

**THE ROLE OF CONSUMER TRUST IN MEDIATING THE INFLUENCE OF LIVE  
STREAMING SHOPPING ON PURCHASE DECISIONS IN THE SHOPEE APPLICATION  
(Study of Generation Z Shopee Live Users in Denpasar City)**

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**Abstract**

The development of information and communication technology has driven the rapid growth of e-commerce, changing the way people shop. Shopee, as one of the largest e-commerce platforms in Indonesia, has presented innovation through the Shopee Live feature, which allows direct interaction between sellers and buyers via live streaming to encourage consumer purchasing decisions. Live streaming offers consumers an interactive and real-time shopping experience with sellers who are able to increase consumer confidence in the products offered. This research aims to understand the influence of live streaming shopping on purchasing decisions and the role of consumer trust as a mediating variable in the Shopee e-commerce context, especially in Denpasar City. This research involved 112 generation Z respondents who were Shopee Live users in Denpasar City. The data collection method was carried out through an online questionnaire, and the data was analyzed using path analysis, Sobel test, and VAF (Variance Accounted For) test. The research results show that live streaming shopping has a positive and significant effect on purchasing decisions and consumer trust. Consumer trust also has a positive and significant influence on purchasing decisions, and successfully mediates some of the influence of live streaming shopping on purchasing decisions. These results provide insight for e-commerce business players to develop effective marketing strategies by utilizing live streaming shopping features and building consumer trust to increase purchasing decisions.

**Keywords:** Live Streaming, Live Streaming Shopping, Consumer Trust, Purchase Decisions

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## INTRODUCTION

Shopee is an electronic commerce site headquartered in Singapore and owned by Sea Limited, bringing this e-commerce concept into practice. First launched in Singapore in 2015, Shopee has now penetrated markets in Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines (Wasli, 2020). As one of the largest e-commerce platforms in Indonesia, Shopee offers a safe and enjoyable online shopping experience. Various product categories, from beauty to electronic equipment, Shopee empowers consumers to shop without having to leave the comfort of their home.

**Table 1. Visitor Trends E-Commerce Q3 2023**

No.	Name <i>Ecommerce</i>	Q1 (million)	Q2 (million)	Q3 (million)
1	Shopee	157.9	166.9	216.7
2	Tokopedia	117	107.2	97
3	Lazada	83.2	75.5	52.2
4	Blibli	25.4	27.1	28.4
5	Bukalapak	18	15.5	12.3

*Source: databox, 2023*

Trends in e-commerce visitors in Q3 2023, as seen in the table above, provide an interesting picture of the dynamics of the online market during that period. Shopee led the way with the largest number of visitors, reaching 216.7 million, showing significant growth from the previous quarter. Meanwhile, Tokopedia, despite showing a decline from the previous quarter, still maintained its position as one of the leading platforms with 97 million visitors. On the other hand, Lazada experienced a fairly sharp decline from the previous quarter, decreasing to 52.2 million visitors in Q3 2023. Blibli and Bukalapak, despite having lower visitor numbers, showed steady growth during that period. Data from the third quarter of 2023 shows that Shopee has the highest number of visitors compared to other platforms. Shopee's success shows the importance of this platform in the e-commerce ecosystem and its relevance as a research subject for understanding online consumer behavior.

Shopee brings innovation through the Shopee Live feature, a live streaming video platform that allows users to watch influencers or other users live showcasing products on Shopee. Users can get more detailed information about the product, creating a sense of confidence before making a purchase with this feature (Shopee Indonesia, 2023). The existence of Shopee Live reflects Shopee's efforts to create a more interactive and personalized shopping experience for its consumers.

**Table2. Populix Survey Data: Live Streaming Shopping Most Frequently Used in Indonesia 2023**

Rating	Ecommerce Features	Respondents' Answers (%)
1	Shopee Live	69
2	TikTok Live	25
3	LazLive	4
4	Tokopedia Play	2

Source: *industryroid (2023)*

The Populix survey, entitled "Understanding Live Streaming Shopping Ecosystem in Indonesia," shows that Shopee Live dominates the ranking of Indonesian people's memories, ahead of other platforms such as TikTok Live and LazLive. Based on a survey conducted on 506 men and women aged 17-45 years in May 2023, it was revealed that 69 percent of respondents said Shopee Live was the live streaming feature most frequently used by Indonesian people. Shoppe Live far exceeds its competitors, namely TikTok Live 25 percent, Tokopedia Play 4 percent, and LazLive 2 percent(Ridwan, 2023).

