

Impact of External and Internal Factors Consumer has on Purchase Intention Live Streaming Shopping

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Original Article

ABSTRACT

Article History

Received : November 01, 2024
Accepted : March 03, 2025
Published : 30 July, 2025

Keyword:

green price, environmental awareness, product uniqueness, purchase decision

Introduction; This research explores the factors influencing purchase intention through live streaming shopping in the fashion sector on social commerce platforms in Batam City. With the rising popularity of online shopping through interactive streaming channels, it is essential to understand the key determinants of consumer purchasing behavior in this context. The research model integrates constructs of interactivity, informativeness, professionalism, attitude, and impulsiveness as potential predictors of purchase intention, with trust serving as a mediator. **Methods;** Data was collected through an online survey of active live streaming shopping users in Batam. Measurement metrics utilized a 5-point Likert scale to assess these variables. Data analysis was conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM). **Results;** The analysis results reveal that interactivity, professionalism, and attitude have a significant positive impact on both trust and purchase intention. Informativeness positively influences trust but does not significantly affect purchase intention, while impulse buying positively affects purchase intention without influencing trust. **Conclusion;** Trust plays a strong mediating role in the relationships between interactivity, professionalism, attitude, and informativeness with purchase intention, except for impulse buying. These findings provide valuable insights for marketers in designing more effective marketing strategies through live streaming channels and are expected to enhance understanding of consumer shopping behavior.

Cite This Article: Jocelyn, N., & Christiarini, R. (2025). Impact of external and internal factors consumer has on purchase intention live streaming shopping. *Sketsa Bisnis*, 12(1), 28–45. <https://doi.org/10.35891/jsb.v12i01.5658>

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1. Introduction

Technological advancements and the proliferation of social media have had a significant impact on the way consumers interact with brands and products (Richadinata & Surya Astitiani, 2021). Live streaming is the practice of broadcasting live video on social media platforms, allowing broadcasters to communicate directly with audiences (Amara & Zamzamy, 2023). Live streaming shopping has been widely used because it makes it easier for consumers to make purchases without having to travel and leave the house, consumers can easily get the items they want (Setiawan et al., 2023). One trend that has emerged in recent years is live streaming in the context of social commerce, which combines elements of social media, entertainment, and product marketing (Rukmana et al., 2023). There are several applications that can be categorized as Social Commerce, such as TikTok, Facebook, and Instagram (Susanti, 2023).

In this research, the object chosen is live streaming shopping in the fashion sector on the social commerce platform. The fashion sector is one of the main sectors affected by trends and changes in consumer lifestyles (Hadi & Ritonga, 2023). In the context of live streaming shopping, fashion products, especially clothing, have a strong visual appeal and allow consumers to get a more in-depth experience of the design, size, and style of the product directly through live streaming. Therefore, the selection of the fashion sector as the object of research provides an opportunity to better understand how factors such as interactivity, informativeness, professionalism, personal impulsiveness, and attitude toward live stream can influence the desire to make a purchase with the mediation of trust in live streaming shopping..

Based on data from the Central Bureau of Statistics (BPS, 2022) as of 2020, the population of Batam City reached around 1,196,396 people. This data has important relevance in the context of the research, because the population in Batam City will be the subject of the research. According to data taken from databoks / katadata, the most favorite live streaming shopping tool in Indonesia in 2022 is Shopee with 83.4% of respondents, in second place is TikTok with a percentage of 42.2%, then about 34.1% of respondents use Instagram, in fourth and fifth place are Tokopedia and Facebook. The trend of shopping via live streaming has spread across Southeast Asia, especially in Singapore, the Philippines, and Malaysia, with Shopee Live as the favorite platform used by 27% of respondents in this region. Followed by Facebook Live (25.5%), TikTok (22.5%), Lazada (15%), and Instagram (7%), while YouTube is the platform with the lowest usage (3%). Platform preferences vary by country; Shopee dominates in Singapore (33.7%), the Philippines (30.3%), and Malaysia (25.2%), reflecting variations in preferences influenced by the market characteristics of each country (Annur, 2023). This data becomes consumer preferences in choosing a live streaming platform to make transactions or purchases. Based on a survey conducted (Annur, 2023) there are several product categories that are most often watched during live streaming, including clothing (82.6%), beauty products (47.2%), household appliances (39.3%), food (30.7%) and others (4.9%). This data provides an insight into consumer preferences on which types of products consumers are more interested in during live streaming shopping sessions.

