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The Effect of Consumer's Feced Values on Continuous Purchase Intention and Trust in Streamers as Mediation in E-Commerce Live-Streaming

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Abstract

This study examines the influence of consumer perceived value on repeat purchase intention in live-streaming e-commerce, considering the mediating role of consumer trust. Based on the stimulus-organism-response (SOR) model, this study examines how stimuli in the form of utilitarian values, such as product quality, hedonic value, social value, and symbolic value offered by streamers in live streaming can trigger a psychological response in the form of consumer trust. This trust is hypothesized to mediate the relationship between these values and repeat purchase intentions. Using a quantitative approach with a sample of 205 respondents active in live streaming e-commerce, the results show that the four values perceived by consumers significantly affect trust in the streamer. Furthermore, this trust is shown to mediate the relationship between these values and repeat purchase intentions. These findings underscore the importance for streamers to focus not only on the functional aspects of the product (utilitarian value) but also on the emotional (hedonic value), social (social value), and symbolic (symbolic value) aspects in building strong relationships with consumers. Thus, streamers can design more effective marketing strategies to encourage consumers to make repeat purchases and increase loyalty to the platform.

Keywords: Live Streaming, Perceived Value, Repeat Purchase, Streamer

INTRODUCTION

Digital development continues to increase daily and enters various aspects of life. Several areas of people's lives, including work and business, will continuously adapt to digital progress. In the business sector, digital innovation is the main instrument supporting increased sales and revenue and is a key strategy in expanding market share and improving company performance. Along with business progress in Indonesia, many marketing strategies have shifted from conventional approaches to digital marketing (Primadewi et al., 2022).

The internet's increasing prevalence has become a key driver for businesses to manage and expand their operations. Information and communication technology advancement has far-reaching impacts across various economic, social, and cultural sectors, influencing lifestyle and consumption trends. Businesses now primarily utilize information and communication technology to promote their brands and expand their market reach. From promotions to transactions, e-commerce has provided various shopping options for consumers without visiting physical stores. This change illustrates the shift in marketing from offline to online globally. The marketing strategies implemented by several of these businesses offer convenience in providing product information and facilitating transactions through Internet platforms (Puspitarini & Nuraeni, 2019).

As reported by CNBC Indonesia, in 2023, e-commerce platforms continue to develop new features to improve the shopping experience. Live streaming has become a significant pull factor, increasing people's interest in shopping and becoming a key strategy for business actors, including local brands and Micro, Small, and Medium Enterprises (MSMEs), in sales activities. E-commerce players in Indonesia, such as Shopee, TikTok, Tokopedia, and Lazada, also compete to play an essential role in shaping this trend.

A recent survey by IPSOS Indonesia, a leading global market research firm, found that Shopee Live is the most popular live-streaming feature

among local brands and MSMEs. Shopee Live is the most widely recognized live streaming platform, with 96% brand and MSME awareness. This is followed by TikTok Live (87%), Lazada Live (71%), and Tokopedia Play (62%). The small micro medium and enterprises (SMEs) industry that uses live streaming must improve the streamer's ability to sell its products. The fashion and cosmetics industry has grown a lot. The small micro medium and enterprises (SMEs) sell live streaming.

Live streaming delivers sound and images in real-time via the internet, allowing viewers to feel at the event's location. By reducing technical and complicated requirements, this online streaming media broadcasts content live via the internet (Zheng et al., 2023). Through live streaming, entrepreneurs can introduce products, promote businesses, receive information, interact directly with customers, and build two-way relationships with them. This modern technological concept helps distribute content and media broadcasting more economically (Yang et al., 2024).

Live streaming commerce (LSC) is an innovation in e-commerce that combines buying and selling with real-time social interaction. Consumers can interact directly with the broadcaster through the streaming platform, creating a more personalized and engaging shopping experience. This feature allows consumers to ask questions, negotiate, and even experience products before buying (Cai & Wohn, 2019). Public interest in LSC continues to increase, along with the quality of product information delivered thoroughly. The pleasant shopping experience, the feeling of product ownership, and the intense direct interaction with the broadcaster have attracted the attention of many consumers (Wongkitrungrueng et al., 2020).