Live streaming platforms are now primed as key promotional tools to drive order conversions and create live streaming experiences that increase customer engagement. Live streaming is also an opportunity for MSMEs to carry out a more interactive buying and selling process, answer consumer questions directly, and encourage direct purchases. The advantage of live streaming lies in its ability to increase direct interaction between brands and consumers, creating a more immersive experience (Fachri, 2023).

The use of live streaming in digital marketing is growing and being adopted by many brands. Apart from attracting public interest, live streaming is also a magnet for business partners to join various live streaming platforms. Live streaming is not only a promotional and marketing tool, but also an effective sales strategy. Brands have expanded their market through live streaming, leveraging it as a tool to capture consumer attention and increase sales in the ever-evolving digital marketing era. (Santoso, 2021).

According to Yuni, Broto, and Sinajorang (2023), live streaming shopping is one of the promotional strategies for e-commerce with a working concept such as exclusive broadcasts to provide a more informative and less distant selling experience with customers, so as to increase sales opportunities. This context underlines that customer purchasing decisions are crucial moments that are closely connected to the live streaming shopping experience.

The use of the Technology Acceptance Model (TAM) in the context of research on live streaming shopping can provide a strong conceptual foundation. Research can more deeply understand how the perceived usefulness and ease of use of live streaming shopping influences user intention and adoption in the context of purchasing decisions by applying TAM. TAM can help identify factors that motivate users to use live streaming shopping features, including the level of trust and interactivity customers gain during live streaming sessions. The research results show that TAM 1 has a positive influence on the desire to shop online. Consumers who have an understanding of applying online technology tend to have higher motivation in shopping online. This can be used as a reference in developing online marketing strategies, whether in developing applications or online platforms (Dewi & Santika, 2018).

The results of previous research conducted by Ambiya and Faddila (2023) stated that there was a significant influence between the live streaming shopping variables on purchasing decisions and live streaming had a positive correlation with purchasing decisions. The results of other research conducted by Agustin (2023) stated that the live streaming variable had a positive but not significant effect on purchasing decisions. Apart from that, research conducted by Imsar and Harahap (2021), states that live streaming has a negative and insignificant influence on purchasing decisions.

Several previous studies have shown that there are inconsistencies in the results regarding the influence of live streaming shopping on purchasing decisions, so that a mediating variable is needed that can indirectly influence the relationship between live streaming shopping and a consumer's purchasing decision. As a solution to this research gap, a variable that can be used as a mediator is consumer trust, which plays a role as an indirect link between live streaming shopping and purchasing decisions.

According to Pranata et al. (2021) customer trust is necessary for all knowledge possessed by customers and all conclusions made by customers about objects, attributes and benefits. Trust is generally seen as a fundamental element for a successful relationship. Without trust, a relationship will not last for a long time. Customer trust plays an important role in shaping purchasing decisions, both in conventional and online purchasing contexts. According to Limakrisna and Susilo (2012) trust is a very important tool in marketing which is one of the factors that can influence customer purchasing decisions for a product in the public sector. Building trust is an important factor that can factor into a customer's purchasing decision for a brand.

According to the 2022 Bali Province BPS report, Denpasar City ranks first out of eight districts/cities in Bali in ICT access, reaching 84.51 percent. ICT users in Denpasar City tend to spend 7-8 hours accessing digital platforms, indicating a

good level of skill and comfort in using technology. This shows that the people of Denpasar City have a strong ability to carry out online buying and selling transactions through e-commerce such as Shopee, Tokopedia, reflecting the rapidly growing adoption of technology in the region.(BPS, 2022).

A pre-survey was conducted in Denpasar City involving 20 respondents in order to explore the role of consumer trust as a mediator between the influence of live streaming and purchasing decisions.