The local context of Batam gives its consumer behavior unique characteristics, differing from other regions in Indonesia. As an industrial city with a heterogeneous population and proximity to countries like Malaysia and Singapore, Batam consumers tend to have a more open preference for international products. For instance, products from Malaysia often dominate souvenir store shelves, especially during holiday seasons, replacing local products

and reflecting a tendency toward internationally branded items. The high migration rate also makes consumption patterns in Batam more dynamic and responsive to global trends. As a developed industrial center, Batam experiences a rise in consumption of durable goods and daily necessities, demonstrating a distinct consumption pattern compared to more homogeneous or remote cities in Indonesia (Purba, 2018; Christiarini & Hendra Lim, 2022)

In the scope of this research, the population chosen is residents of Batam city who have seen or used live streaming shopping on social commerce platforms, including TikTok, Instagram, and Facebook. Live streaming shopping in the context of this research is focused on the fashion sector, particularly clothing. Through this approach, this research seeks to gain a deeper insight into how Batam city residents interact and respond to live streaming shopping on social media. By limiting the population to residents of Batam city who have engaged in live streaming shopping, this research is expected to provide specific insights relevant to the characteristics and trends of consumers in the city.

The selection of the research topic regarding "the influence of interactivity, informativeness, professionalism, personal implicit, and attitude on purchase intention mediated by trust in live streaming shopping has significant relevance in the area of digital and social commerce. The main reason for choosing this topic is the increasing popularity of live streaming shopping as one of the innovative online shopping media. Along with this phenomenon, there is still a need for a deeper understanding of the factors that influence consumer trust on consumer behavior, especially the desire to make purchases in live streaming shopping. Therefore, this research will try to fill this gap in knowledge and provide greater insight into this topic.

Although various studies have explored factors like interactivity, informativeness, and professionalism in global live shopping, research that integrates these factors with trust as a mediator variable in the context of Batam City's fashion industry remains limited. Prior studies (Tian et al., 2023),(L. Ma et al., 2022) explores rather universal e-commerce settings or regions with differing consumer behavior. Yet Batam's unique socio-economic context—fueled by heavy exposure to international brands and border-spanning online purchases—is in turn driving the need for an understanding of how regional consumers build trust and make buying choices via live streaming channels. This research aims to fill this gap by empirically testing a large-scale model specific to Batam consumers, using live streaming across the fashion sector as the benchmark context.

2. Theoretical Framework

Interactivity is a communication situation that lasts a long time and occurs simultaneously between social media users, both sellers and customers (Elsholiha et al., 2023). Interactivity in live streaming is direct and dynamic communication between the streamer and the audience, which includes questions and answers, comments, and feedback. This engagement creates a sense of closeness, increases the audience's trust in the streamer, and drives purchase intentions. Previous research has revealed a relationship between interactivity and trust, as well as its connection to purchase intention specifically, The more interaction there is between the live streaming streamer and the audience, the more their understanding and trust in the live streamer will increase (Zhong et al., 2022). Interactivity is one of the strong factors that can affect the emotional state of a consumer, which then has an impact on consumer trust in the streamer (Yu & Zhang, 2022), (Song et al., 2022). When consumers feel the joy and happiness they get from interacting with streamers while shopping on live streaming, this can increase consumer purchasing behavior (Elsholiha et

al., 2023). Interaction in real time, can help overcome the uncertainty that arises due to the separation between information and products, this can affect how consumer purchasing decisions are made (J. Liu & Zhang, 2023). In research conducted (X. Liu et al., 2022) shows that strong interaction between streamers and viewers has a positive influence on purchase intention. Interactivity between live streamers and viewers has a positive impact on purchase intention (Zhong et al., 2022), (Alalwan, 2018). Proposed hypothesis:

H1: interactivity has a positive impact on trust

H2: interactivity has a positive impact on purchase intention

H12: Interactivity has a positive impact on purchase intention with trust as mediation

Information is one of the important components in live streaming. Quality and reliable information is very important for someone to make a decision, the more detailed and more valid the information is, the more one's trust in it will increase (Hasanah & Rakhmawati, 2025; Rohman & Rakhmawati, 2024). Therefore, the information provided or conveyed can influence a person's decisions and trust (Dong et al., 2022). The information provided by streamers to the audience can have a positive impact on audience trust (Tian et al., 2023). According to research conducted (Zhao et al., 2019) and (Elsholihah et al., 2023) when consumers are provided with relevant and transparent information, it can strengthen their confidence in the brand or company that provides the information. The level of informativeness that streamers convey to audiences can improve their purchasing behavior and can increase their desire to make a purchase (Chan et al., 2021). When consumers are provided with relevant and convincing information about a product or service, it can increase their intention to make a purchase (Ingard, 2021). Clear and reliable information can help shape consumers' beliefs about the value and benefits of products, which in turn can influence their decision to buy (Zhu et al., 2020). By providing information that inspires trust, it can trigger consumer interest in shopping or using the products offered (Augustinah et al., 2024). Proposed hypothesis:

H3: informativeness has a significant influence on trust.

