2022). By being promoted by an increasing group of users and widespread videos, TikTok has become one of the most influential and reputable platforms that can influence user perceptions, beliefs and decisions so that it is now widely used by marketers to promote their products or services (Meng & Leung, 2021).

The use of live streaming on TikTok has now become an interesting phenomenon due to the rapid growth in use of this platform in serving online sales transactions (Xue & Liu, 2023). With the development of digital marketing, more and more clothing sellers are turning to the e-commerce market (Guercini et al., 2018). Shopping via live streaming provides an easy and new shopping experience for consumers, making this online shopping method increasingly popular recently. Fashion companies rely on the store environment to create the shopping experience and grow their brands. When compared with the marketing of other products, clothing marketing needs to highlight the effects of use (Hewei, 2022). This phenomenon is very contradictory to purchasing via traditional e-commerce platforms where consumers feel high uncertainty, for example consumers will wonder whether they look good in certain clothes (Lu & Chen, 2021). On the other hand, in live-streaming commerce, live streamers can eliminate this uncertainty, so marketers must ensure to provide quality live streaming and active interactivity media between live streamers and potential consumers (Ge et al., 2021). This phenomenon is supported by the results of a survey of 3000 respondents in the Southeast Asia region conducted by Ipsos (2022) showing that fashion products occupy the top position of the products most purchased online via live streaming, as many as 72%.



**Figure 2.** 7 Most Purchased Products from Online Shopping on Live Streaming  
(Source: Ipsos, 2022)

Along with the high interest of Indonesian consumers in fashion products, fashion product marketers are aggressively marketing their products through e-commerce, such as This Is April, which is a local women's fashion product that has started circulating on the market since 2012 and has opened dozens of offline stores in shopping centers (malls) throughout Indonesia. This Is April is one of the leading fashion brands in Indonesia that focuses on fulfilling women's desires for fashionable, affordable and high-quality clothes, shoes and bags. Even though it has succeeded in building trust for Indonesian consumers as proven by the success of building dozens of offline stores, This Is April also continues to carry out promotions by keeping up with changing market developments, one of which is by carrying out promotions by selling via live streaming on one of the e-commerce sites (TikTok). The live streaming feature allows marketers to carry out promotions by interacting directly with consumers. This Is April also consistently carries out live streaming every day by offering various offers, one of which is a flash sale during the live streaming so that it can increase consumer purchase intention. In terms of interaction, the TikTok live streaming organized by This Is April also makes it easier for sellers and customers to ask questions about products with a comments feature and consumers get detailed reviews about the products. This Is April live streaming transaction process on TikTok also makes it very easy for consumers who are equipped with a yellow basket in the lower left corner containing the products offered by This Is April, so that consumers can make purchase transactions from This Is April via the TikTok Shop application which can be done using 3 (three) payment methods, namely COD (Cash On Delivery), DANA, and bank transfer.





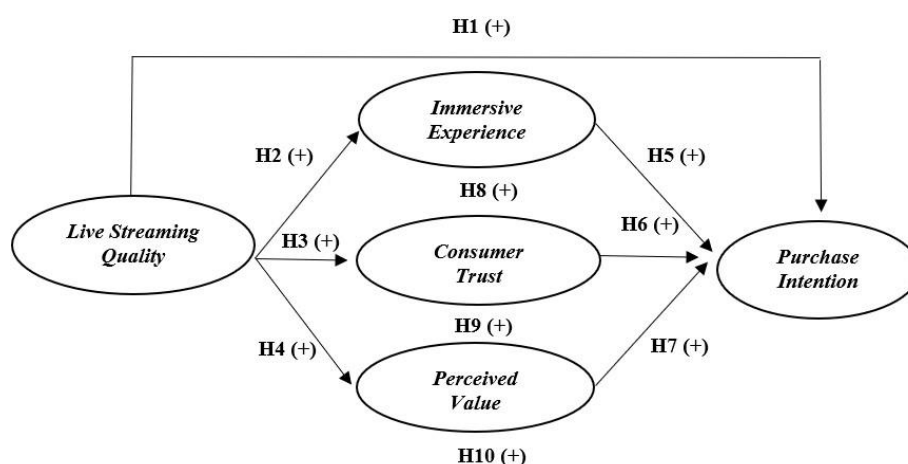
**Figure 3.** This Is April Live Streaming Content on TikTok  
(Source: [tiktok.com/thisisapril\\_](https://tiktok.com/thisisapril_))

There is a research gap from previous research findings, including research conducted by Chandruangphen et al., (2022), Guo et al., (2021), Hewei (2022), and Yin et al., (2023) which examined the influence of live streaming quality on purchase intention and resulted in the finding that there is a positive and significant influence between live streaming quality on purchase intention. However, there is similar research conducted by Song et al., (2022) which shows that in the e-commerce live streaming scenario, live streaming quality cannot directly promote consumers' desire to buy or purchase intention. Furthermore, research conducted by Wang et al., (2021) and Wongkitrungrueng & Assarut (2020) states that live streaming is a relatively new marketing tool that is still in its infancy for practitioners and academics, so additional research is needed to understand and utilize it.