**Table3. Pre-Survey Results in Denpasar City**

No	Question	Answer Respondent (person)			Percentage (%)	
		Yes	No	Total	Yes	No
1.	Have you ever used the live streaming feature on Shopee to see products showcased by users or influencers?	19	1	20	95	5
2.	Have you ever interacted or asked questions to users or influencers during a live streaming broadcast on Shopee?	13	7	20	65	35
3.	Are you more likely to purchase a product after viewing a live stream compared to viewing a static product description?	16	4	20	80	20
4.	Are you satisfied with the live streaming feature on Shopee in terms of providing the information needed to make purchasing decisions?	16	4	20	80	20
5.	Does your trust in the user or influencer doing the live streaming influence your purchasing decision?	15	5	20	75	25

*Source: Processed data, 2023*

Based on Table 3, it can be seen that as many as 19 out of 20 people have used the live streaming feature in the Shopee application, which is commonly known as the Shopee Live feature. Then 13 out of 20 respondents had interacted with this feature, such as asking questions about products in the Shopee Live chat column. As many as 16 out of 20 respondents were more likely to make purchasing decisions after seeing product explanations via live streaming compared to reading product descriptions in the description box for each item on Shopee. Then

16 out of 20 respondents expressed satisfaction with the live streaming feature on Shopee which can provide more detailed information. Of the 20 respondents, 15 people stated that their trust in the users and influencers they follow who do live streaming can influence purchasing decisions, so these results support the use of the consumer trust variable as a mediating variable.

The use of a mediating variable, namely consumer trust, in this research is also supported by previous research by Diarya and Raida (2023) which states that live streaming has a significant influence on consumer trust and the presence of live streaming will build consumer trust when shopping online and make it easier to buy. gain consumer trust because it is not edited. According to Prasetiawati, Wardhani, and Izaak (2023) trust has a positive and significant influence on purchasing decisions, trust influences consumers' decisions to buy at lazada.com. This shows that trust can influence purchasing decisions through e-commerce.

Seeing the increasingly dominant role of e-commerce in people's daily lives, especially with the emergence of the live streaming shopping phenomenon and the important role of consumer trust in purchasing decision making, this research becomes very relevant. The increasing trend of using live streaming shopping shows that e-commerce platforms, such as Shopee, have succeeded in creating a more interactive and personalized shopping experience for their consumers. However, in this context, there is still a research gap related to the direct influence of live streaming shopping on purchasing decisions, as well as the mediating role played by consumer trust. Therefore, this research aims to explore the relationship between live streaming shopping and purchasing decisions, by considering the important role of consumer trust as a mediating variable in the e-commerce context, especially in the Shopee application, as well as its impact on consumers' online shopping behavior. It is hoped that the results of this research can provide a significant contribution in understanding the dynamics of consumer behavior in the context of e-commerce which continues to develop.

## **RESEARCH METHODS**

The research design used in this research is a quantitative approach in the form of causal associative. Associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences and causal relationships. This research design was used because this research will discuss and test the relationship between live streaming variables, consumer trust, and purchasing decisions, especially for consumers using Shopee Live in Denpasar City.

This research uses a non-probability sampling method, namely a sampling technique that does not provide equal opportunities for each element or member

of the population to be selected as a sample (Rahyuda, 2020). The non-probability sampling technique chosen is a type of purposive sampling, namely a technique for determining samples with certain considerations in accordance with the research objectives.

**DATA AND DISCUSSION**

**Results of Inferential Statistical Analysis**

**Classic assumption test**

The classical assumption test aims to determine and test the feasibility of the regression model used in this research. The results of the classical assumption tests carried out in this research are the normality test, multicollinearity test, and heteroscedasticity test.

1) Normality test

This test aims to find out whether the variables in this study are normally distributed or not. Normality testing can be carried out using the Kolmogorov-Sminrov non-parametric statistical test with the SPSS version 26 program. The test results can be said to be normally distributed if the value of Asymp. Sig. (2-Tailed) greater than 0.05 ( $\alpha = 5$  percent) (Ghozali, 2021: 196).

**Table 4. Model 1 Normality Test Results**

<i>Unstandardized Residuals</i>	
N	112
Statistical Tests	0.080
Asymp. Sig, (2-tailed)	0.072

Source:Data processed, 2024

The normality test results in Table 4 show that the value of Asymp.Sig. (2-tailed) of 0.072 which indicates that the model 1 regression equation is normally distributed and passes the normality test because the Asymp value. Sig. (2- tailed) is greater than 0.05.

**Table 5. Model 2 Normality Test Results**

<i>Unstandardized Residuals</i>	
N	112
Statistical Tests	0.069
Asymp. Sig, (2-tailed)	0.200

Source:Data processed, 2024 (

The normality test results in Table 5 show that the value of Asymp.Sig. (2-tailed) of 0.200 which indicates that the model 2 regression equation is normally distributed and passes the normality test because the Asymp value. Sig. (2- tailed) is greater than 0.05.