With LSC, the online shopping experience becomes more real and interactive. Consumers feel like they are in a physical store, where they can see, hear, and even feel the product directly through real-time interaction with the live streamer. This makes consumers feel more confident about their desired products and encourages them to transact (He & Jin, 2024; Hu & Chaudhry, 2020;

Wongkitrungrueng et al., 2020). Live streaming in e-commerce generally helps companies reduce the gap between products and consumers. Live streaming also acts as an important promotional tool and increases the likelihood of converting purchasing decisions while creating an interactive customer experience. Therefore, creative and attention-grabbing live streaming is an effort to follow the growing digital trends and innovations, hoping to impact a brand's purchasing decisions directly. Buyers often buy tangible goods rather than services or similar services because of the demonstrative nature of products attached to live-streaming e-commerce. Several researchers highlight consumer behavior in live-streaming e-commerce (Lund et al., 2021).

Homogenization of content on live-streaming and low consumer desire to make continuous purchases are problems in live-streaming marketing. The increasing number of streamers and relatively similar types of goods make this marketing increasingly dull. Several researchers highlight how long users watch live-streaming E-commerce using perceived values in the context of consumer purchase intentions (Wu & Huang, 2023).

In addition, there is still a lack of research examining the phenomenon of live streaming in Indonesia, the majority of research is only about the motivation and experience of using live streaming for entertainment purposes or sharing knowledge and experiences (W.-K. Chen et al., 2022; Meng et al., 2020; Wang et al., 2022; Wongkitrungrueng & Assarut, 2020), and other research on the role of live streamers in building consumer purchasing intentions (N. Chen & Yang, 2023).

This research investigates how consumer perceptions of value in direct shopping influence trust and subsequent continuous consumption in live-streaming e-commerce. This study employs the Stimulus-Organism-Response (SOR) framework to examine the factors that affect repeat purchases in live-streaming e-commerce.

It delves into four dimensions of live-streaming perception: utilitarian, hedonic, social, and symbolic value. The research examines whether streamer trust mediates between these four values and continuous purchase intention.

SOR theory

Mehrabian and Russell proposed the stimulus-organism-response (SOR) model, which has its roots in environmental psychology, to elucidate how environmental stimuli affect human cognition, emotions, and behaviors. This model is an enhanced version of Woodworth's SR model, primarily focusing on the relationship between stimuli and responses. By introducing the "O" variable, Mehrabian and Russell emphasized the importance of internal psychological processes, such as thoughts and feelings, in shaping human behavior (Wu & Huang, 2023).

The "S" in the SOR model represents external factors that can influence an individual. Different stimuli can elicit various internal responses, ultimately shaping decision-making behavior. The SOR model, which links stimuli and responses through internal variables, has been widely applied to analyze human behavioral intentions by focusing on emotional and cognitive factors (Wu & Huang, 2023).

Zhou utilized the SOR model to examine how various factors, such as platform characteristics, knowledge accessibility, and contributor attributes, within the knowledge payment market influence consumers' perceived value and purchase intentions. By applying the SOR model to the internet context, researchers can investigate how environmental factors impact consumers' willingness to engage with online platforms and make online purchases in e-commerce (Wu & Huang, 2023).

Continuous purchase intention

The Stimulus-Organism-Response (S-O-R) theory emphasizes perceived trust and entertainment's significant role in influencing consumers' repeat purchase behavior. These

factors, combined with psychological and habitual influences, ultimately drive consumers' decisions to repurchase (Wu & Huang, 2023). This study focuses on how the dynamics of social interactions in live-streaming e-commerce, specifically the roles of trust, entertainment, and consumer habits, influence recurring purchase intention.

Consumers obtain product information and build strong social relationships through real-time interactions with streamers and online communities. The trust formed in these relationships, combined with enjoyable entertainment experiences and the formation of purchasing habits, significantly influences consumers' decisions to make repeat purchases. This study aims to uncover the psychological mechanisms underlying this phenomenon and identify key factors businesses can leverage to enhance recurring purchase intention in live-streaming e-commerce.