Based on this research gap, it shows that there is a gap that can be studied further regarding the influence of live streaming quality on purchase intention by analyzing variables that are able to mediate the influence of live streaming quality on purchase intention, namely immersive experience, consumer trust, and perceived value. Apart from that, there are only a few studies that examine the intermediary role of 3 (three) variables, namely immersive experience, consumer trust, and perceived value in encouraging consumer desire or behavior to buy products during live streaming. Based on the explanation above and in accordance with the background that has been described, the author feels that this topic is interesting to study in more depth because there is a phenomenon of changing shopping behavior from offline to online using e-commerce and this phenomenon has become a popular trend carried out by many consumers in Indonesia. The results of this research will enable marketers who use live streaming as a promotional medium to better understand consumer behavior and how to change consumer views so that the stimulus provided by marketers can generate purchase intention.

## METHOD

This study used a descriptive analysis and explanatory research with quantitative approach. Therefore, this study was designed to use a survey approach that can describe population trends or opinions as a test for the relationship between variables described by the sample (Creswell & Creswell, 2018). This research examines the relationship or causality between variables, which include independent variables, dependent variables, and mediating variables. The independent variable is live streaming quality (X1), the dependent variable is purchase intention (Y), and the mediating variables are immersive experience (Z1), consumer trust (Z2), and perceived value (Z3). As a consequence, this research is designed like the following hypothetical path:



**Figure 4.** Research Design  
 (Source: Data Processed by Researchers, 2023)

The sampling method used in this research uses a nonprobability sampling method and purposive sampling technique. The respondent criteria used as a consideration for determining population estimates are as follows: (1) respondents are daily TikTok users; (2) respondents have a preference for online shopping; (3) respondents have experience in watching live streaming of This is April on TikTok within the last 3 months; (4) respondents live in Malang city. In order to determine the number of samples in this study, we used a sample size calculator via calculator.net so that the number of samples obtained through this calculation was 150 samples as respondents in this study. The data collection technique used in this research is an online questionnaire in Google form format which is distributed via WhatsApp and Instagram platforms for one month (November 2023-December 2023).

Data analysis is needed in order to obtain correct and accountable conclusions. The data analysis technique used in this research is descriptive statistical analysis using SPSS 4.0 program and inferential statistical analysis (PLS) using the Smart PLS version 4.0 program. Descriptive statistics are statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations (Creswell & Creswell, 2018). Partial least squares analysis will be used to test and analyze whether there is a direct and indirect influence between the independent variable (live streaming quality) on the

dependent variable (purchase intention) through intervening variables (immersive experience, consumer trust, and perceived value). According to Ghazali & Latan, (2017), partial least squares (PLS) is more powerful because it can be used to build research models with many variables and indicators, and can describe the model in graphical form and is distribution-free.

## RESULTS AND DISCUSSION

### Descriptive Statistics

The number of respondents obtained and in accordance with the research sample criteria was 150 respondents. The description of the criteria for respondents in this study is differentiated based on gender, age, education level, occupation, and time to watch live streaming content for This Is April fashion products on the TikTok application (per week). The following is a description of the classification:

**Table 1.** Descriptive Statistics

Respondent Profile		Frequency	Percentage
Gender	Male	27	18%
	Female	123	82%
Age	21-30	124	83%
	31-40	23	15%
	41-50	3	2%
Level of Education	Senior High School	27	18%
	Bachelor	105	70%
	Master	18	12%
Occupation	College Student	44	29%
	Government Employees	15	10%
	Private Sector Employees	69	46%
	Housewife	13	9%
	Not yet Working	9	6%
Amount of Time Watching This is April Live Streaming	1-3 times	99	66%
	4-7 times	39	26%
	8-10 times	9	6%
	>10 times	3	2%

In the 150 valid survey samples, there are a total of 123 females and 27 males. There are 83% of samples are people aged 21-30, 70% of the samples have a bachelor's degree, and 46% of the samples worked as private sector employees. In the past 3 months, most people watching This is April Live Streaming on TikTok for 1-3 times. The descriptive statistics of our survey samples are shown in **Table 1**.

### Evaluation of the Measurement Model (Outer Model)

The outer model test aims to specify the relationship between latent variables and their indicators. The analysis stage in the outer model is measured using validity and reliability testing.