## 2) Multicollinearity Test

The multicollinearity test aims to prove whether a regression model research has a correlation between the independent variables. Research can be said to be good if there is no correlation between the independent variable and the dependent variable and there are no symptoms of multicollinearity, this can be seen in the VIF (variance inflation factor) value and tolerance value with a VIF value smaller than 10.00 and a tolerance value greater than 0 .10 (Ghozali, 2021: 157).

**Table 6. Multicollinearity Test Results for Model 1**

Variable	Tolerance	VIF
Live Streaming Shopping(X)	1,000	1,000

*Source: Processed data, 2024 (Appendix 8)*

The multicollinearity test results in Table 6 show the VIF and tolerance values of the live streaming shopping variables. Based on the test results, the VIF value of 1,000 is smaller than 10.00 and the tolerance value of 1,000 is greater than 0.10, which means that the model 1 regression equation is free from symptoms of multicollinearity.

**Table 7. Multicollinearity Test Results for Model 2**

Variable	Tolerance	VIF
Consumer Trust(M)	0.478	2,091
Live Streaming Shopping(X)	0.478	2,091

*Source:Data processed, 2024*

The multicollinearity test results in Table 7 show the VIF value and tolerance value of the consumer trust and live streaming shopping variables. Based on the test results, each variable has a VIF value of 2.091 which is smaller than 10.00 and a tolerance value of 0.478 which is greater than 0.10, which means that the model 2 regression equation is free from symptoms of multicollinearity.

## 3) Heteroscedasticity Test

A good regression model is one that is homoscedastic or does not have heteroscedasticity. This test is carried out to determine whether in the

regression model there is an inequality of variance and residuals from one observation to another which is carried out using the Glejser test. If none of the independent variables has a significance greater than 0.05 for the absolute residual value then it does not contain symptoms of heteroscedasticity (Ghozali, 2021: 178).

**Table 8. Heteroscedasticity Results of Model 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,231	,882		4,797	,000
1 Live Streaming Shopping	-.134	.041	-.299	-3,285	,001

Source: Processed data, 2024

The heteroscedasticity test results in Table 8 show the significance value of the live streaming shopping variable is 0.001. This value is smaller than 0.05, which indicates that there is a significant relationship between the independent variable (live streaming shopping) and the absolute value of the residual, in other words, the residual variance is not constant and tends to be influenced by the value of live streaming shopping. This shows that model 1 experiences symptoms of heteroscedasticity.

**Table 9. Heteroscedasticity Results of Model 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,763	,953		,800	,425
1 Live Streaming Shopping	,130	,058	,303	2,236	,027
Consumer Trust	-.098	,059	-.223	-1,650	,102

Source: Processed data, 2024

The heteroscedasticity test results in Table 9 show the significance value of the live streaming shopping variable is 0.027 and the consumer

trust variable is 0.102. The significance value of the live streaming shopping variable is smaller than 0.05, which indicates that there is a significant relationship between the independent variable (live streaming shopping) and the absolute value of the residual, in other words, the residual variance is not constant and tends to be influenced by the value of live streaming shopping. Meanwhile, the significance value of the consumer trust variable is greater than 0.05, which indicates that there is no significant relationship between the independent variable (consumer trust) and the absolute value of the residual, in other words, the residual variance tends to be constant and is not influenced by the value of consumer trust. This shows that model 2 experiences symptoms of heteroscedasticity. Model 2 as a whole is still considered to experience symptoms of heteroscedasticity. This is because the presence of one independent variable that is significant in the heteroscedasticity test is enough to indicate that the residual variance is not constant overall in the model.

### Path analysis

This research uses path analysis techniques, which is a form of multivariate analysis. Path analysis is used to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables on the dependent variable. The following are the results of the path analysis calculated using the SPSS version 26 program.

- 1) Formulate hypotheses and structural equations
  - (1) The live streaming shopping variable (X) influences the consumer trust variable (M).
  - (2) The consumer trust variable (M) influences the purchasing decision variable (Y).
  - (3) The live streaming shopping variable (X) influences the purchasing decision variable (Y).
  - (4) The live streaming shopping variable (X) influences the purchasing decision variable (Y) through the consumer trust variable (M).

a) Sub-structural equation 1 for the influence of live streaming shopping (X) on consumer trust (M).

