

THE ROLE OF CONSUMER TRUST AS MEDIATION BETWEEN LIVE STREAMING SHOPPING ON ONLINE PURCHASE DECISIONS IN SUKABUMI CITY

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Abstract

The rapid development of social media presents opportunities for business actors. Beyond serving as communication tool, social media enables businesses to build relationships and interact with potential customers to expand market reach. One popular feature is TikTok live streaming, widely used as an online marketing strategy due to its ability to reach wider audience. However, wide reach alone does not guarantee consumer trust. This study aims to examine the mediating role of customer trust in the relationship between live streaming shopping on online purchase decisions. Using a quantitative explanatory method, the study involved 238 respondents of Sukabumi City residents, selected through purposive sampling and measured using a differential semantic scale. Data were analyzed using Structural Equation Modelling (SEM-Amos 22). The results show that live streaming shopping has a direct negative and significant effect on online purchase decisions. Furthermore, the customer trust successfully mediates the relationship between live streaming shopping on online purchase decisions. This means customer trust is the most important factor during live streaming, as it can drive online purchase decisions. Therefore, live streaming based marketing strategies should focus on building positive perceptions, transparency, and credibility to establish consumer trust. Thus, the consumers trust have will drive online purchase decisions.

Keywords: Live Streaming; Customer Trust; Online Purchase Decision; Social Media

JEL Classification: M00, M1, M31

Article History: Submitted: 2025-06-05; Revision: 2025-07-04; Accepted: 2025-07-06; Published: 2025-07-15

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How to Cite: Lestari, N. A., Ramdan, A. M., and Zafar, T. S. (2025). The Role of Consumer Trust as Mediation Between Live Streaming Shopping on Online Purchase Decisions in Sukabumi City. *Media Ekonomi dan Manajemen*, 40(2), 434-453.

INTRODUCTION

The growth of social media in Indonesian society has become a huge opportunity for many small, medium, and large business actors for their business growth (Nur Zahra et al., 2023). In addition to being a means of communication, social media has also become a place for businesses to build relationships and interact with potential consumers in order to expand their market reach (Febriansyah & Prabowo, 2023). Currently, Indonesia is the country with the highest number of TikTok users in the world, reaching 157.6 million users in August 2024, surpassing the United States with around 120.5 million users and Brazil with nearly 105.3 million users (tim cnn indonesia, 2024). Among several social media platforms accessed by the public, TikTok ranks fourth after WhatsApp, Instagram, and Facebook (Diarya & Raida, 2023). TikTok has an influence in promoting business activities, especially in delivering marketing and advertising information in a more modern way. Then in 2021 TikTok launched the TikTok Shop feature. The TikTok Shop feature functions as a social commerce platform, designed to make it easier for sellers to offer products to TikTok users (Oktapianto et al., 2024). TikTok Shop then expanded its features by providing a live streaming feature (Rahmayanti & Dermawan, 2023). The live streaming feature serves as a platform for creating direct online interaction with potential buyers. This phenomenon creates new opportunities for business people to promote their products through TikTok live streaming (Anindasari & Tranggono, 2023). During live streams, sellers typically offer special prices for purchases made during the broadcast (Zami, 2023). Before making a purchase, consumers usually research information about the brands they like (Wulandarie, 2021). However, the abundance of product options, brands, and information received can make consumers feel overwhelmed and confused during the purchasing process (Ependi et al., 2024).

The wide variety of products available in live streaming often leads to decision paralysis, where consumers are unable to make a decision due to the overwhelming amount of information received, thereby hindering their ability to make purchasing decisions and potentially reducing online purchase decisions. The phenomenon of live streaming shows that amid the abundance of information, consumers not only face difficulties in making purchasing decisions but also make purchases without careful consideration. Purchasing decisions made without consideration may lead some consumers to postpone or cancel their purchases due to doubts about the authenticity of the product and the credibility of the streamer. In this context, customer trust in the seller and the information provided are crucial elements that determine whether a transaction takes place. When sellers are unable to gain the trust of customers, even the most attractive marketing strategies will tend to fail to encourage purchasing decisions.

Online purchase decisions are made based on individual needs, when consumers make online purchases, the transaction is conducted remotely, so trust is essential (Lutfianisa et al., 2021). Customer trust plays a significant role in online purchasing decisions. Fraud often occurs when shopping on social media because, when making online purchases, consumers lose the opportunity to see the condition of the product directly (Susanti & Adha, 2023). The decline in consumer trust occurs because business actors do not provide honest and excessive product information, but in reality the product does not match the information provided. This can reduce consumer trust in business. When consumers lack trust, businesses receive negative reviews and see a decrease in online purchase decisions. Therefore, businesses must be honest and transparent when providing product information to consumers has emerged as a way to reassure consumers. In live streaming, streamers convey information

about the products being marketed in order to influence consumers through videos, images, language, and behavior (Zhou & Tian, 2022). In the Live streaming shopping feature, streamers are one of the factors in influencing purchasing decisions. Therefore, a streamer must have credibility. A credible person is someone who can be trusted. This trust can stimulate consumers to believe that what the streamer says is true, thereby convincing them to make a purchase. However, the rapid growth of live streaming shopping does not negate the existence of good and bad streamers. There are consumers who have been deceived when making purchases through the live streaming feature because the streamer is not credible, where the streamer is not honest in conveying the details of the product being sold (Anna, 2022).