Perceived values

Consumers seek functional benefits and pleasurable experiences from the products they purchase, as well as social connections and self-identity through interactions with online communities formed around their favorite streamers. This study argues that trust formed in the relationship between consumers and streamers results from a combination of utilitarian, hedonic, social, and symbolic values. The process of social identification, where consumers associate themselves with the community represented by the streamer, plays a central role in forming this trust. Thus, a deeper understanding of how consumers' perceived values, especially in social and symbolic contexts, interact with trust in relationships with streamers will provide valuable insights for marketers in designing effective marketing strategies in the era of live-streaming e-commerce (Herzallah et al., 2022).

The interaction between consumers, influencers, and streamers has gone beyond buying and selling

transactions. The purchasing process now involves a strong social dimension, where consumers seek products that meet their functional needs and connections with online communities formed around their favorite streamers (Meng et al., 2020). An empirical study has verified that increased consumer identification increases customer loyalty to the company (Agu et al., 2024).

Consumer trust

Trust in streamers results from consumers' assessment of the various values offered in the live-streaming session. Utilitarian values related to the product's functional benefits, such as quality, price, and usefulness, are the initial foundation for building trust. Consumers are more likely to trust the streamer's recommendation when they feel that the product offered has high utility value. Hedonic values, including pleasure and enjoyable experiences, are essential. The streamer's fun and interactive shopping experience can increase consumers' emotional attachment, thus encouraging trust. Social values related to feeling part of a community also contribute to trust.

The social interactions between the streamer, viewers, and fellow viewers create a sense of togetherness that strengthens trust. Finally, symbolic values related to status, prestige, and self-identity influence trust. When consumers feel that the product they are purchasing can improve their social status, they are more likely to trust the streamer who recommends the product (Ahli et al., 2024). A deeper understanding of the relationship between consumer perceived value and trust in streamers has significant implications for marketing strategies in live streaming e-commerce. Streamers must proactively manage and deliver these four value dimensions to build and maintain consumer trust.

Framework

A conceptual framework is a model that interconnects theories with relevant factors identified as key issues. This study's conceptual framework is further elaborated as follows:



Figure 1. Framework

Hypothesis

Drawing on the theoretical foundation and conceptual framework outlined above, the following hypothesis is proposed.

H1: The utilitarian value of live streaming e-commerce has a significant effect on consumer trust in streamers.

H2: The hedonic value of e-commerce live streaming has a significant effect on consumer trust in streamers. H3: The social value of e-commerce live streaming has a significant effect on consumer trust in streamers.

H4: The symbolic value of e-commerce live streaming has a significant effect on consumer trust in streamers.

H4: Consumer trust in streamers has a positive and significant effect on continuous purchase intentions.

H6: Consumer trust in streamers mediates ultimate, hedonic, social and symbolic values on continuous purchase intentions.

Previous research on live-streaming e-commerce has consistently highlighted the importance of consumers' perceived value in influencing purchase behavior. These studies have generally focused on utilitarian and hedonic values, with findings suggesting that the product's functional benefits and the pleasurable experience offered in the live-streaming session contribute significantly to purchase decisions.

However, these studies have often overlooked the role of social and symbolic values that may influence consumers' trust in the streamer and their continued purchase intentions.

This research gap serves as the basis for developing the proposed hypotheses. Hypotheses H1, H2, H3, and H4 aim to fill this gap by testing the influence of utilitarian, hedonic, social, and symbolic values on consumer trust in streamers. Thus, this study is expected to provide a more comprehensive understanding of the factors influencing interactions between consumers and streamers in live-streaming e-commerce. Hypothesis H5 examines the relationship between consumer trust in streamers and continuance purchase intention, which aligns with previous research findings regarding the importance of trust in building long-term relationships with consumers. Hypothesis H6 goes further by examining the role of trust as a mediator between perceived values and continuance purchase intention, thus making a significant contribution to understanding the psychological mechanisms underlying consumer behavior in this context. Therefore, this study not only confirms the findings of previous studies but also offers a more nuanced and comprehensive perspective on the phenomenon of live-streaming e-commerce.