Sub-structural equation 1, namely:

$$m = \beta_2 X + e_1$$

The following are the results of data processing and calculations from the formulation of the structural equation model one which are presented in Table 10.

**Table 10. Results of Sub-structural Path Analysis 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,614	1,399		4,726	,000
1 Live Streaming Shopping	,711	,065	,722	10,956	,000
R Square	,522				
F Statistics	120,038				
Sig.F	,000				

Dependent Variable: Consumer Trust

Source: Processed data, 2024

Based on the results of the path analysis presented in Table 10, the following equation can be formulated:

$$M = \beta_2 X + e_1$$

$$M = 0.722 + e_1$$

In Table 10, the results of data processing are presented which show an F coefficient value of 120.038 with a significance of 0.000 < 0.05, which means that the equation is valid or appropriate to explain the influence of the live streaming shopping variable on the consumer trust variable.

The regression coefficient value for the live streaming shopping variable is positive, namely 0.722, which means that if live streaming shopping increases, consumer trust will increase by 0.722. A significance value of less than 0.05 indicates that the live streaming shopping variable has a significant positive influence on consumer trust. A constant value of 6.614 means that if the live streaming shopping value is equal to zero then the consumer trust value is also 6.614. The magnitude of the influence of the independent variable on the dependent variable as shown by the total determination value (R square) of 0.522 means that researchers are able to reveal the influence of live streaming shopping on consumer trust of 52.2 percent, while the remaining 47.8 percent is influenced by other variables. not included in this research model.

- b) Sub-structural Equation 2 for the influence of live streaming shopping (X) and consumer trust (M) on purchasing decisions (Y).  
Sub-structural equation 2, namely:

$$Y = \beta_1 X + \beta_3 M + e_2$$

**Table 11. Results of Sub-structural Path Analysis 2**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	4,912	1,555			3,159	,002
1 Live Streaming Shopping Consumer Trust	,217	,095	,189		2,281	.024
	,762	,097	,654		7,891	,000
R Square	,642					
F Statistics	97,746					
Sig.F	,000					

Dependent Variable: Purchase Decision

Source: Processed data, 2024

Based on the results of the path analysis presented in Table 11, the following equation can be formulated:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,189 + 0,654 + e_2$$

In Table 11, the results of data processing are presented which show an F coefficient value of 97.746 with a significance of  $0.000 < 0.05$ , which means that the equation is valid or appropriate to explain the influence of the live streaming shopping variable and the consumer trust variable on the purchasing decision variable.

The regression coefficient value for each independent variable is positive, namely the live streaming shopping variable has a coefficient value of 0.189, which means that if live streaming shopping increases, purchasing decisions will increase by 0.189. The consumer trust variable has a coefficient value of 0.654, which means that if consumer trust increases, purchasing decisions will increase by 0.654. The significance value of each independent variable is less than 0.05, indicating that the live streaming shopping and consumer trust variables have a significant positive influence on purchasing decisions. A constant value of 4.912 means that if the live streaming shopping and consumer trust values are equal to zero

then the purchasing decision value is also 4.912. The magnitude of the influence of the independent variable on the dependent variable as shown by the total determination value (R square) of 0.642 means that researchers are able to reveal the influence of live streaming shopping and consumer trust on purchasing decisions by 64.2 percent, while the remaining 35.8 percent is influenced by other variables that are not included in this research model.

2) Form a path coefficient diagram

(1) Direct influence (direct effect)

- a) The influence of the live streaming shopping variable (X) on purchasing decisions (Y) is 0.189.
- b) The influence of the live streaming shopping variable (X) on consumer trust (M) is 0.722.
- c) The influence of the consumer trust variable (M) on purchasing decisions is 0.654.

(2) Indirect influence (indirect effect)

The indirect influence of the live streaming shopping variable (X) on purchasing decisions (Y) with consumer trust (M) as a mediating variable is formulated as follows:

$$\begin{aligned}\text{Indirect influence} &= (\beta_2 \times \beta_3) \\ &= (0,722 \times 0,654) \\ &= 0,472\end{aligned}$$

(3) Total influence (total effect)

The total influence of the live streaming shopping variable (X) on purchasing decisions (Y) with consumer trust (M) as the mediating variable is formulated as follows:

$$\begin{aligned}\text{Indirect influence} &= \beta_1 + (\beta_2 \times \beta_3) \\ &= 0,189 + (0,722 \times 0,654) \\ &= 0,189 + 0,472 \\ &= 0,661\end{aligned}$$