Previous researchers have conducted studies on the relationship between live streaming shopping variables on online purchase decisions. In general, they say that live streaming shopping variables have a positive influence on online purchase decisions (Sofiana & Dewanti, 2023). However, the frameworks used vary, and live streaming still needs to be recognized as a non-conventional marketing tool. Although live streaming provides interactivity and direct product visualization, there are still weakness that need to be improved, such as limited product information being conveyed quickly. This makes it difficult for consumers to conduct in-depth comparisons before purchasing, so live streaming needs to be improved to be more effective in assisting online purchasing decisions (Chen, 2024). Meanwhile, findings from Lestari (2021) state that live streaming has no influence on purchase decision variable. This causes inconsistencies or gap related to previous research findings. Although previous studies have discussed live streaming and purchasing decisions, this study analyzes the relationship between live streaming shopping and online purchasing decisions through custo-

mer trust as a mediating variable, with a specific focus on TikTok app users in Sukabumi City. Additionally, another uniqueness is the use of a different data analysis method, where this study employs Structural Equation Modelling (SEM). This study aims to examine the role of customer trust as a mediating variable in the relationship between live streaming shopping and online purchase decisions, filling the gap from previous research (Komariyah & Istiono, 2024). Therefore, despite the growing popularity of live streaming commerce, its actual effectiveness in encouraging purchase decisions remains uncertain without a clear understanding of the underlying consumer trust mechanism. This makes it necessary to explore not just the direct impact of live streaming, but also how trust mediates consumer behavior in such digital environments.

Based on the phenomena and problems describe above, the researchers formulated a problem to determine: (1) how live streaming shopping influences customer trust? (2) How customer trust influences online purchase decision? (3) How the influences of customer trust in mediating relationships between live streaming shopping on online purchase decision?

LITERATURE REVIEW

Theoretical Basis

The grand theory in this study uses consumer behavior theory. Consumer behavior encompasses consumers' habits in considering all aspects before searching for, using, and evaluating products (Kotler & Keller, 2016). This theory emphasizes that consumer behavior is a process carried out by individuals or groups in considering, searching for, and using products. This process also includes individuals' experiences in their environment to understand how their needs and desires are fulfilled through the selection and use of goods and services. In the digital context, consumer behavior has undergone a trans-

formation in line with the development of social media. One of the changes is the shift to online purchasing decisions, where consumers are no longer influenced by conventional advertising but also by digital interactions such as live streaming. In the middle range of this research, the trust commitment theory developed by Morgan and Hunt (1994) in marketing relationships is used, which states that trust and commitment are two keys in building and maintaining relationships between sellers and buyers. A good relationship between sellers and buyers will have a positive impact on long-term relationships. In this study, the trust commitment theory is used to explain the psychological mechanisms of consumers when interacting during a live session (Morgan & Hunt, 1994). Specifically, how consumer trust in sellers can be formed through information conveyed during the live session, and how trust can influence online purchasing decisions.

Purchasing Decision

Purchasing decisions occur because of the behavior of consumers. This behavior is obtained because of direct action to recognize products and services, including during decision making before and after taking action (Syawalayah et al., 2024). Explained by (Kotler & Keller, 2016) purchase decision is part of consumer behavior how consumers decide on purchases that will be used to provide satisfaction or meet their needs. Another opinion related to purchase decision is where people are personally engaged in the process of purchasing the offered goods with one or two alternative choices so that they can make purchasing decisions. Purchase decisions are influenced by financial, technological, cultural, and psychological economic factors (Jufidar et al., 2019).

The dimensions in the conceptual framework of this study were obtained by adopting several experts. The dimensions of purchase decision purchase decisions

according to Wirakanda & Pardosi (2020), namely: 1) problem recognition with an indicator of the level of need 2) information search with an indicator of the level of information search 3) alternative evaluation with indicators of purchase response, purchase decision with indicators of the level of purchase decisions and post-purchase behavior with indicators of satisfaction level. Another opinion regarding the dimensions of purchase decisions according to Kotler and Keller (2016), namely: 1) product choice, 2) brand choice, 3) choice of distribution channel (dealer choice), 4) time and amount of purchase, and 5) payment method. Therefore, the dimensions used in this study namely: (1) product choice, (2) brand choice, (3) choice of distribution channel (dealer choice), (4) time and amount of purchase, and (5) payment method.

Customer Trust

Trust is one measure of consumer confidence in predicting purchasing decisions. Mutammam et al. (2019) interpreting customer trust as consumers' perceptions and interpretations of evaluations regarding the characteristics and benefits of a product. This trust is formed through consumer perceptions of how much a particular product, individual, or service can provide benefits. Meanwhile, Rivaldo et al. (2022) states that customer trust is defined as a person's willingness to depend on another party with certain risks. Trust is an important factor in online shopping to create consumer loyalty. So it can be concluded that customer trust can be defined as the information that consumers have regarding a product and a person's willingness to believe in a product with certain risks. Referring to research (Jayanti & Hidayati, 2022) states that there are three indicators to measure consumer trust, namely; reliability, honesty (integrity), and partner kindness. Meanwhile, Kotler and Keller (2016) states that there are four dimensions to measure consumer trust,

namely; benevolence, ability, honesty (integrity), and willingness to depend. Therefore, the dimensions in this study are namely; (1) seller's sincerity (2) seller's ability (3) seller's integrity.

Live Streaming Shopping

Live streaming shopping is the distribution of live videos via the internet which allows viewers to watch and interact with broadcasters in real-time Dewi and Agus (2024), according to Suhyar and Pratminingsih (2023) live streaming shopping is also known as direct sales through social media by utilizing real-time communication relationships to attract consumers to make purchases. According to previous study, live streaming shopping is defined as an online buying and selling activity where there is high interaction from sellers and consumers (Song & Liu, 2021). The dimensions used to measure the live streaming shopping variable, there are three dimensions, namely: streamers credibility, media richness, perceived interactivity (Song & Liu, 2021). Then, other scholar states that there are five dimensions, namely streamer credibility, media richness, interactivity, perceived risk and purchase intention (Putri, 2023). Therefore, based on the above opinions, researchers adopted dimensions namely: (1) streamers credibility. (2) media richness (3) perceived interactivity.