METHODS

Data collection techniques

Data was gathered through a questionnaire survey conducted among consumers of live-streaming e-commerce platforms. The sample size was determined by multiplying the number of indicators or items used in the study by a factor of 5 to 10 (Wahyuni et al., 2023). This study involved 205 participants. A purposive sampling technique was employed, whereby researchers selected participants based on specific criteria. Rather than random selection, the researchers deliberately chose individuals who they deemed suitable for the study (Staller, 2021). This was done so that the data obtained was truly relevant to the research design. The criteria are:

Sampling of consumers who have made at least one purchase on live-streaming e-commerce

Respondent age criteria: minimum 18 years

Data analysis models and techniques

During statistical analysis in cryptic studies, the object of focus is described or characterized in its raw form. This means no analytical processes are applied, nor are generalized conclusions drawn from the collected data. The primary objective is to present an unfiltered depiction of the subject matter without any interpretive or inferential elements (Sugiyono, 2017).

The descriptive statistical analysis in this study focuses on interpreting the arguments provided by respondents regarding their choice of statements. It also examines the frequency distribution of these statements based on the collected data. Respondents' answers are categorized into five distinct statement scales using the Likert Scale to facilitate this analysis. In addition to descriptive analysis, quantitative techniques are employed to delve deeper into the data. Specifically, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical

method. This sophisticated statistical technique identifies relationships and patterns within the data, providing a deeper understanding of the underlying constructs and their interconnections.

RESULTS

Validity and reliability test (outer model)

Before the data was analyzed using SEM, validity and reliability tests were carried out using Smart PLS version 3 software. The validity of the indicators in this study was assessed using the Average Variance Extracted (AVE) value. The validity of an indicator can be shown through its loading factor surpassing 0.5, suggesting a strong correlation with the intended concept. This ensures that the latent construct effectively predicts the indicators within its block, compared to indicators belonging to other constructs.

The composite reliability value for each variable was analyzed to assess the measurement model's reliability. A composite reliability value above 0.7, combined with a Cronbach's alpha value greater than 0.6, indicates the reliability of the measurement model. This implies that the measures used in the study are consistent and dependable.

The measures employed in this study demonstrated excellent validity and reliability. The Average Variance Extracted (AVE) values for all indicators surpassed the threshold of 0.5, thereby affirming their validity. Furthermore, on the other hand, the composite reliability and Cronbach's alpha values exceeded the recommended thresholds of 0.7 and 0.6, affirming great reliability of each variable. A detailed breakdown of these results is provided in the Table 1.

As the table above shows, all variables have met the AVE criterion of exceeding 0.5, confirming

Table 1. Validity and reliability test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Trust in Streamers	0.847	0.849	0.891	0.622
Continuous Purchase Intention	0.837	0.843	0.885	0.607
Hedonic Values	0.840	0.845	0.887	0.612
Symbolic Value	0.746	0.748	0.840	0.567
Social Values	0.808	0.809	0.874	0.635
Utilitarian Values	0.758	0.764	0.846	0.580

their validity. Furthermore, the composite reliability values for each variable surpass 0.7, coupled with Cronbach's alpha values greater than 0.7. These results collectively indicate that each variable possesses a high level of reliability, fulfilling the established criteria.

Evaluation of the structural model (inner model)

The author has developed the structure model to investigate the relationships between independent and dependent variables, as delineated in the conceptual framework. The fit of this structural model (inner model) was evaluated using Goodness of Fit measures. Table 2 represents the outcomes of these model fit assessments.

The inner model table indicates a good model fit with an SRMR value below 0.063, suggesting

minimal error in predicting dependent variables from independent variables. Additionally, the NFI value of 0.777 further supports the model's adequacy. While below the ideal threshold of 0.90, it still indicates an acceptable level of model fit.

The subsequent analysis focuses on the coefficient of determination, denoted by R-squared. This coefficient represents the percentage of variance in the dependent variable that can be accounted for by the independent variable(s). A more substantial influence of the independent variable(s) on the dependent variable is indicated by a higher R-Square value.