## 1) Convergent Validity

**Table 2. Convergent Validity**

No.	Variable	Item	Loading Factor	Decision
1.	Live Streaming Quality (LSQ)	X.1 <sub>1</sub>	0,759	Valid
2.		X.1 <sub>2</sub>	0,735	Valid
3.		X.1 <sub>3</sub>	0,716	Valid
4.		X.1 <sub>4</sub>	0,791	Valid
5.		X.1 <sub>5</sub>	0,806	Valid
6.		X.2 <sub>1</sub>	0,845	Valid
7.		X.2 <sub>2</sub>	0,820	Valid
8.		X.2 <sub>3</sub>	0,718	Valid
9.		X.2 <sub>4</sub>	0,801	Valid
10.		X.2 <sub>5</sub>	0,832	Valid
11.		X.2 <sub>6</sub>	0,718	Valid
12.		X.3 <sub>1</sub>	0,777	Valid
13.		X.3 <sub>2</sub>	0,782	Valid
14.		X.3 <sub>3</sub>	0,812	Valid
15.		X.3 <sub>4</sub>	0,776	Valid
16.	Immersive Experience (IE)	Z.1 <sub>1</sub>	0,815	Valid
17.		Z.1 <sub>2</sub>	0,792	Valid
18.		Z.1 <sub>3</sub>	0,807	Valid
19.		Z.1 <sub>4</sub>	0,796	Valid
20.		Z.1 <sub>5</sub>	0,797	Valid
21.	Consumer Trust (CT)	Z.2 <sub>1</sub>	0,738	Valid
22.		Z.2 <sub>2</sub>	0,841	Valid
23.		Z.2 <sub>3</sub>	0,862	Valid
24.		Z.2 <sub>4</sub>	0,873	Valid
25.		Z.2 <sub>5</sub>	0,809	Valid
26.		Z.2 <sub>6</sub>	0,799	Valid
27.		Z.2 <sub>7</sub>	0,847	Valid
28.		Z.2 <sub>8</sub>	0,881	Valid
29.		Z.2 <sub>9</sub>	0,822	Valid
30.		Z.2 <sub>10</sub>	0,840	Valid
31.		Z.2 <sub>11</sub>	0,862	Valid
32.		Z.2 <sub>12</sub>	0,797	Valid
33.	Perceived Value (PV)	Z.3 <sub>1</sub>	0,835	Valid
34.		Z.3 <sub>2</sub>	0,847	Valid
35.		Z.3 <sub>3</sub>	0,793	Valid
36.		Z.3 <sub>4</sub>	0,799	Valid
37.		Z.3 <sub>5</sub>	0,776	Valid
38.		Z.3 <sub>6</sub>	0,756	Valid
39.		Z.3 <sub>7</sub>	0,754	Valid
40.		Z.3 <sub>8</sub>	0,791	Valid
41.		Z.3 <sub>9</sub>	0,792	Valid
42.		Z.3 <sub>10</sub>	0,730	Valid
43.		Z.3 <sub>11</sub>	0,842	Valid
44.		Z.3 <sub>12</sub>	0,759	Valid
45.		Z.3 <sub>13</sub>	0,767	Valid
46.		Z.3 <sub>14</sub>	0,774	Valid
47.		Z.3 <sub>15</sub>	0,775	Valid
48.	Purchase Intention (PI)	Y.1 <sub>1</sub>	0,775	Valid
49.		Y.2 <sub>1</sub>	0,816	Valid
50.		Y.3 <sub>1</sub>	0,828	Valid

Convergent Validity is intended to determine whether indicators are valid in measuring dimensions or variables. Convergent validity for each indicator in measuring dimensions or variables is shown by the size of the loading factor. An indicator can be said to be valid if the loading factor is positive and greater than 0.6. Based on **Table 2**, it can be concluded that all statement instruments on the live streaming quality, immersive experience, consumer trust, perceived value and purchase intention variables produce loading factor values greater than 0.6, so the statement instruments on these variables are declared valid. to measure the variables in this research.

**Table 3.** Average Variance Extracted (AVE)

No.	Variable	AVE Value	AVE Standard	Decision
1.	Live Streaming Quality	0,609	0,5	Valid
2.	Immersive Experience	0,642	0,5	Valid
3.	Consumer Trust	0,692	0,5	Valid
4.	Perceived Value	0,619	0,5	Valid
5.	Purchase Intention	0,651	0,5	Valid

Apart from using loading factors, to understand convergent validity it can also be seen from the results of Average Variance Extracted (AVE). An instrument is declared valid in measuring variables or dimensions if the AVE value is above 0.5. Based on **Table 3**, it can be concluded that the live streaming quality variable, immersive experience variable, consumer trust variable, perceived value variable, and purchase intention variable produce an AVE value greater than 0.5. This shows that all statement instruments used to measure each variable and dimension are declared valid.

## 2) Discriminant Validity

**Table 4.** Discriminant Validity (Fornell-Larcker Criterion)

	Consumer Trust	Immersive Experience	Live Streaming Quality	Purchase Intention	Perceived Value
Consumer Trust	<b>0,832</b>				
Immersive Experience	0,927	<b>0,801</b>			
Live Streaming Quality	0,918	0,956	<b>0,780</b>		
Purchase Intention	0,961	0,976	0,974	<b>0,807</b>	
Perceived Value	0,899	0,951	0,968	0,966	<b>0,787</b>

Discriminant validity in this research was carried out using the Fornell-Larcker Criterion (Fornell & Larcker, 1981). Statistical calculations show that the cross-loading value or diagonal thickness value should be higher than the cut-off value of 0.70. As informed in **Table 4**, the diagonal thickness value for each construct is greater than 0.70, which indicates that the criteria are met.