Live Streaming Shopping on Customer Trust

This study explores the effect of live streaming shopping on customer trust. Previous research shows different results. Previous research found that live streaming has a positive effect on customer trust, through live streaming activities a strong relationship can be formed between sellers and potential customers (Monica Putri, 2024). Other findings state that live streaming has a positive and significant effect on customer trust, meaning that through live streaming the seller can provide product information (Yudha et al.,

2022). Then prior research found that live streaming has a positive effect on customer trust (Oktaviani et al., 2024). Meanwhile, other findings said that live streaming has a negative effect on consumer trust (Diarya & Raida, 2023). Based on previous findings to fill the existing gaps, this study was conducted to analyze the relationship between live streaming shopping on customer trust. This is explored through the following hypothesis:

H1: Live streaming shopping has a positive effect on customer trust.

Customer Trust on Online Purchase Decision

Trust is one measure of consumer confidence in predicting purchasing decisions. This trust is formed through consumer perceptions of how much a particular product, individual, or service can provide benefits. Previous researchers found that customer trust has a positive effect on online purchase decisions (Utami & Usman, 2021). Another study found that customer trust has a positive and significant effect on purchase decisions, where consumers need the integrity of the seller to convince them to make purchasing decisions (Mahliza, 2020). Then other findings also state that live streaming has a positive and significant effect on purchase decisions (Yucha et al., 2022). However, the findings state that customer trust has no effect on online purchasing decisions (Hidayatillah & Lasiyono, 2022). Based on the gap in findings, this study was conducted to explore more deeply the variable customer trust on online purchase decisions. This is explored through the following hypothesis:

H2: Customer trust has a positive effect on online purchase decisions.

Live Streaming Shopping on Online Purchase Decision Mediated by Customer Trust

Live streaming currently plays an important role in the context of online purchases, the interaction that occurs

between sellers and buyers when live takes place can strengthen the emotional connection between the two, where consumer trust plays a role in bridging the relationship between live streaming and online purchasing decisions. When consumers feel that a seller has integrity, competence and good interactions during a live event, it is likely that a purchase decision will occur. In this case, live streaming is not only a medium, but also a means to build relationships with consumers (Zhang et al., 2023). The trust that grows during live sessions can affect consumers' perceptions of the safety of transactions and the quality of the products offered. Another research by also shows that consumer trust has a significant effect as a mediator between the relationship between live streaming and purchase intention (Duong et al., 2024). Based on these conclusions, the hypothesis proposed in this study is as follows:

H3: Customer trust has a positive effect in mediating the relationship between live streaming shopping on online purchase decision.

[Figure 1](#) shows the conceptual framework of this study.

RESEARCH METHODS

This study uses a quantitative method with explanatory research approach. This approach aims to explain the causal relationship between the variables studied, especially how the role of consumer confidence in mediating the relationship between live streaming on purchasing decisions. According to Sugiyono (2021) this approach is used to explain the position of each variable in a model and the effect of one variable on another. This

research was conducted in Sukabumi City with the population is people in Sukabumi City, it is hoped that this location selection can describe representative consumer behaviour. The sampling technique in this study was non-probability sampling with purposive sampling, which is a sampling technique with certain criteria (Creswell, 2018). Where the criteria in this study have been determined by the researcher, namely: men and women, domiciled in Sukabumi City, and have made online purchases when live streaming takes place on the TikTok application. The population in this study is unknown so that how to determine the sample size the researcher uses the theory (N. Malhotra, 2005) that the sample size required for SEM Structural Equation Modelling (SEM) in general should be in the range of 200 to 400 with a minimum error rate of 0.5 or 5%. So for stronger results the sample used by researchers was 250 respondent.

Measurement

The research currently being conducted is to test three variables, namely live streaming shopping, online purchase decision and customer trust. In this study the indicators used do not refer to previous research but are adapted and developed by researchers based on the context and needs in the field. This indicator adjustment is needed by researchers with the aim that the research can measure the extent to which these objectives can be achieved. Then the scale used in this study uses semantic differential with a seven-point rating (N. K. Malhotra, 2020). [Table 1](#) is an operational of research used to create research instruments.