The results of the R-Square value from the determination coefficient table obtained an

Table 2. Inner model goodness of model fit

	Saturated Model	Estimated Model
SRMR	0.063	0.067
d_ ULS	2,077	2,342
d_ G	0.802	0.828
Chi-square	899.247	919.201
NFI	0.777	0.772

Table 3. Coefficient of determination

	R-square	R-square adjusted
Trust in Streamers	0.703	0.698
NFI	0.590	0.586
Continuous Purchase Intention		

R-Square value for the trust variable in streamers of 0.703 or 70.3% and a continuous purchase intention variable of 0.590 or 59%. The results of the determination coefficient value indicate a substantial contribution of independent variables in influencing changes in the dependent variable.

To determine the impact of consumer-perceived values on streamer trust in e-commerce

live streaming, the Path Coefficient table was examined. By analyzing the p-values, it was found that the p-values for all relationships were less than 0.05, indicating a significant influence. A detailed breakdown of these results is presented in the following table.

Meanwhile, seeing the influence of streamer trust as a mediation of consumer perceived

Table 4. Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Trust in Streamer -> Continuous Purchase Intention	0.397	0.396	0.090	4.404	0.000	Hypothesis accepted
Hedonic Value -> Trust in Streamer	0.182	0.182	0.058	3.137	0.002	Hypothesis accepted
Symbolic Value -> Trust in Streamer	0.327	0.328	0.063	5.198	0.000	Hypothesis accepted
Social Value -> Trust in Streamer	0.208	0.210	0.064	3.267	0.001	Hypothesis accepted
Utilitarian Value -> Trust in Streamer	0.262	0.259	0.056	4,664	0.000	Hypothesis accepted

values towards continuous purchase intentions on e-commerce live streaming can be seen from the indirect effect by looking at the results of the p value obtained with the criteria of p-value <0.05, it can be said that there is the mediation of product trust and streamer trust.

The specific indirect effect analysis demonstrates a significant mediating role of streamer trust in the relationship between consumer perceived values and continuous purchase intention (p < 0.05). The Specific Indirect Effect table is presented below:

Table 5. Specific indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
Hedonic Value -> Trust in Streamer -> Trust in Product -> Continuous Purchase Intention	0.027	0.027	0.011	2.418	0.016	significant
Utilitarian Value -> Trust in Streamer -> Trust in Product -> Continuous Purchase Intention	0.040	0.039	0.014	2,859	0.004	significant
Symbolic Value -> Trust in Streamer -> Trust in Product -> Continuous Purchase Intention	0.049	0.049	0.017	2,837	0.005	significant
Social Value -> Trust in Streamer -> Trust in Product -> Continuous Purchase Intention	0.031	0.031	0.013	2.393	0.017	significant

The findings from the specific indirect effect analysis reveal a significant mediating role of streamer trust in the relationship between consumer perceived value and continuous purchase intention.

DISCUSSION

In this study, SEM was used to test the hypothesis regarding the effect of streamer trust on the relationship between consumer-perceived value and sustainable purchase intention. The results of hypothesis testing presented in tabular form show that streamer trust is a significant mediator in the relationship. This finding indicates that streamer trust directly affects purchase intentions and indirectly influences consumers' perceptions of the value derived from the product or service offered by the streamer. The results of the analysis show that consumers' perceived values, which include utilitarian, hedonic, social, and symbolic benefits, significantly influence their level of trust in a streamer. These values represent consumers' perceptions of the benefits gained from interacting with streamers, whether in the context of functional (utilitarian), emotional (hedonic), social (interaction with the community), or symbolic (status or identity). These findings indicate that consumer perceptions of the value offered by streamers play an important role in building trust levels. Furthermore, this study reveals that the trust formed towards streamers significantly influences consumers' sustainable purchase intentions in the context of live streaming. The mediation analysis results confirm that streamer trust mediates the relationship between consumers' perceived values and sustainable purchase intentions. This finding aligns with the concepts of repurchase intention and consumer loyalty, where positive consumer experiences and subjective values after purchasing will form a perception of value that encourages repeat purchases. Thus, trust in streamers acts as a bridge connecting consumers' perceived value and their repeat purchase behavior (Wu & Huang, 2023).