H4: informativeness has a positive influence on purchase intention

H13: informativeness has a positive impact on purchase intention with trust as mediation

Professionalization is the streamer's ability to present products with in-depth knowledge, effective communication, and credible conduct, thereby increasing consumer trust and purchase intention (Yan, 2021). In live streaming commerce, streamer professionalization plays a crucial role in building consumer trust. By delivering credible and informative product presentations, streamers can strengthen consumer confidence in the products and drive purchase intentions (L. Ma et al., 2022). Previous research revealed that when streamer explains the product function and usage information in a short period of time, which not only reduces the time and cost for consumers to understand the product independently but also guarantees "trust" in the product quality, and increases consumers' inclination and trust in the streamer and the recommended product (Yan, 2021),(Elsholihah et al., 2023). Professionalization of streamers can produce more consistent, quality, and reliable content for the audience, so audience trust can increase consumer trust (J. Ma & Aung, 2022). Streamers must have knowledge about professionalization, this can attract consumer attention and increase consumer confidence in the products presented (Li et al., 2023). The professional character of the streamer can have a positive impact on consumer trust (Xu et

al., 2022). Professionalization can increase consumer purchase intentions because broadcasters can provide a good explanation of the product, they can solve potential product problems, and can provide solutions through live broadcast sales (J. Ma & Aung, 2022). When the level of professionalization increases, the audience tends to be more connected to the content provided, this can trigger the purchase intention of the audience (Xu et al., 2022), (Zhong et al., 2022). Hypothesis proposed:

H5: professionalization has a positive impact on trust

H6: professionalization has a positive influence on purchase intention

H14: professionalization has a positive impact on purchase intention with trust as mediation

Attitude refers to the positive or negative feelings or perceptions that an individual has toward something, such as live streaming or products introduced through that platform. Previous research investigated that there is a significant relationship between attitude and trust towards purchase intention (Tian et al., 2023). A study shows that a customer can build trust in a product or service by having a positive attitude (Poan et al., 2022). A positive attitude towards live streaming can directly increase viewers' trust in the platform and its content (Tan et al., 2022), (Vebriyanto & Hadi, 2023). In research conducted (Han et al., 2019) found a significant relationship between attitude and trust. In the context of customer purchase intentions to buy products, it is most likely driven by attitude (Poan et al., 2022). customer attitudes in live streaming content are the main predictors of their purchase intentions (Studi et al., 2023). When someone has a positive attitude towards live streaming, this can directly affect their intention to make a purchase (Yu & Zhang, 2022), (Saputra et al., 2023). a good attitude towards live streaming can stimulate viewers' interest in making purchases related to the content they enjoy (Vebriyanto & Hadi, 2023). A positive attitude towards live streaming can create a closer connection between the audience and the content presented, thus increasing the likelihood that they will be interested in the product or service advertised or recommended during the live broadcast (Chen & Lin, 2018). Hypothesis proposed:

H7: attitude has a positive impact on trust

H8: attitude has a positive impact on purchase intention.

H15: attitude has a positive impact on purchase intention with trust as mediation

Personal impulsiveness refers to an individual's tendency to make spontaneous decisions or purchases without careful consideration, often driven by emotional urges. This phenomenon reflects that individuals who tend to have an impulsive attitude can strengthen the trust relationship with the streamer (Tian et al., 2023). Personal impulsiveness has a hedonic element that makes a person have a greater desire to buy (Amaral & Djuang, 2023). Previous research identified the relationship between personal impulsiveness and purchase intention. Personal impulsiveness increases a person's desire and urge to make online transactions, then forms a relationship that affects purchase intention (Halim et al., 2020). Personal impulsiveness can enhance trust in streamers, leading to increased purchase intentions when viewers respond directly to products recommended by the host or streamer (Wu et al., 2021). Therefore, a relationship was formed to prove the influence of personal impulsiveness on trust and purchase intention.

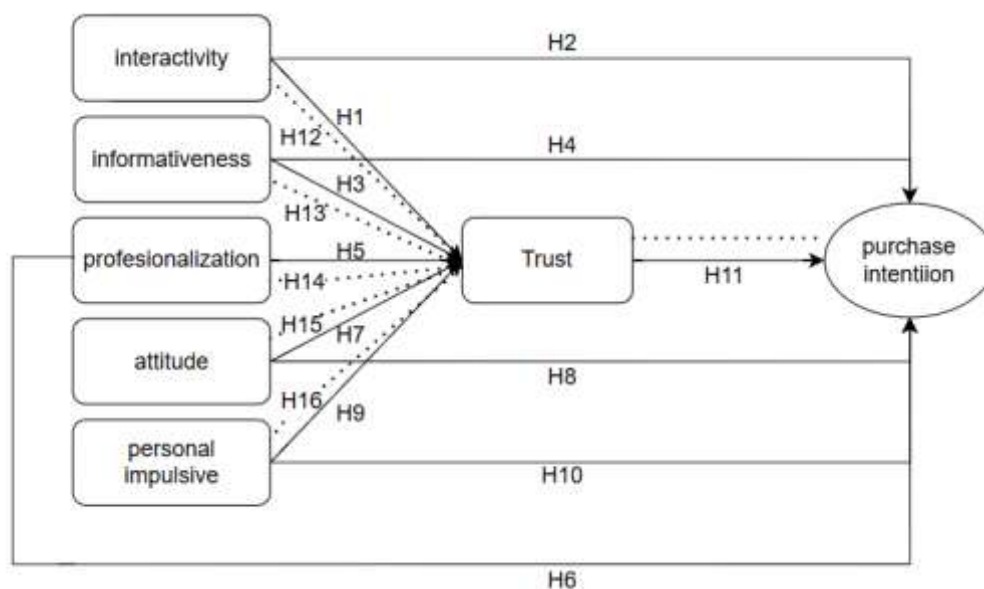
H9: Personal impulsiveness has a positive impact on trust

H10: personal impulsiveness has a positive impact on purchase intention.