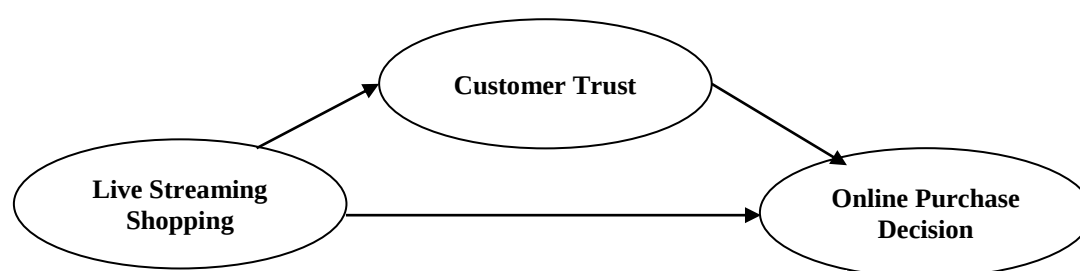


Figure 1. Conceptual Framework

Table 1. Operational and Indicators

Variable	Dimension	Indicator
Live Streaming Shopping (X) (Dewi & Agus, 2024; Suhyar & Pratminingsih, 2023)	X1 Streamers Credibility	X1 Streamer appeal
		X2 Expertise of the streamer offering the product
		X3 Audience trust in the streamer
	X2 Richness Media	X4 Speed with which the streamer provides feedback
		X5 Streamer language customization
		X6 Adjustment of streamer content during live
	X3 Perceived Interactivity	X7 Clarity of product information by the streamer
		X8 Streamer interaction with the audience
		X9 Reference product type by streamer
CustomerTrust (XMed) (Mutammam et al., 2019; Rivaldo et al., 2022)	M1 The seller's sincerity	M1 Understand customer needs
	M2 The seller's ability	M2 Prioritizing customer satisfaction
		M3 Consistency of seller's service to consumers
		M4 Seller's ability to resolve complaints
	M3 Seller integrity	M5 Seller's ability to answer questions
		M6 Seller's ability to recommend products
		M7 Consumer trust in the seller
		M8 Transparency of seller information to consumers
		M9 Seller's honesty in conveying product information
Online Purchase Decision (Y) (Jufidar et al., 2019; Kotler & Keller, 2016)	Y1. Product Choice	Y1 Product selection based on quality of raw materials
		Y2 Quality of durability of purchased products
		Y3 The product has a warranty
	Y2. Brand Choice	Y4 Based on brand reputation
		Y5 Based on consumer reviews and ratings
		Y6 Ease of brand to remember
	Y3. Dealer Choice	Y7 The suitability of the price of the product offered
		Y8 Ease of use of the TikTok application
		Y9 Delivery distribution speed
	Y4. Time and Amount of Purchase	Y10 Purchase products 2-3 times a month
		Y11 Purchasing products every two months
		Y12 Make product purchases based on needs only
	Y5. Payment Method	Y13 Ease of Cash on delivery method
		Y14 Ease of Mobile Banking method
		Y15 Ease of E-wallet method

Source: processed by researcher, 2025

Data Analysis

The data analysis technique in this study uses Structural Equation Modelling (SEM) with Amos software version 22. Before conducting further analysis, it is necessary to test the normality of the data to ensure that it meets the assumptions of multivariate normality as a requirement in SEM analysis. The normality test was performed by looking at the critical ratio value in the Amos output. Based on the test results, several critical ratio values were found to have a c.r value exceeding ± 2.58 , indicating a violation of the assumptions of univariate and multivariate normality. To overcome the normality problem and

improve the quality of the model, the researcher identified and handled outliers using mahalanobis distance. The mahalanobis distance value can be evaluated using χ^2 at a degree of freedom equal to the number of indicators used in the study. In this study, there were 33 indicators from all research variables using a significance level of 0.001, so that the cut-off value was 63.870. This cutoff value is the limit of the mahalanobis distance and is identified as outliers, which are then excluded from the analysis. This process resulted in a reduction in the number of samples from 250 respondents to 238 valid respondents for analysis. SEM with Amos has very

complete features for path analysis, confirmatory factor analysis (CFA) and complex structural models. Testing using SEM with Amos is divided into two main analyses, namely measurement model and structural model. The measurement model test is used to test the validity and reliability of latent constructs. To test the validity and reliability in SEM analysis, it is necessary to measure the model with CFA by looking at the loading factor value must be ≥ 0.50 (ideally > 0.70), Average Variance Extracted (AVE) ≥ 0.50 , and Construct Reliability (CR) ≥ 0.70 . the accepted reliability value is ≥ 0.70 , meaning that it can be said to be reliable if it is ≥ 0.70 and the instrument is said to be valid if the factor loading value is above ≥ 0.50 . Reliability and validity tests in SEM are obtained through the following formula:

$$\text{Construct Reliability} = \frac{\sum (\text{std.Loading})^2}{\sum (\text{std.Loading})^2 + \sum \varepsilon_j} \dots (1)$$

$$\text{Variance Extract} = \frac{\sum \text{std.Loading}^2}{\sum \text{std.Loading}^2 + \sum \varepsilon_j} \dots (2)$$

After the measurement model valid and reliable, the next step is test the structural model to measure the relationship between latent variables that have been determined in the hypothesis (hypothesis testing). This test aims to determine the effect between variables in a statistically significant model. In AMOS, this test is carried out by looking at the parameter estimate value, critical ratio and p value of each path. The path is said to be significant if the CR value ≥ 1.96 and $p < 0.05$. In addition, the feasibility test of the entire model can be seen in the index and its cut off value on goodness of fit, namely X2-Chi Square is expected to be small, significance probability ≥ 0.05 , RMSEA ≤ 0.08 , GFI ≥ 0.90 , AGFI ≥ 0.90 , CMIN/DF ≤ 2.00 , TLI ≥ 0.95 , CFI ≥ 0.95 .

RESULT AND DISCUSSION

Characteristics of Respondents

The respondent profile in this study was categorized based on three criteria:

age, gender, and occupation. Based on data obtained from 250 respondents, the majority were female (79.2%) aged 17–24 years (70%) who were students (60.4%). This indicates that the respondents were predominantly students aged 17–24 years. [Table 2](#) shows the characteristics of the respondents.

Table 2. Respondent Profile

Age	Sum	Percentage
17-24	175	70%
25-31	48	19.2%
>31	27	10.8%
Total	250	100%
Gender	Sum	Percentage
Female	198	79.2%
Male	52	20.8%
Total	250	100%
Employment status	Sum	Percentage
Student university	151	60.4%
student	18	7.2%
working	48	19.2%
House wife	33	13.2%
Total	250	100%

Source: processed by researcher, 2025

Confirmatory Factor Analysed Exogenous and Endogenous Construct

Construct validity and reliability testing was conducted through Confirmatory Factor Analysis (CFA) analysis by showing factor loading values, AVE, and CR. The results of CFA testing on the exogenous construct, namely live streaming shopping, which consists of the dimensions of streamers credibility, media richness and perceived interactivity, show that all indicators on the loading factor value are > 0.7 with one approaching the minimum threshold of 0.6. This indicates that the indicators on the live streaming variable are convergently valid. Then the analysis of the structural model shows the results of good model feasibility with the index and cut of value goodness of fit: chi square = 26.381, significance = 0.236, RMSEA = 0.029 GFI = 0.977, AGFI = 0.952, CMIN /

DF = 1.199, CFI = 0.996, TLI = 0.994.