The results of this study empirically confirm that utilitarian value plays a significant role in

shaping the level of consumer trust in a streamer. Utilitarian value, which reflects the extent to which the product or service offered by the streamer can meet consumer needs and expectations in terms of features, price, and quality, is shown to influence the level of trust built directly. This finding indicates that consumers tend to trust streamers who can provide real use value and match their expectations.

This study shows that the hedonic value derived from the live-streaming e-commerce experience significantly influences the level of consumer trust in the streamer. Hedonic value, representing the pleasure and enjoyment consumers feel during interactions with streamers, is important in building strong emotional relationships. This finding indicates that consumers tend to trust streamers who can provide a pleasant and satisfying shopping experience. The results of this study also show that the social value gained from the live-streaming e-commerce experience significantly influences the level of consumer trust in the streamer. Social value, which represents belonging to a community or social group, is important in forming an emotional bond between consumers and streamers.

The results of this study show that the symbolic value attached to e-commerce live streaming significantly influences the level of consumer trust in the streamer. This symbolic value represents consumers' perceptions of visual enjoyment, platform reputation, and unique shopping experience. Consumers often associate purchasing products through live streaming with a certain social status, lifestyle, or self-identity.

Based on the research results, consumers' perceived values in e-commerce live streaming, whether utilitarian, hedonic, social, or symbolic, significantly influence their trust in streamers. This trust, in turn, is a potent mediator in influencing consumers' sustainable purchase intentions. In other words, a streamer's success is determined by their ability to promote products, build emotional and social connections with consumers, and create a satisfying and meaningful shopping experience. Thus, live streaming has a shopping value that positively affects and responds to consumer

attitudes and behavior. Trust can mediate in online shopping, which involves consumer perceptions of the competence of sites and platforms on live streaming to provide correct and trustworthy information, consumer perceptions of companies, and consumer impressions of streamers (Ilhamalimy & Ali, 2021). This study's results significantly contribute to a deeper understanding of the influence of consumer-perceived values on purchase behavior in the context of live-streaming e-commerce. Compared to previous studies that focus more on the influence of single variables such as price or product quality, this study comprehensively analyzes the role of four dimensions of consumer values (utilitarian, hedonic, social, and symbolic) in shaping trust and purchase intention. In addition, the findings regarding the mediating role of trust in the relationship between consumer value and purchase intention are also relatively new and provide a more nuanced understanding of the psychological mechanisms underlying consumer behavior in this context. In particular, the findings regarding the influence of symbolic and social values in shaping trust and purchase intentions are a unique contribution. Previous research tends to emphasize the role of utilitarian and hedonic values. As such, this study expands the existing literature by showing that more complex social and psychological factors also play an important role in influencing consumer purchase decisions in live-streaming e-commerce.

This study has several limitations that need to be considered. First, this study only focuses on one type of live-streaming e-commerce platform, so generalizing the research results must be done with caution. Second, this study uses cross-sectional survey data, making it impossible to analyze longitudinal changes in consumer behavior. Third, this study only measured a few key variables, so other variables may also affect the relationship between consumer perceived value, trust, and purchase intention.

CONCLUSION

This research contributes significantly to the live-streaming e-commerce literature by

identifying and measuring the impact of four dimensions of consumer value (utilitarian, hedonic, social, and symbolic) on streamer trust and sustainable purchase intentions. Compared to previous studies that often only focus on one or two value dimensions, this research offers a more comprehensive understanding of the factors influencing consumer behavior in this increasingly popular context. The findings also underscore the important role of trust as a mediator in the relationship between perceived value and purchase behavior, a finding consistent with consumer behavior theories.

The urgency of this research is all the more relevant given the rapid growth of live-streaming e-commerce, especially in the Indonesian market. This trend is driven by increasing internet penetration, consumer preference for interactive shopping experiences, and the impact of the Covid-19 pandemic, which is driving a shift in consumer behavior towards digital. In this context, an in-depth understanding of the factors influencing consumer purchase decisions in live-streaming e-commerce is crucial for businesses, e-commerce platforms, and policymakers. By understanding how consumers' values influence trust and purchase intentions, stakeholders can design more effective marketing strategies and build a sustainable live-streaming e-commerce ecosystem.

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