H16: personal impulsiveness has a positive impact on purchase intention with trust as mediation

Trust is the belief or confidence an individual has in the reliability, quality, and integrity of a person, product, or service. In consumer contexts, trust significantly influences purchasing decisions and fosters long-term relationships between consumers and brands (Song et al., 2022). In research on online purchases, perceived trust is a major factor influencing consumers' online behavior (Poan et al., 2022). When consumers have trust in the parties involved, concerns about the risk of sharing experiences or information are no longer an obstacle, so they are more willing to make purchases (Hulu & Christiarini, 2023). Trust established with streamers in the context of live streaming shopping can be a major factor influencing viewers' purchase intentions (Zhu et al., 2020). A high level of trust in the live streaming host can have a positive influence on the purchase intention of the audience (J. Liu & Zhang, 2023; Abdul Hamid et al., 2022; Widiyanto et al., 2023). Proposed hypothesis:

H11: trust has a positive impact on purchase intention



Source: (Elsholiha et al., 2023; Zhong et al., 2022; Yu & Zhang, 2022; Song et al., 2022; J. Liu & Zhang, 2023; J. Liu & Zhang, 2023; Wu et al., 2021)

Figure 1. Conceptual Framework

3. Methods

In this research, the object chosen is live streaming shopping fashion in social commerce. The reason for choosing live streaming shopping fashion on social commerce as the object of research is because the trend of live streaming shopping is currently growing very rapidly and has great potential in the world of social commerce, especially in the fashion industry. (Annur, 2022) also mentioned in their survey results that 83.7% of Indonesians have watched online shopping through live streaming or live shopping. Live streaming shopping also

changes consumer behavior patterns where they prefer interactive shopping experiences compared to traditional methods.

The population of this research is the residents of Batam city. The target population used in this study includes all levels of society from various age ranges. The sample of this research is Batam city residents who have seen live streaming shopping fashion on social commerce. By focusing the population and sample on residents of Batam city, this research aims to gain a deeper insight into how residents of Batam city respond to and interact with this phenomenon, as well as provide a richer understanding of consumer characteristics and trends in Batam city. Thus, the selection of Batam city as the population can directly support the research objective to explore the perceptions, behaviors, and consumption patterns that are relevant in the context of live streaming shopping in the city.

The sample for this study used Hair's method with a formula of 1:10, where each question represented 10 respondents (Hair, Risher, et al., 2019). Some studies also use this sampling method, for example research conducted by Christiarini & Rahmadilla (2021), Suprpto & Wijaya (2023), and Putra (2021). The reason the researcher used this method is to ensure an adequate sample size, allowing the researcher to effectively capture population variability and produce more accurate estimates. This formula allows researchers to take a large enough sample to ensure more stable and more accurate statistical results and also prevent sample shortages that can reduce the validity and reliability of research results. Based on the 23 question instruments used in this study, at least 230 respondents are needed, but to prevent errors and ensure the accuracy of the data, the number of questionnaires to be distributed is 350 data.

This research data was obtained by distributing questionnaires online via Google Forms. The distribution of questionnaires using the Google Drive link starts from November 2023 to February 2024. As a measuring scale, this study uses a Likert scale which has 5 score categories, namely score 1 means that the respondent strongly disagrees, score 2 means that the respondent disagrees, score 3 means that the respondent is neutral, score 4 means agree, and score 5 means strongly agree (Pranatawijaya et al., 2019).

The Data Analysis Method will use Partial Least Squares (PLS) through Structural Equation Modeling (SEM) techniques. PLS is used to test the outer model, inner model, hypotheses, and other tests, as a multivariate structural equation modeling technique commonly applied in business and social fields. SEM, based on total variance analysis, includes measurement and structural models, enabling the linking of different types of variables such as independent and dependent variables (Hair, Black, Jr, et al., 2019).

The variables used in this study consist of a series of questions designed to describe and test each proposed hypothesis. These questions cover various aspects relevant to the research focus and are intended to provide a comprehensive and in-depth overview of the investigated phenomenon. Each question is formulated carefully to encompass all relevant dimensions and ensure the collected data can be used for appropriate analysis. The questions used in this study were obtained from previous researchers, (Tian et al., 2023), (L. Ma et al., 2022) and (Wu et al., 2021).