Next, the validity and reliability of the construct were tested through CFA analysis by showing the factor loading, AVE, and CR values. [Figure 2](#) shows the CFA test of the exogenous construct on the live streaming variable. Based on the model results, it shows that the exogenous construct is feasible for further analysis. The next step after creating the exogenous construct was to conduct validity and reliability tests. Validity testing in the AMOS application was assessed based on the results of standardized factor loading measurements with values >0.5 and ideally >0.7 , where an instrument is considered valid if its factor loading value is >0.5 (N. K. Malhotra, 2020).

Based on [Table 3](#), the CFA results for the exogenous construct of live streaming shopping show that all indicators have standardized factor loading (SLF) values above 0.6, indicating convergent validity. The SLF values range from 0.704 to 0.890, with the highest SLF value on item X1 (streamer credibility) at 0.890 and the lowest on X9 (product type referenced by the streamer). The CR value is 0.907, indicating that the construct has very good reliability as it exceeds the minimum threshold of 0.7. The AVE value of 0.523 exceeds the threshold of 0.5, indicating that the construct has adequate convergent validity.

Based on the findings, it can be concluded that the live streaming shopping construct meets the validity and reliability criteria in measurement and is suitable for use in further structural model testing. The exogenous construct has met the test requirements so that it can be continued in testing the endogenous construct. Furthermore, researchers conducted testing on endogenous constructs through CFA analysis, endogenous constructs consisting of customer trust and online purchase decisions show that most indicators have loading factors above 0.7, which means convergent validity is met. Then in testing the endogenous construct structural model

shows an index with a cut off value goodness of fit: chi square = 250.677, significance = 0.155, RMSEA = 0.020, GFI = 0.919, AGFI = 0.893, CFI = 0.996, TLI = 0.996.

The next step after creating the Endogenous construct was to conduct validity and reliability tests. Validity testing in the Amos application was assessed based on the results of standardized factor loading measurements with values >0.5 and ideally >0.7 , where an instrument is considered valid if its factor loading value is >0.5 (N. K. Malhotra, 2020).

[Table 4](#) shows the CFA results for the endogenous constructs of customer trust and online purchase decision, focusing on the SLF, AVE, and CR values. For the customer trust construct, all indicators M1 to M9 show high SLF values, meaning that each item has a strong contribution in representing the construct. The calculation results show a CR value of 0.949 with an AVE of 0.677, indicating that the customer trust construct has excellent convergent validity and reliability. Meanwhile, in the online purchase decision construct, indicators Y1 to Y15 also show adequate SLF values with a range of 0.825 to 1.1011. The CR value of 0.958 and AVE of 0.607 indicate good internal consistency, making it reliable in measuring the online purchase decision construct.

Based on these values, it can be concluded that both endogenous constructs in this study meet the criteria for good validity and reliability. A model can be considered valid if there are three to four adequate model fit indices (Hair et al., 2014). After all constructs are declared valid and the model has met the eligibility criteria, the next step is to test the structural model to test the relationship between latent variables in accordance with the hypothesis that has been formulated. [Figure 3](#) presents the structural model test, where this model has met the eligibility criteria with a good goodness of fit value.

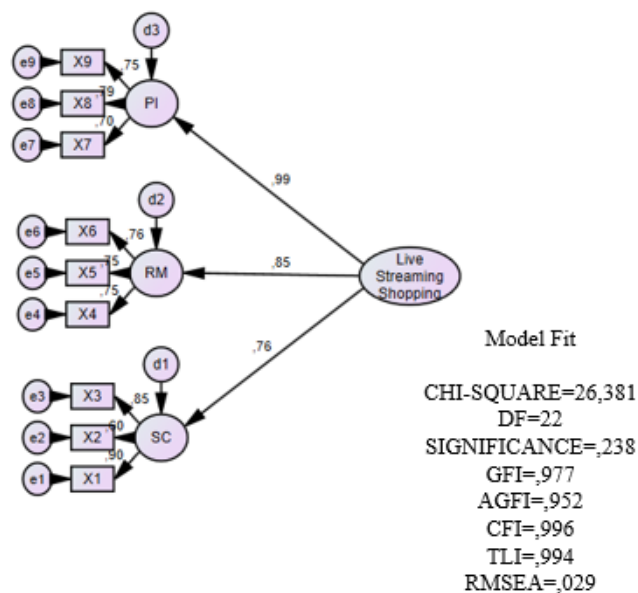


Figure 2. CFA Exogenous (Live Streaming Shopping)

Table 3. Result AVE & CR CFA Exogenous Construct (Live Streaming Shopping)

Items		Std. Loading Factor	Std. Loading Factor ²	Measurement Error	C.R	AVE
X1	0.757	0.890	0.792	0.269	0.907	0.523
X2		0.605	0.366	0.714		
X3		0.864	0.746	0.291		
X4		0.760	0.577	0.534		
X5	1.023	0.748	0.559	0.548		
X6	1.036	0.757	0.573	0.505		
X7		0.682	0.465	0.650		
X8		0.741	0.549	0.491		
X9		0.704	0.495	0.667		
Total		6.751	5.125	4.670		