### 3) Internal Consistency Reliability

**Table 5.** Internal Consistency Reliability

No.	Variabel	Composite Reliability Value	Standart Reliability	Decision
1.	Live Streaming Quality	0,964	0,7	Reliable
2.	Immersive Experience	0,900	0,7	Reliable
3.	Consumer Trust	0,959	0,7	Reliable
4.	Perceived Value	0,848	0,7	Reliable
5.	Purchase Intention	0,961	0,7	Reliable

Internal consistency reliability is intended to test whether the indicators or dimensions of the instrument can be used for measurements more than twice with accurate results. The value used to measure internal consistency reliability is composite reliability. The test criteria state that if the composite reliability value is greater than 0.7 then the construct is declared reliable. Based on **Table 5**, it can be seen that the composite reliability value for the live streaming quality, immersive experience, consumer trust, perceived value and purchase intention variables has a composite reliability value of more than 0.7. Thus, all indicators that measure these variables are declared reliable.

### Structural Model Evaluation (Inner Model)

The inner model aims to predict the relationship between latent variables by seeing how much variance can be explained and knowing the significance of the P-Value.

#### 1. Goodness of Fit Model

**Table 6.** Goodness of Fit Model

No.	Endogen Variable	Adjusted R-Squared	Decision	Q-Squared Predict	Decision
1.	Immersive Experience	0,914	Strong	0,916	Strong
2.	Consumer Trust	0,843	Strong	0,845	Strong
3.	Perceived Value	0,936	Strong	0,936	Strong
4.	Purchase Intention	0,988	Strong	0,950	Strong

GoF in PLS analysis uses the adjusted R-squared (ARC) value which shows what percentage of the variance of the endogenous construct can be explained by the exogenous construct. GoF testing also uses Q-squared values for assessment of predictive validity or relevance of latent variables. Based on **Table 6**, it can be concluded that: First, the adjusted R-squared value of the immersive experience variable is 0.914 or 91.4%, which is a strong predicate. This shows that the diversity of immersive experience variables can be explained by the live streaming quality variable, amounting to 91.4%. In other words, the contribution of live streaming quality to immersive experience is 91.4%, the remaining 8.6% is the contribution value of other variables outside this research. The Q-squared value of the immersive experience variable is greater than zero, namely 0.916, so the variable is declared to have good predictive validity. Second, the adjusted R-squared value of the consumer trust variable is 0.843 or 84.3%, which is a strong predicate. This shows that the diversity of consumer trust variables can be explained by the live streaming quality variable of 84.3%. In other words, the contribution of live streaming quality to consumer trust is 84.3%, the remaining 15.3% is the contribution value of other variables outside

this research. The Q-squared value of the consumer trust variable is greater than zero, namely 0.845, so the variable is declared to have good predictive validity. Third, the adjusted R-squared value of the perceived value variable is 0.936 or 93.6%, which is a strong predicate. This shows that the diversity of perceived value variables can be explained by the live streaming quality variable by 93.6%. In other words, the contribution of live streaming quality to perceived value is 93.6%, the remaining 6.4% is the contribution value from other variables outside this research. The Q-squared value of the perceived value variable is greater than zero, namely 0.936, so the variable is declared to have good predictive validity. Fourth, it can be seen that the adjusted R-Squared value of the purchase intention variable is 0.988 or 98.8%, which is a strong predicate. This shows that the variable purchase intention can be explained by the variables live streaming quality, immersive experience, consumer trust, and perceived value by 98.8%, the remaining 1.2% is explained by other variables outside this research. The Q-squared value of the purchase intention variable is greater than zero, namely 0.950, so the variable is declared to have good predictive validity.

Furthermore, the Goodness of Fit Model can also be seen through goodness of fit which aims to measure the evaluation of the overall fit of the model, in accordance with the recommended criteria. The Goodness of Fit (GoF) model can be seen through the quality index in Table 7:

**Table 7. Quality Index**

AVE Mean	R-Square Mean	GoF Index	Decision
0,643	0,920	0,769	High

Based on **Table 7** above, it shows the results of the GoF calculation produces a GoF value of 0.769 which is included in the high GoF category. This means that empirical data is able to explain measurement models and structural models with a high level of suitability.

## 2. Hypotheses Testing

Hypotheses testing is used to test the influence of exogenous variables directly and indirectly on endogenous variables. The test criteria state that if the path coefficient is positive and the p value is <0.05 (significance level = 5%), then it is stated that there is a positive and significant influence of the exogeneous variable on the endogenous variable.

**Table 8. Hypotheses of Testing of Direct and Indirect Effects**

Exogeneous Variable	Intervening Variable	Endogeneous Variable	Path Coefficient	Indirect Coefficient	P Value	Decision
Live Streaming Quality	-	Purchase Intention	0,215	-	0,000	Accepted
Live Streaming Quality	-	Immersive Experience	0,956	-	0,000	Accepted
Live Streaming Quality	-	Consumer Trust	0,918	-	0,000	Accepted
Live Streaming Quality	-	Perceived Value	0,968	-	0,000	Accepted
Immersive Experience	-	Purchase Intention	0,275	-	0,000	Accepted
Consumer Trust	-	Purchase Intention	0,322	-	0,000	Accepted
Perceived Value	-	Purchase Intention	0,207	-	0,000	Accepted
Live Streaming Quality	Immersive Experience	Purchase Intention	-	0,263	0,000	Accepted