4. Results and Discussion

4.1 Measurement Model

Table 1. Results of Reability and Validity Analysis

Construct	Item	Outer	Cronbach's α	CR	AVE
Interactivity (INV)	INV1	0.91	0.845	0.907	0.764
	INV2	0.851			
	INV3	0.86			
Informativeness (INF)	INF1	0.854	0.802	0.883	0.715
	INF2	0.828			
	INF3	0.856			
Personal Impulsive (PIM)	PIM1	0.921	0.941	0.957	0.849
	PIM2	0.919			
	PIM3	0.941			
	PIM4	0.904			
Attitude (ATT)	ATT1	0.867	0.811	0.888	0.726
	ATT2	0.819			
	ATT3	0.87			
Profesionalization (PRO)	PRO1	0.836	0.794	0.866	0.619
	PRO2	0.778			
	PRO3	0.818			
	PRO4	0.708			
Trust (TR)	TR1	0.876	0.832	0.899	0.749
	TR2	0.896			
	TR3	0.823			
Purchase Intention (PI)	PI1	0.86	0.786	0.875	0.701
	PI2	0.776			
	PI3	0.872			

Source: Primary data processed in 2025

The evaluation of the measurement model yields favorable results, indicating robust convergent validity and reliability. Outer loadings, predominantly surpassing the 0.7 threshold, affirm the measurement items' reliability in capturing their corresponding latent constructs accurately. Although a few items exhibit slightly lower outer loadings, they remain within acceptable ranges, thereby maintaining the integrity of the measurement model (Hair, Risher, et al., 2019).

Furthermore, the Cronbach's alpha values for each reflective construct consistently exceed 0.7, indicative of commendable internal consistency. This suggests that the items within each construct consistently measure the same underlying concept. Additionally, the construct reliability (CR) values, surpassing the recommended threshold of 0.7, provide further evidence of the measurement items' reliability in representing their respective constructs adequately (Hair, Risher, et al., 2019).

In terms of average variance extracted (AVE), most constructs demonstrate values above 0.5, signifying that the items explain more than 50% of the variance within the latent constructs. While one construct may exhibit a marginally lower AVE, all values remain within acceptable ranges, ensuring the robustness of the measurement model (Hair, Risher, et al., 2019).

In summary, these comprehensive results instill confidence in the reliability and validity of the measurement model. Such confidence lays a solid foundation for meaningful interpretation and valid conclusions drawn from subsequent structural model analyses and hypothesis testing within the research framework.

Table 2. Discriminant Validity Based on Fornell–Larcker Criterion

	ATT	INF	INV	PIM	PRO	PI	TR
ATT	0.852	-	-	-	-	-	-
INF	0.442	0.846	-	-	-	-	-
INV	0.466	0.799	0.874	-	-	-	-
PIM	0.569	0.314	0.348	0.921	-	-	-
PRO	0.44	0.575	0.519	0.298	0.787	-	-
PI	0.533	0.312	0.296	0.402	0.426	0.837	-
TR	0.575	0.612	0.624	0.412	0.571	0.571	0.865

Source: Primary data processed in 2025

Based on the table, it can be observed that all constructs have values greater than the correlations with other constructs. Overall, the discriminant validity criteria are well met, indicating that each construct is unique and capable of capturing phenomena not observed by other constructs in the model.

4.2 Descriptive Analysis

Table 3. Sample Statical Structure

Measurement	Items	Frequency	Percent
Age	15 years old - 25 years old	212	64.4
	26 years old - 35 years old	77	23.4
	36 years old - 45 years old	22	6.7
	45 years old and above	2	0.6
Gender	Male	126	38.3
	Female	203	61.7
highest education level	S1	89	27.1
	S2	2	0.6
	S3	1	0.3
	SD	10	3
	SMA/K	214	65
	SMP	13	4
occupation	Belum Bekerja	14	4.3
	Food and Beverage Service or Perhotelan	1	0.3
	ibu rumah tangga	1	0.3
	Ibu rumah tangga	8	2.4
	Karyawan / Pegawai Negeri	14	4.3
	Karyawan / Pegawai Swasta	104	31.6
	Pelajar / Mahasiswa	159	48.3

Measurement	Items	Frequency	Percent
	Pengusaha / Wiraswasta	28	8.5
salary	diatas Rp. 3.000.000	24	7.3
	dibawah Rp.500.000	114	34.7
	Rp. 1.000.001 - Rp. 2.000.000	40	12.2
	Rp. 2.000.001 - Rp. 3.000.000	44	13.4
	Rp. 500.001 - Rp. 1.000.000	107	32.5
Total		329	100

Source: Primary data processed in 2025

In the conducted survey, it was found that the percentage of female respondents reached 61.7%, while the male respondents accounted for only 38.3%. Based on the presented percentage data, it can be concluded that women show a higher interest in fashion. Additionally, women are also more actively involved in activities on social media platforms. Strengthened by the fact that the fashion market targets more women, this encourages them to be more inclined to participate in live-streaming shopping events. Therefore, the conclusion is that women play a dominant role in the consumption and interaction of fashion products in live-streaming shopping.