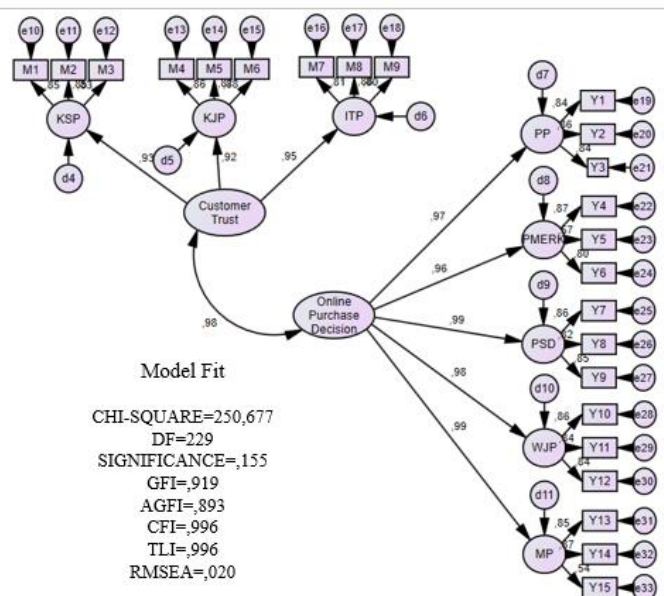
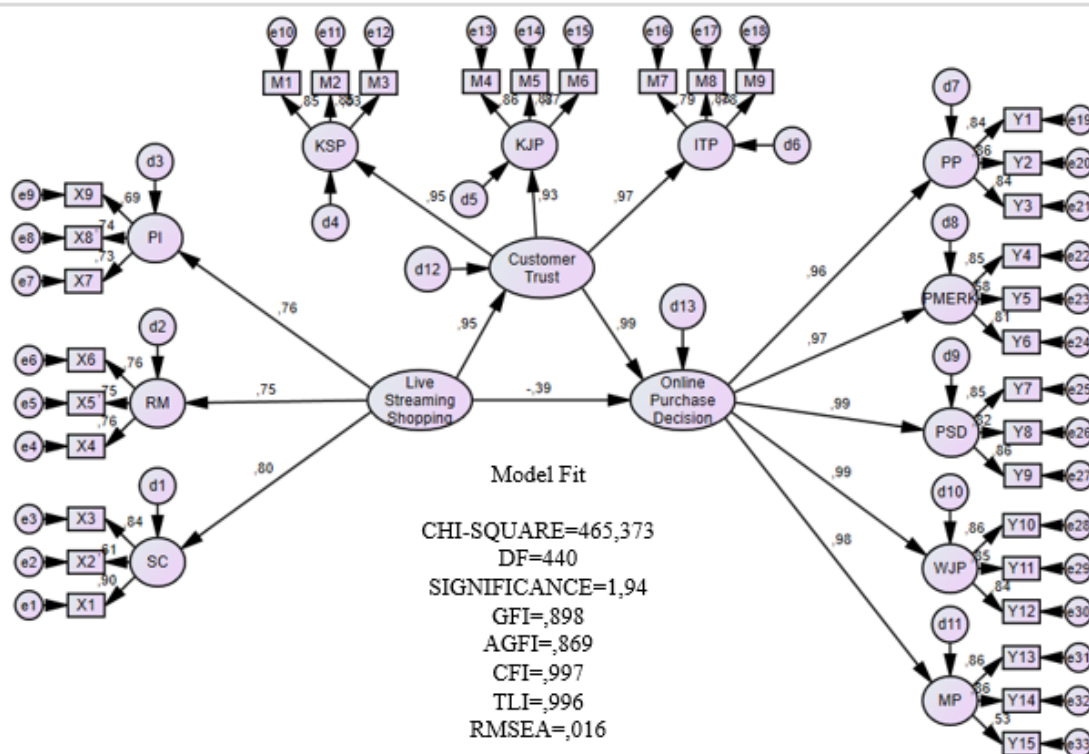


Figure 3. CFA Endogenous: Customer Trust, Online Purchase Decision

Table 4. Result AVE & CR of CFA Endogenous Construct (Customer Trust, Online Purchase Decision)

Items	Std. Loading Factor	Std. Loading Factor ²	Measurement Error	C.R	AVE
M1	0.852	0.725	0.321	0.949	0.677
M2	0.846	0.715	0.312		
M3	0.928	0.834	0.407		
M4	0.860	0.739	0.301		
M5	0.869	0.755	0.319		
M6	0.918	0.887	0.259		
M7	0.808	0.652	0.450		
M8	0.881	0.776	0.265		
M9	0.945	0.785	0.438		
Total	7.622	6.463	3.072		
Y1	0.842	0.708	0.366	0.958	0.607
Y2	0.857	0.734	0.348		
Y3	0.967	0.842	0.330		
Y4	0.867	0.751	0.321		
Y5	0.571	0.326	0.857		
Y6	1.011	0.803	0.461		
Y7	0.856	0.732	0.326		
Y8	0.825	0.680	0.357		
Y9	0.997	0.855	0.324		
Y10	0.855	0.731	0.333		
Y11	0.847	0.717	0.332		
Y12	1.004	0.841	0.368		
Y13	0.862	0.743	0.343		
Y14	0.876	0.767	0.310		
Y15	0.974	0.548	1,082		
Total	12.147	9.985	6.458		

**Figure 4.** Structural Model Test

[Figure 4](#) shows the results of the structural model testing that examines the relationship between live streaming shopping, customer trust, and online purchase decision. Based on the Amos output, the analysis results indicate that the constructed structural model has a very good level of goodness-of-fit. the research model shows good feasibility with a chi square value = 465.373 which results in a significance value = 0.194, GFI = 0.898, AGFI = 0.869, RMSEA = 0.016, CFI = 0.997 and TLI = 0.996. This indicates that the model is fit and all are within the acceptable value range.

Based on the results of testing the validity and reliability of the structural model in [Figure 4](#), it can be seen that all constructs in the research model have met the criteria for convergent validity and good reliability. In the live streaming shopping construct, the AVE value is 0.528 (>0.5) and CR is 0.908 (>0.7), indicating that the indicators used to measure this research variable are valid and reliable. In the customer trust construct, the AVE value is 0.671 (>0.5) and CR is 0.948 (>0.7), this indicates that the indicators in the customer trust construct are able to measure the customer trust construct well. Then, the online purchase decision construct has an AVE value of 0.599 (>0.5) and a CR of 0.956 (>0.7), which means it shows that the indicators in this construct are declared valid and

reliable. Overall, the AVE and CR test results show that all constructs in this research model are adequate. Thus, all model goodness-of-fit indicators show that the structural model in this study is well accepted and the model is suitable for further hypothesis testing.