Exogenous Variable	Intervening Variable	Endogeneous Variable	Path Coefficient	Indirect Coefficient	P Value	Decision
Live Streaming Quality	Consumer Trust	Purchase Intention	-	0,296	0,000	Accepted
Live Streaming Quality	Perceived Value	Purchase Intention	-	0,200	0,000	Accepted

The following **Table 8** presents the result of the direct and indirect effect test using 2 (two) criteria, path coefficient and P-Value. **Table 8** also explains that of the 10 (ten) hypotheses proposed in this paper, all hypotheses are accepted. Based on **Table 8** it can be seen that variable X (Live Streaming Quality) has a positive and significant effect on variable Y (Purchase Intention) and variable Z (Immersive Experience, Consumer Trust, and Perceived Value). Furthermore, variable Z (Immersive Experience, Consumer Trust, and Perceived Value) has a positive and significant effect on variable Y (Purchase Intention). The calculation in **Table 8** also shows that there is positive and significant on the mediation effect between variable X (Live Streaming Quality) on variable Y (Purchase Intention) through variable Z (Immersive Experience, Consumer Trust, and Perceived Value).

## Discussion

### 1. Effect of Live Streaming Quality on Purchase Intention among This is April Consumers

Based on the results of the analysis data, it shows that live streaming quality has a positive and significant effect on purchase intention among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.215 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the better the live streaming quality, the more likely it is to increase purchase intention.

The results of this research are in accordance with research conducted by Guo et al., (2021) and Zhu et al., (2021) confirm that the professional ability of a live streamer influences consumer purchase intention to follow the streamer's advice and recommend it to others. These characteristics then influence consumers' affective trust in the streamer positively, thus encouraging consumers' intentions to behave positively which makes consumers believe that information in live streaming is more trustworthy than information on traditional e-commerce pages. In connection with the results of the influence and explanation of the theory above, the live streaming quality felt by This is April consumers when watching live streaming on the TikTok application has an influence on consumers' purchase intention to buy This is April products. Consumers prefer to buy This is April products via live streaming on the TikTok application because it is considered more profitable than shopping via traditional e-commerce which only relies on static images and writing, so shopping via live streaming is considered a fun activity. Furthermore, shopping via live streaming is also equipped with better after-sales service so that consumers prioritize purchasing This is April products via the TikTok platform. Customer relationships are the core of business continuity and development, so This is April tries to make consumers experience good after-sales service because good live streaming quality based on good customer relationships will increase purchase intention. The after-sales service offered by This is April via the TikTok platform is that when consumers have received the goods they have purchased and there is dissatisfaction with the goods, there is a



contact seller feature via the chat feature which is a complaint service for product problems, delivery problems, return of goods, and money refunds.

## **2. Effect of Live Streaming Quality on Immersive Experience among This is April Consumers**

Based on the results of the analysis data, it shows that live streaming quality has a positive and significant effect on immersive experience among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.956 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the better the live streaming quality, the more immersive the immersive experience tends to be.

The results of this study are in accordance with research conducted by Liao et al., (2023) which found that streamers with sufficient technical knowledge have an audience-centered attitude, they can make actual sales behavior easier by positively influencing the immersive experience. Research conducted by Sun et al., (2019) also explains that live streaming shopping is a form of product presentation that is highly visible through online videos (visibility affordance), then because customers need more product information to make purchasing decisions, they will focus their attention. They use live streaming shopping to get product information that gives customers an immersive experience. In connection with the results of the influence and explanation of the theory above, the live streaming quality that felt by This is April consumers when watching live streaming on the TikTok platform has an influence on the immersive experience because the high quality of the live streaming is in line with high immersive experience when consumers watch live streaming content. Consumers prefer to buy This is April products through the TikTok platform because it has benefits and good after-sales service. Apart from that, by providing good quality live streaming, consumers can focus well when the live streamer demonstrates the This is April products that being offered. This is April's live streaming is also equipped with emotional content, the streamer actively interacts with viewers through active interactions, and presents detailed product information to viewers, which is empirically proven to increase concentration on broadcast content (Chen et al., 2022). The live streaming content presented by This is April which is very entertaining and provides detailed information regarding products, it can attract viewers who watch live streaming to pass the time or as a habitual activity to encourage strong engagement in watching live streaming.

## **3. Effect of Live Streaming Quality on Consumer Trust among This is April Consumers**

Based on the results of the analysis data, it shows that live streaming quality has a positive and significant effect on consumer trust among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.918 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the better the live streaming quality, the more likely it is to increase consumer trust.