Based on the survey results, it was found that the majority of live-streaming shopping viewers are in the age range of 15 to 25 years old. This phenomenon can be attributed to widespread access to technology, high interest in fashion trends, and active involvement in social media platforms. As a result, this age group is more inclined to follow live-streaming fashion content.

4.3 Hypotheses Testing (direct and indirect effect)

Tabel 4. Results of Path Analysis

Hypothesis	Relations Between Variables	Sample Mean	T Statistic	P Values	Status
H1	interactivity -> trust	0.234	2.777	0.005	significant
H2	interactivity -> purchase intention	-0.167	2.043	0.040	significant
H3	informativeness -> trust	0.155	2.235	0.023	significant
H4	informativeness -> purchase intention	-0.047	0.628	0.517	not significant
H5	profesionalization -> trust	0.223	3.791	0.000	significant
H6	profesionalization -> purchase intention	0.150	2.406	0.016	significant
H7	attitude -> trust	0.264	4.015	0.000	significant
H8	attitude -> purchase intention	0.256	3.602	0.000	significant
H9			1.440		not significant
H10	personal impulsive -> trust	0.068		0.150	significant
	personal impulsive -> purchase intention	0.106	2.003	0.045	significant
H11	trust -> purchase intention	0.431	5.840	0.000	significant
H12	interactivity -> trust -> purchase intention	0.101	2.625	0.009	Significant
H13	Informativeness -> trust ->	0.067	2.625	0.036	Significant

Hypothesis	Relations Between Variables	Sample Mean	T Statistic	P Values	Status
	purchase intention				
H14	Professionalization -> trust		1.316		
	-> purchase intention	0.094		0.003	Significant
H15	Attitude -> trust ->		2.937		
	purchase intention	0.113		0.003	Significant
H16	Personal impulsive -> trust		1.316		Not
	-> purchase intention	0.029		0.183	significant

Source: Primary data processed in 2025

4.4 Discussion

1. *Interactivity on Trust (H1) and Interactivity on Purchase Intention (H2)*

The study found that interactivity plays a pivotal role in shaping consumer trust and purchase intention. Specifically, higher levels of perceived interactivity lead to increased trust (H1: $\beta=0.234$, $T= 2.777$, $p=0.005$) and greater purchase intentions (H2: $\beta=-0.167$, $T=2.043$, $p=0.040$). This can be explained by the fact that high interaction between consumers and sellers, especially in the form of quick and real-time responses on live streaming, creates a sense of closeness that increases consumer trust and purchase intention. The result obtained show that in Batam, consumers of live streaming fashion tend to trust interactive sellers more because they feel informed and directly involved with the product, this can also increase their desire to buy the product offered. The results obtained are similar to research conducted by (L. Ma et al., 2022), (Tian et al., 2023), (J. Liu & Zhang, 2023), In their studies, they found that the interactions occurring between streamers and their audiences can enhance trust and increase purchase intentions.

2. *Informativeness on Trust (H3) and Informativeness on Purchase Intention (H4)*

Informativeness was found to significantly impact trust (H3: $\beta=0.155$, $T=2.235$, $p=0.023$) This indicates that the more extensive and higher quality the information provided, the greater the trust of the audience, leading to an increase in purchase intention. The results obtained are similar to research conducted by (Tian et al., 2023), (Dong et al., 2022), (Ingard, 2021), In their research, they revealed a positive relationship between informativeness and purchase intention. Although informativeness is able to influence trust but not purchase intention (H4 : $\beta= -0.047$, $T=0.628$, $p=0.517$). This suggests that while informative content enhances trust by providing valuable information to consumers, it may not directly influence their purchase decisions. From the result obtained, it can be concluded that consumers in Batam value accurate information but are not very encouraged to buy without direct interaction with the seller. The practical implication of this finding is that marketers need to complement information-based strategies with more engaging approaches, such as attractive visual elements or live interaction, to trigger purchase intent. Theoretically, these results support research showing that informativeness is an important component in building trust, but not the only factor determining purchase intention in the context of online shopping, especially in live streaming platforms where professionalization and live interaction play a greater role.

3. *Professionalization on Trust (H5) and Professionalization on Purchase Intention (H6)*

The results indicate that professionalization positively influences both trust (H5: $\beta=0.223$, $T= 3.791$, $p=0.000$) and purchase intention (H6: $\beta=0.150$, $T=2.406$, $p=0.019$). This implies

that when consumers perceive a high level of professionalism in the presentation of content or platform, it instills trust in the source and enhances their willingness to make purchases. Professionalism reflects competence, reliability, and credibility, all of which are essential factors in building a favorable consumer perception and driving purchase intent. In Batam, live streaming consumers tend to prefer sellers who display a professional impression because it is considered to reflect the expertise and credibility of the product. This finding is consistent with the study of (L. Ma et al., 2022), (Li et al., 2023). which states that professionalism creates positive perceptions that strengthen trust, thereby increasing consumer purchase intentions. When a streamer presents itself professionally, it not only increases the perceived value of its products or services, but also fosters trust among potential buyers. As a result, this increased trust translates into a higher likelihood of purchase intent, as customers are more likely to engage with and purchase from sources they perceive as trustworthy and knowledgeable.