Hypothesis Testing

The hypothesis testing was conducted after the structural model met the SEM analysis requirements. Hypothesis testing is a causality analysis conducted to determine the relationship between variables and to answer the research questions in this study. The results of the hypothesis testing can be seen in the critical ratio (C.R) of the regression weight table in the Amos software, which the researcher displays in the [Table 5](#).

The [Table 5](#) shows that H1, live streaming shopping has a positive and significant effect on customer trust with a p-value of 0.000. Then, H2, customer trust also has a positive and significant effect on online purchase decision with a p-value of 0.000. Meanwhile, the direct effect of live streaming on online purchase decisions shows a significant negative result of -0.392 and a p-value below 0.05, specifically 0.029. The testing for H3 was conducted using Daniel Sopier's Sobel test calculator to examine the mediating effect. The [Figure 5](#) are the results of the mediation calculation using the Sobel test calculator.

Table 5. Hypothesis Testing

Hypothesis	SRW estimate	Estimate	S.E	C.R	P Value	Decision
Live streaming shopping → customer trust	0.946	0.789	0.047	16.815	***	Significant positive
customer trust → online purchase decision	1.387	1.466	0.207	7.072	***	Significant positive
Live streaming shopping → online purchase decision	-0.392	-0.345	0.158	-2.179	0.029	Significant negative
Live streaming shopping → customer trust → online purchase decision	Mediation Test	Z value = 6.525 > 1.97				Significant

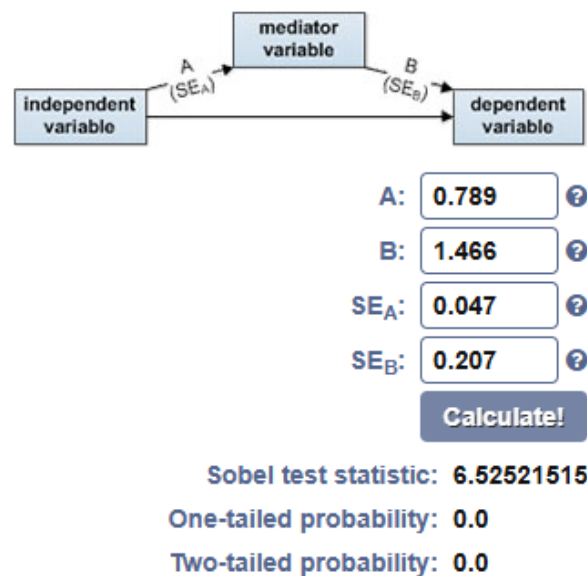


Figure 5. Sobel Test

Based on the [Figure 5](#), the results show a t-value of 6.525, which is greater than the z-table value at a significance level of 5% or 1.97, with a p-value of 0.000. These results indicate that consumer trust has a significant indirect influence and successfully mediates the relationship between live streaming shopping on online purchase decisions. Furthermore, the variables in this study influence each other both directly and indirectly. [Table 6](#) presents the results of direct and indirect effects.

[Table 6](#) shows the results of the mediation analysis, which measures how one variable influences another through direct and indirect pathways. Live streaming has a very strong influence on customer trust with a coefficient value of 0.946. This means that the better the quality of live streaming, the more it will

significantly increase customer trust. Furthermore, customer trust in online purchasing decisions has a coefficient value of 1.387, proving that when customers have high trust, they are more likely to make online purchasing decisions. However, live streaming directly has a negative influence on online purchasing decisions with a value of -0.392, indicating that without customer trust, live streaming will reduce the tendency to make online purchases. An interesting finding is that when examining the total influence of live streaming shopping on online purchasing decisions through customer trust, the result is positive with a value of 0.921. The indirect influence through customer trust shows a value of 1.313 and successfully overcomes the negative direct influence of -0.392.

Table 6. Direct and Indirect Effect

Variable	Std. Direct Effects	Std. Indirect Effects	Total Effects
Live streaming shopping → customer trust	0.946	0.000	0.946
customer trust → online purchase decision	1.387	0.000	1.387
Live streaming shopping → online purchase decision	-0.392	0.000	-0.392
Live streaming shopping → customer trust → online purchase decision	-0.392	1.313	0.921

Discussion

The Effect of Live Streaming Shopping on Customer Trust

The findings of this study indicate that the variable live streaming shopping has a positive and significant effect on customer trust, which means that the first hypothesis (H1) is accepted. In the context of live streaming, real-time two-way communication has a positive impact on viewers in terms of building consumer trust. The clarity of the streamer's answers and expressions increases viewers' confidence in the products being offered. Psychologically, this accelerates the formation of trust, especially among Gen Z viewers, who dominate the respondents in this study. Additionally, the visual appeal and communication skills of streamers not only influence purchasing interest but also reflect a brand's credibility. However, it is important to remember that live streaming can have negative effects if the information shared is excessive or inconsistent with reality, leading to distrust. The streamer attractiveness indicator contributes greatly to live streaming. In addition, the expertise of streamers in offering products is also a key factor in increasing purchasing decisions. This expertise can be further strengthened through collaboration with several well-known influencers, which not only significantly increases the number of viewers but also increases the level of consumer trust, encouraging them to make purchases during the live streaming.

The results support findings from Damanik et al. (2024), Muhriza et al. (2024), Yudha et al., (2022), and Yusnandar & Meilani Nasution,(2024), this shows that the better and more credible the live streaming contents is, the higher the confidence of customers to shop. The direct interaction allows consumers to obtain product information, including product demonstrations, ask questions, and receive answers immediately, thereby enhancing their perception of trust. Thus, these results not only demonstrate the empirical validity of the influence of live

streaming shopping on customer trust but also reinforce existing literature on the importance of digital interaction in building trust relationships between sellers and consumers.