The results of this research are in accordance with research conducted by Song et al., (2022) which found that when compared with traditional web shopping modes, the visual performance displayed by live streaming provides a three-dimensional visual experience to consumers so that product details are displayed in this process

which provides convenience for consumers and increase consumer confidence. Research from Wongkitrungrueng & Assarut (2020) also found that live streaming experiences with utilitarian and hedonic value can influence consumer trust in sellers and products, which highlights the role of social identification activated by live streaming, which can influence customer interactions and participation with sellers. In connection with the results of the influence and explanation of the theory above, the live streaming quality felt by This is April consumers when watching live streaming on the TikTok platform has an influence on consumer trust because high quality of the live streaming quality is in line with consumers' high trust on This is April products. Consumers prefer to buy This is April products via the TikTok platform because it has benefits and good after-sales service. Apart from that, consumers also believe that buying This is April through online transactions on live streaming can be handled safely and reliably. It's in line with This is April's strategy which seeks to build trust through positive customer experiences thereby contributing to consumers' willingness to engage with streamers and answer consumer questions responsively. In addition, live streamers from This is April provide transparency regarding products and payment processes to minimize consumer concerns about the security of their personal and financial information when making purchases via live streaming. Thus, consumer trust functions as an important thing to encourage consumers' purchasing intentions in this dynamic and rapidly developing era (Chen & Yang, 2023). This is April also tries to increase emotional relationships with consumers which has been proven to influence consumer trust which can increase purchase intention because consumers are very dependent on information from live streamers from This is April to compensate for the inability to physically experience the product.

#### **4. Effect of Live Streaming Quality on Perceived Value among This is April Consumers**

Based on the results of the analysis data, it shows that live streaming quality has a positive and significant effect on perceived value among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.918 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the better the live streaming quality, the more likely it is to increase perceived value.

The results of this research are in line with research that conducted by Guo et al., (2021) which found that the wealth of information provided by sellers can subtly influence consumer perceptions which will increase overall perceived value and reduce overall uncertainty felt by consumers thereby encouraging consumers to make purchasing decisions. The results of this research are supported by research from Hewei (2022)) which proves that interactivity media in live streaming can influence perceived value in the context of fashion objects where in this process consumers can feel the color, material and effect of clothing through live streaming. In connection with the results of the influence and explanation of the theory above, the live streaming quality felt by This is April consumers when watching live streaming on the TikTok platform has an influence on perceived value because live streaming quality is in line with the formation of good perceived value in consumers towards This is April product. Consumers prefer to buy This is April products through the TikTok platform because it has benefits and good after-sales service. Apart from that, consumers also feel that the live streaming quality of This is April is good so they feel that time passes quickly

when watching This is April live streaming on TikTok. Live streamers from This is April also try to improve the quality of information shared to influence purchase intention by building attraction by developing a personal style that is different from other streamers of similar fashion product content by providing feedback on product usage experiences and comments from an objective point of view. This suggests that a customer's ultimate behavior or intent depends on the quality of live streaming content from This is April, system performance, and online support capabilities of the platform.

#### **5. Effect of Immersive Experience on Purchase Intention among This is April Consumers**

Based on the results of the analysis data, it shows that immersive experience has a positive and significant effect on purchase intention among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.918 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the higher the immersive experience, the more likely it is to increase purchase intention.

The results of this research are in accordance with research conducted by Liao et al., (2023) which found that consumer immersion can influence purchase intention because immersion can be assumed to lead consumers to spend more time watching live streaming and increase their knowledge about the product, thereby increasing purchases. their intentions. The results of this research are supported by research conducted by Ma et al., (2022) which found that customers were more involved in live streaming shopping activities when they immersed themselves in this activity and encouraged them to continue watching. Thus, immersive experience increases the possibility of customers enjoying the live streaming shopping experience and increases their purchase intention. In connection with the results of the influence and explanation of the theory above, the immersive experience that felt by This is April consumers when watching live streaming on the TikTok platform has an influence on purchase intention because a deep immersive experience will increase consumer purchase intention towards This is April products. When consumers feel that they are well focused on the This is April products offered during live streaming, it tend to influence consumers to prioritize purchasing This is April fashion products via the TikTok platform during the live streaming. In his research, Hewei (2022) found that immersive experience plays an important role in purchase intention because live streaming videos have a strong attraction for consumers so that consumers often do not intend to make a purchase, but are accidentally stimulated when watching the video, resulting in shopping behaviour. This is in accordance with the live streaming content presented by This is April which often provides interactive content by continuing to invite viewers to interact by providing discounts for products of their choice which makes consumers more focused, concentrated, and actively participate in shopping activities, for example, like actively commenting in the live chat column which leads to the actual purchasing process. Consumers who have immersive experiences tend to make purchase intentions. Consumers are faced with the influence of external stimuli that create immersive experiences, so that live streaming quality can influence purchase intention (Koufaris, 2022). With the live streaming that presented by This is April having a strong appeal in the eyes of consumers, consumers often spend a lot of time watching live streaming so that consumers often have no

intention of buying a product, but are accidentally aroused when watching the video, giving rise to purchase intention.

#### **6. Effect of Consumer Trust on Purchase Intention among This is April Consumers**

Based on the results of the analysis data, it shows that consumer trust has a positive and significant effect on purchase intention among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.322 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the higher consumer trust tends to increase purchase intention.