4. *Attitude on Trust (H7) and Attitude on Purchase Intention (H8)*

Attitude was found to significantly relate to both trust (H7: $\beta=0.264$, $T=4.015$, $p=0.000$) and purchase intention (H8: $\beta=0.256$, $T=3.602$, $p=0.000$). It means that the more positive a person's attitude is towards a brand or organization, the higher their level of trust in that brand or organization. Additionally, a positive attitude towards a brand or product tends to increase the likelihood that consumers will purchase that product or service. A positive attitude can influence perceptions of value, satisfaction, and the desire to purchase among consumers. This shows that a positive attitude towards live streaming content influences consumers in Batam to feel more connected to products and sellers. The results obtained are similar to research conducted by (Tian *et al.*, 2023), (Yu & Zhang, 2022), (Tan et al., 2022) in their research they found a positive impact that attitude plays on trust and purchasing decisions.

5. *Personal Impulsiveness on Trust (H9) and Personal Impulsive on Purchase Intention (H10)*

Personal Impulsivity did not significantly affect trust (H9: $\beta=0.68$, $T=1.440$, $p=0.160$), which means that the impulsive tendencies of consumers in Batam are not strong enough to build trust in live streaming hosts or platforms. Trust is based on perceptions of reliability, integrity, and competence, and is unlikely to be affected by individual impulsive tendencies. Trust requires a foundation of sustained positive experiences and credible information, which cannot be achieved through impulsive behavior. Therefore, marketers must combine approaches that trigger impulsivity with strategies that emphasize professionalism and consistent interaction to generate stronger trust. This finding supports the view that trust is not just the result of spontaneous responses but requires a more stable foundation (Wongkitrungrueng & Assarut, 2020). Although it does not affect trust, personal impulsivity affects purchase intention (H10: $\beta=0.106$, $p=0.045$) because consumers with impulsive tendencies tend to make purchasing decisions based on immediate impulses without considering various factors. From the results obtained, it can be concluded that in Batam, consumers with impulsive tendencies are more likely to decide to buy in live streaming without paying too much attention to the level of trust in the seller. This indicates that impulsivity drives instant purchasing decisions, but is not strong enough to build long-term trust in the seller or the platform used. The results obtained are similar to the research

conducted by (Amaral & Djuang, 2023).

6. *The Role of Trust in Driving Purchase Intention (H11)*

Trust was found to have a strong positive effect on purchase intention (H11: $\beta=0.431$, $T=5.840$, $p=0.000$), underscoring its significance in influencing consumer behavior. The results indicate that consumers in Batam are more inclined to make purchases through live streaming platforms they consider trustworthy. Consumers who perceive a high level of trustworthiness in a brand, product, or platform are more likely to express an intent to purchase. Trust acts as a foundation for building lasting relationships with consumers and is crucial for fostering customers purchases. The results obtained are similar to research conducted by (Tian et al., 2023) and (J. Liu & Zhang, 2023) which reveal a positive and significant impact of trust on purchase intention.

7. *Interactivity on purchase intention with trust as mediation (H12)*

In general, interactive features have been found to have a significant effect on trust (H12: $\beta=0.101$, $T=2.625$, $p=0.008$), which in turn affects purchase intention. This means that if there are elements of interactivity within content; they can create trust with the consumer thereby increasing their likelihood to buy. Interactivity in live shopping increases trust because it allows consumers to interact directly with the seller, ask questions, and see the product transparently. This makes the shopping experience feel more personalized and increases purchase intent. In Batam, trust is an important factor as many consumers are used to shopping across borders and dealing with a wide selection of products. With interactive features that enable live Q&A and product verification, Batam consumers feel more confident about the authenticity and quality of products, which in turn increases their purchase intention. It is therefore important for businesses to know that interactive materials engage users while fostering a credible relationship that may result in more sales. The results obtained are similar to research conducted by (L. Ma et al., 2022),(J. Liu & Zhang, 2023)

8. *Information on purchase intention with trust as mediation (H13)*

Informational value affects trust (H13: $\beta=0.067$, $T=2.625$, $p=0.036$), and through it affects purchase intention. This suggests that trust can be increased by providing useful information in the content. The value of information in content increases trust because clear information helps consumers understand and feel confident about the product. Relevant and transparent information builds seller credibility, which in turn drives purchase intentions. In Batam, where consumers often face many choices, complete information is essential to assess product quality and reliability. Batam consumers tend to be more trusting and compelled to buy if the content provides information that helps their decision. The results obtained are similar to research conducted by (Tian et al., 2023)