The Effect of Customer Trust on Online Purchase Decision

The findings of this study indicate that the variable of customer trust on online purchase decision has a positive and significant influence, meaning that the second hypothesis (H2) is accepted. This finding is supported by the ability of sellers to recommend products based on consumer needs, which also strengthens positive perceptions. Furthermore. This can reinforce the results of the study of Utami and Usman (2021) which shows that customer trust has a positive and significant effect on online purchase decisions.

Consumer trust in sellers does not appear suddenly, but is formed through a series of interactions and experiences that reflect the integrity of the seller. This is because the dimensions of seller sincerity, seller honesty, and seller integrity interpret the overall level of customer trust, which ultimately becomes a determining factor in fostering a sense of security and confidence among consumers when conducting online transactions. In other words, the trust that is formed will reduce risk perception and increase customer confidence in making purchasing decisions. Trust also reinforces the belief that sellers will meet consumer expectations regarding product quality and service. High trust increases the likelihood of repeat purchase intent and consumer loyalty, which provides long-term benefits for the company.

The results support the findings from Alena and Hasanah (2023), Komariyah and Istiono (2024), and Mahliza (2020) which state that there is a positive and significant influence, meaning that customer trust has a large impact on purchasing decisions. The finding that consumer trust has a positive and significant influence highlights the role of trust as the primary

foundation in digital transactions. In the context of online purchases, trust serves as a psychological mechanism to reduce uncertainty and perceived risk. This aligns with consumer behavior theory, which states that the higher the trust, the less likely consumers are to hesitate in proceeding with a purchase. These results not only demonstrate the empirical validity of the influence of customer trust on online purchase decisions, but also reinforce existing literature on the importance of trust in online consumer purchasing behaviour.

The Effect of Customer Trust in Mediating the Relationship between Live Streaming Shopping on Online Purchase Decision

Customer trust positively and significantly mediates the relationship between live streaming shopping and online purchasing decisions, meaning that the third hypothesis (H3) is accepted. The findings of this study show that the direct effect of live streaming shopping on online purchasing decisions is negative and significant. The results support the findings from Wicaksana and Nuryanto (2024) and Zalfa et al. (2024). These findings indicate that live streaming shopping actually reduces consumers' tendency to make online purchases. This suggests that while live streaming has great potential to reach a wider audience, this strategy is not yet sufficiently effective in driving purchase decisions. The interactions that occur during live sessions may lack transparency or be too focused on promotional aspects without providing adequate information. This situation can lead to doubt or confusion among viewers, especially when information is presented hurriedly. Live streaming can create psychological pressure on viewers without giving them enough time to consider their options. For some audiences, this pressure causes discomfort, thereby reducing their intention to make a purchase.

Despite this, live streaming is an interactive marketing innovation. These results indicate that the approach through live streaming does not always lead to good decisions but can be counter-productive if done without considering trust factors. Therefore, consumer trust plays a crucial role in bridging the relationship between live streaming shopping and online purchase decisions. Under these conditions, the customer trust variable plays a very important role in filling the gap between live streaming shopping and online purchase decisions.

Although live streaming shopping directly reduces consumers' tendency to make purchases, as long as sellers can build trust during the live streaming interaction process, this can transform negative perceptions into positive ones. Once trust is established, consumers will feel safe making purchases and confident in the product information provided. This trust can reduce uncertainty in online transactions, ultimately driving purchase decisions. In other words, the effectiveness of live streaming in driving purchase decisions is highly dependent on how successfully sellers can build consumer trust.

Based on the Z-value in [Figure 5](#), customer trust can positively and significantly bridge the influence of live streaming shopping on online purchase decisions. This finding aligns with previous research by Lutfianisa et al. (2021), and Saputra and Fadhilah (2022) showing that customer trust can mediate the influence of live streaming shopping on online purchasing decisions. Therefore, this finding reinforces that trust is not merely an accessory in live streaming marketing strategies but the primary foundation that drives consumer interest into purchasing decisions. In the context of live streaming-based shopping, customer trust not only strengthens positive perceptions of the product but also serves as a bridge connecting interest and online purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion above, the following conclusions can be drawn: first, live streaming shopping has a positive and significant effect on customer trust. Additionally, customer trust also has a positive and significant impact on online purchasing decisions. Thus, the role of customer trust as a mediator successfully bridges the relationship between live streaming shopping on online purchasing decisions in Sukabumi City. This study contributes to measuring online purchasing decisions by enhancing consumer trust.

Limitations Study

This study has several limitations. First, the latent variables analysed are limited to live streaming, customer trust, and online purchase decisions. Second, the context of this study is limited to one region, namely Sukabumi City, so the results cannot necessarily be generalized to other regions. Third, this study does not have a specific research object.

Theoretical Implication

It is recommended that future research evaluate this study more thoroughly by considering other variables to measure purchasing decisions. In addition, it is recommended that future researchers develop a theoretical model by adding other variables that may further mediate the relationship between live streaming shopping on purchasing decisions. Furthermore, as the primary data in this study only used online questionnaires, future researchers are advised to add interviews to strengthen the research.

Practical Implication

Micro, small, and medium-sized businesses that use live streaming as a marketing strategy should not rely solely on visual appeal or temporary discounts, but must first build a foundation of consumer trust. This trust can be built

through the creation of quality content to promote products and a consistent live streaming schedule so that consumers recognize the brand's presence. Once trust is established, additional strategies such as offering discounts, cashback, gifts, or collaborating with influencers will have a more effective impact. Collaborating with influencers, in particular, offers numerous benefits, including accessing new target markets, expanding market reach, and increasing purchase decisions through the influencer's credibility. The positive impacts of these strategies should be leveraged as evaluations to build long-term relationships with consumers. With the right and consistent approach, these efforts will result in consumer loyalty, which becomes a valuable asset in digital competition.

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