The results of this research are in accordance with research conducted by Song et al., (2022) which found that trust helps develop purchase intention because live streamers usually include entertainment elements in the live broadcast room to create a pleasant atmosphere, increase the attractiveness of the live broadcast, and consumer desires to buy the product. Furthermore, research from Chandruangphen et al., (2022) who examined consumers of fashion products in live commerce on Facebook found that trust in seller and trust in product influence purchase intention because customers who believe in the competence and reliability of the seller and the product can make consumers want to buy the product which is offered. In connection with the results of the influence and explanation of the theory above, the consumer trust felt by This is April consumers when watching live streaming on TikTok platform has an influence on purchase intention because high consumer trust will increase consumer purchase intention towards This is April products. Consumers felt that buying This is April products via live streaming on TikTok can be done online easily, safely and reliably, thus making consumers confident to buy This is April products during the live streaming. When consumers watch live streaming, they evaluate the streamer's behavior, product presentation, and product experience, so that if consumers feel confident in the streamer, it will automatically make consumers believe in the product and increase purchase intention (Wu & Huang, 2023).

#### **Effect of Perceived Value on Purchase Intention among This is April Consumers**

Based on the results of the analysis data, it shows that perceived value has a positive and significant effect on purchase intention among This is April consumers in the TikTok platform. It was found that the path coefficient was 0.207 with a P-Value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a P- Value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the higher perceived value tends to increase purchase intention.

The results of this research are in accordance with research conducted by Wu & Huang (2023) which found that when consumers who watch live streaming will satisfy consumers' utilitarian needs and promote emotional exchange between streamers and consumers through various entertainment activities and positive interactions. Consumers will evaluate the streamer's behavior, product presentation, and product experience so that it will increase perceived value which will increase their desire to buy the product being promoted. Research from Hewei (2022) found that perceived value can influence purchase intention in the context of purchasing fashion products through short video applications because when consumers watch videos



consumers can imagine their situation when wearing the clothes in the video. Consumers will feel relaxed and happy when watching videos, feel strong entertainment value, and save time shopping for clothes, so that consumers think they have gained more benefits. In connection with the results of the influence and explanation of the theory above, the perceived value felt by This is April consumers when watching live streaming on the TikTok platform has an influence on purchase intention because high perceived value will increase consumer purchase intention towards This is April products. This is because consumers feel that watching This is April live streaming on TikTok makes their time pass quickly, making consumers confident to buy This is April products during the live streaming. This research shows that hedonic value influences purchase intention more than utilitarian value and social value. Hedonic value refers to the entertainment activities offered by streamers to consumers. Live streamers from This is April utilize their unique personal charisma and good marketing skills to get closer to consumers. Furthermore, This is April also tries to create a live streaming environment that is more lively, interesting, and relaxed to stimulate consumers' sense of participation and encourage consumers to explore product details so that consumers gain more value.

#### **7. Effect of Live Streaming Quality on Purchase Intention through Immersive Experience among This is April Consumers**

Based on the results of the analysis data, it shows that the live streaming quality variable has a positive and significant effect on purchase intention through the immersive experience among This is April consumers on TikTok platform. It was found that the path coefficient was 0.263 with a p value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a p value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the higher the immersive experience caused by the better the live streaming quality, the more likely it is to increase purchase intention.

The results of this research are in accordance with research conducted by Liao et al., (2023) who found that in live streaming commerce, the effect of streamer interaction orientation on immersion is strengthened by the streamer's expertise (live streaming quality) so that the streamer's expertise or attractiveness can influence purchase intention because when the streamer shows their expertise and the audience feels the streamer's expertise in product presentation, making the audience easily immersed because they feel that the live streamer is a competent person, thus producing an immersive experience. These studies are also supported by research from Sun et al., (2019) which found that immersion can be a mediator in the relationship between live streaming quality on purchase intention so that sellers who have adopted live streaming shopping must maximize the advantages of its visual and metavoicing features. For example, sellers can display more details of their products and respond quickly to customer questions to increase the immersive experience.

#### **8. Effect of Live Streaming Quality on Purchase Intention through Consumer Trust among This is April Consumers**

Based on the results of the analysis data, it shows that the live streaming quality variable has a positive and significant effect on purchase intention through the consumer trust among This is April consumers on TikTok platform. It was found that the path coefficient was 0.296 with a p value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a p value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded



that the higher the consumer trust caused by the better the live streaming quality, the more likely it is to increase purchase intention.

The results of this research are in accordance with research conducted by Song et al., (2022) which found that when compared with perceived value, perceived trust in the live streaming scenario of e-commerce has a greater impact on consumers' desire to buy because the live streamer can introduce the origin and product characteristics of the product in detail through a live streaming platform. This makes consumers' feelings about the product more intuitive and thus generates enough trust to increase their desire to buy. This research is similar to research findings from Lyu (2021) which found that when the level of trust between the live streamer and viewer is high, customers will be more willing to communicate with the seller. Both parties feel each other's presence psychologically when they share the same space face to face. If buyers don't really trust and respect sellers, they won't concentrate on watching live streaming and chatting with sellers. If there is no interactivity, there will be no purchase intention, so trust plays an important role in mediating the relationship between interactivity and purchase intention. In connection with the results of the influence and explanation of the theory above, this research shows that This is April consumer purchase intention on TikTok is influenced by good live streaming quality which is mediated by consumer trust. Consumers feel that shopping via live streaming on the TikTok platform can be trusted because consumers believe that by purchasing This is April via TikTok it can be done with an online transaction, because the live streaming quality is high quality so this can convince consumers to buy This is April fashion products April via the TikTok platform. This is in accordance with the facilities provided by TikTok to facilitate transactions for purchasing This is April products which can be done using 3 (three) payment methods, namely: bank transfer, COD (Cash On Delivery), and OVO. The results of this research emphasize the important role of trust on streamers in live streaming because live streamers are the main opinion leaders and salespeople who control all live broadcasts and influence consumer purchasing decisions. By having consumer trust in the This is April live streamer, it will reduce the uncertainty and risk felt by consumers in shopping for This is April products on TikTok, so that if consumers feel trust and have a good purchasing experience after watching a quality live stream, their trust and loyalty will increase. towards streamers increases and as a result will increase purchase intention towards This is April products. In the context of live streaming of the This is April product, trust on streamer has a greater impact on purchase intention than trust on product.