9. *Professionalization on purchase intention with trust as mediation (H14)*

The results confirm that the professionalization highly mediates and then affects purchase intention through trust (H14: $\beta = 0.094$, $T = 1.316$, $p = 0.004$). This indicates that when streamers show a professional persona-such as by demonstrating product knowledge, expressing it clearly, and behavior credibility-trust builds among consumers. Thus, the key pathway through which professionalization affects purchase decisions is trust. In Batam,

consumers usually compare products from local to international brands; therefore, professionalism is an indicator of credibility and quality. Seriousness, knowledge, and consistency would easily lead Batam consumers into believing the claims made by streamers. This inevitably increases their intent to purchase live streaming. Thus, professional and polished content is meant not only to attract consumers' attention but also makes way for enhanced trust which ultimately leads to purchase intention. The results obtained are similar to research conducted by (L. Ma et al., 2022).

10. *Attitude on purchase intention with trust as mediation (H15)*

Attitude significantly impacts trust (H15: $\beta=0.113$, $T=2.937$, $p=0.003$), which in turn affects purchase intention. This suggests that positive attitudes towards content can build trust, thereby increasing the intention to purchase. Attitude towards content is, therefore, an important factor in developing trust and driving consumer purchase behavior. In Batam, where consumers are faced with many choices, a positive attitude towards content is essential to attract their attention. Batam consumers who favor content are more likely to trust and purchase products, building strong relationships with brands in a competitive market. The results obtained are similar to research conducted by (Tian et al., 2023).

11. *Personal impulsive on purchase intention with trust as mediation (H16)*

Personal impulsive behavior does not significantly impact trust (H16: $\beta=0.029$, $T=1.316$, $p=0.183$), and thus does not significantly influence purchase intention. This indicates that personal impulsiveness does not play a significant role in building trust or driving purchase intentions in this context. This suggests that in Batam, although impulsive behavior may be triggered by the many options available, it is not enough to build the trust necessary for a long-term relationship with the brand. Therefore, marketers need to focus on elements that build trust to drive more sustainable purchase intentions. As such, content strategies focusing on impulsiveness may not effectively foster trust or influence purchasing. The practical of these findings is that marketing strategies that only capitalize on impulsive responses may be less effective in driving long-term purchase intentions. Instead, marketers need to emphasize elements that build trust through consistent and professional interactions that have been shown to be more successful in sustaining consumer relationships. This finding is supported by research conducted by (J. Liu & Zhang, 2023) who said that personal impulsiveness on purchase intention with trust as mediation does not have a significant relationship.

Tabel 5. R-square (R2)

	Trust	Purchase Intention	Average
R	0.548	0.424	0.486
AVE			0.731
GoF			0.596

Source: Primary data processed in 2025

Based on the data presented in Figure 7, we can interpret the R-square value for the "trust" and "purchase intention" variables. For the "Trust" variable, the R^2 value is 0.548, indicating that approximately 54.8% of the variance in the "Trust" variable is explained by the independent variables in the model. This suggests a strong predictive power of the model for the "Trust" variable. On the other hand, the "Purchase Intention" variable has an R^2 value of 0.424, which means that around 42.4% of the variance in the "Purchase Intention" variable is

accounted for by the independent variables in the model. This suggests a moderate predictive power of the model for the "Purchase Intention" variable. Ghozali suggests that a GoF value of 0.36 or higher is a good fit for the overall model (Ghozali, 2021). In this case, the calculated GoF value of 0.596 is well above the recommended limit of 0.36, which indicates the overall fit of the model to the data and indicates that the model falls into the "strong" category.

5. Conclusion

This study underscores the significant role of interactivity, informativeness, professionalism, positive attitude, and trust in shaping consumer purchase intention on live-streaming shopping platforms in Batam. Interactivity, professionalism, and attitude directly and indirectly (via trust) enhance purchase intention. Although informativeness does not directly affect purchase intention, it strengthens trust, which in turn influences buying behavior. Personal impulsiveness impacts spontaneous purchases but has little effect on trust. Overall, trust emerges as a key mediator and driver of purchase intention. These findings suggest that strategies enhancing interaction, information quality, professionalism, and consumer attitudes are essential for boosting trust and online sales.

The limitations of this study lie in the population scope, which is restricted to the Batam City area and focused on the fashion sector within live streaming shopping platforms. This may limit the generalizability of the research findings to other geographical contexts or industry sectors. Additionally, the data collection method used in this study, which involved online surveys, introduces the possibility of response bias related to the level of digital activity and proficiency, potentially resulting in findings that do not accurately reflect the full range of live streaming consumer preferences.

As a suggestion, future research could consider expanding the population scope and industry sectors to allow for more generalizable findings. Additionally, using mixed methods, such as in-depth interviews or direct observation, could provide richer insights into consumer behavior in live streaming shopping. Future research may include additional variables such as brand image or perceived value as independent, and satisfaction as mediators, to further clarify the understanding of this relationship and increase the significance of the research model.

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