#### **9. Effect of Live Streaming Quality on Purchase Intention through Perceived Value among This is April Consumers**

Based on the results of the analysis data, it shows that the live streaming quality variable has a positive and significant effect on purchase intention through the consumer trust among This is April consumers on TikTok platform. It was found that the path coefficient was 0.200 with a p value of 0.000. This shows that the results of this test can be accepted according to the criteria where the path coefficient is positive with a p value less than the level of significance ( $\alpha=5\%$ ). Thus, it can be concluded that the higher the perceived value caused by the better the live streaming quality, the more likely it is to increase purchase intention.

The results of this research are in accordance with research conducted by Hewei (2022) which found that live streaming quality can influence consumers' purchase intention which is mediated by perceived value, so that when viewed from a

perceived value perspective, the functional value and entertainment value felt by consumers can increase purchase intention, then designers of short video applications and live streamers need to provide an emotional shopping environment for consumers. The results of research conducted by Song et al., (2022) also found that features in live streaming cannot directly influence purchase intention, so perceived value plays an effective intermediary. According to SOR theory in the online shopping process, external stimuli, namely perceived value related to visibility, interactivity and authenticity, can stimulate consumers' desire to act and perceived value, especially practical value. In connection with the results of the influence and explanation of the theory above, this research shows that This is April consumer purchase intention on TikTok is influenced by good live streaming quality which is mediated by perceived value. This is because consumers feel that shopping via live streaming on the TikTok platform provides hedonic value to consumers so that consumers feel that time passes quickly when consumers watch This is April live streaming content because the live streaming quality has high quality so this can convince consumers to buy fashion products This is April via the TikTok platform. Live streamers from This is April also always encourage consumers to produce in-depth experiences that are closely related to hedonic value and practical value of consumers by always increasing participation between live streamers and consumers. Apart from that, the professional knowledge of live streamers from This is April really determines consumer comfort when watching live streaming from This is April so that consumers feel that time passes quickly when watching it. This is because when consumers watch the live streaming video from This is April, consumers can easily imagine wearing the clothes from This is April that are in the live streaming video. This is in accordance with the theory of flow experience, where when consumers are interested in the goods in front of them, they ignore other information. When compared to traditional shopping modes, the visual performance displayed through live streaming provides consumers with a three-dimensional visual experience that provides product details, thus providing convenience for consumers and increasing consumer trust. With good live streaming quality, consumers will feel relaxed and happy when watching videos, experience strong entertainment value, and save time shopping and buying clothes so they think they will get more benefits than buying This is April products through traditional e-commerce or offline. This research shows that This is April consumers are more influenced by hedonic value in the form of a pleasant shopping experience than utility value in the form of good product quality and reasonable prices.

## CONCLUSION

Based on the results of data processing, analysis, and discussion carried out in the previous chapter regarding the influence of live streaming quality on purchase intention for This is April fashion products through immersive experience, consumer trust and perceived value for consumers on TikTok Shop platform, this study shows that there is a positive and significant influence between live streaming quality on consumer purchase intention, immersive experience, consumer trust, and perceived value among This is April consumers on TikTok platform. Furthermore, there is a positive and significant effect between immersive experience, consumer trust, and perceived value on purchase intention among This is April consumers on TikTok platform. In addition, the findings of this study show that immersive experience, consumer trust, and perceived value are able to mediate the relationship between live

streaming quality on purchase intention among This is April consumers on TikTok platform.

Based on the research results obtained, although all hypotheses are accepted and all variable conditions in this research are said to be very good, there are several things that This is April needs to pay attention to. First, the researcher's suggestion is that This is April should provide more responsiveness to dissatisfaction and problems complained about by consumers. This can be done by strengthening real-time communication and relationships with customers, such as quickly answering questions from consumers in the live streaming live chat feature or answering complaints from consumers who give bad ratings/reviews after purchasing This is April products with polite and empathetic responses. Second, the researcher's suggestion for This is April is to increase the immersive experience so that this can be done with efforts so that live streamers can further encourage perception and presence for customers so that viewers or users will feel the inherent entertainment and will be immersed in watching live streaming in a long time. Third, the researcher's suggestion for This is April to increase trust and perceived value from consumers is that live streamers must improve their skills to provide valuable information and useful reviews about product recommendations for viewers. Live streamers must also use the recommended products themselves (not only on display) and provide reviews regarding the products they wear from an objective point of view.

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