Based on the results of the path analysis of model 1 and structural model 2, a final path diagram model can be prepared. It is necessary to calculate the standard error value before constructing the final path diagram model with the following formula:

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,522} = 0,69137544 \approx 0,691$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,642} = 0,59833101 \approx 0,598$$

On the calculation results influence error () above, the results obtained are that the effect of error () is 0.691 and the effect of error () is 0.598, so the total coefficient of determination can be calculated as follows:

$$R_m^2 = 1 - (e_1)^2(e_2)^2$$

$$R_m^2 = 1 - (0,691)^2(0,598)^2$$

$$R_m^2 = 1 - (0,4775)(0,3576)$$

$$R_m^2 = 1 - 0,17075$$

$$R_m^2 = 0,829 \approx 0,83$$

Based on the calculation results above, a total coefficient of determination is obtained of 0.83, which means that 83 percent of purchasing decision variables are influenced by live streaming shopping and consumer trust, while the remaining 17 percent is influenced by other factors not included in the model.

The magnitude of the influence value of live streaming shopping on consumer trust and purchasing decisions, as well as the magnitude of the influence value of the consumer trust variable on purchasing decisions, each influence value is obtained from standardized Beta coefficients and the magnitude of the value of each error variable from each structural equation.

### 3) Calculating path coefficients simultaneously

Formulated into a hypothesis as follows:

Ho: *Live streaming shopping* and consumer trust do not simultaneously influence purchasing decisions.

H1: *Live streaming shopping* and consumer trust simultaneously influence purchasing decisions.

Sig test results. Sub-structural F 2 with a probability value of 0.000 is smaller than the significant value of 0.05, indicating that Ho is rejected and H1 is accepted so it can be concluded that the live streaming shopping variable and the consumer trust variable have a simultaneous influence on purchasing decisions.

### 4) Calculate path coefficients individually

The test of the influence of live streaming shopping variables on purchasing decision variables is formulated into the following hypothesis:

Ho: *Live streaming shopping* does not have a positive and significant effect on purchasing decisions.

H1: *Live streaming shopping* has a positive and significant effect on purchasing decisions.

Based on the SPSS calculation results, the probability value is sig. t of 0.024 is smaller than the significance value of 0.05 and the beta value in standardized coefficients is 0.189 which indicates a positive direction. These results indicate that live streaming shopping has a positive and significant effect on purchasing decisions, which means that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted.

The test of the influence of the live streaming shopping variable on the consumer trust variable is formulated into the following hypothesis:

H<sub>0</sub>: *Live streaming shopping* does not have a positive and significant effect on consumer trust.

H<sub>2</sub>: *Live streaming shopping* has a positive and significant effect on consumer trust.

Based on the SPSS calculation results, the probability value is sig. t of 0.000 is smaller than the significance value of 0.05 and the beta value in standardized coefficients is 0.722 which indicates a positive direction. These results indicate that live streaming shopping has a positive and significant effect on consumer trust, which means that H<sub>0</sub> is rejected and H<sub>2</sub> is accepted.

The test of the influence of the consumer trust variable on the purchasing decision variable is formulated into the following hypothesis:

H<sub>0</sub>: *Consumer trust* does not have a positive and significant effect on purchasing decisions.

H<sub>3</sub>: *Consumer trust* has a positive and significant effect on purchasing decisions.

Based on the SPSS calculation results, the probability value is sig. t of 0.000 is smaller than the significance value of 0.05 and the beta value in standardized coefficients is 0.654 which indicates a positive direction. These results indicate that consumer trust has a positive and significant effect on purchasing decisions, which means that H<sub>0</sub> is rejected and H<sub>3</sub> is accepted.

5) Summarizing and concluding

The results of calculating the direct effect, indirect effect and total effect between variables are presented in Table 12 below.

**Table 12. Calculation Results of Direct Effect, Indirect Effect, and Total Effect**

Influence of Variables	Direct Influence	Influence No Direct Via M	Total influence
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X → Y	0.189	0.472	0.661
X → M	0.722	-	0.722
M → Y	0.654	-	0.654

Source: Primary data processed, 2024

Calculation results in Table 12 show that the direct influence of the live streaming shopping variable on the purchasing decision variable is 0.189. The direct influence of the live streaming shopping variable on the consumer trust variable is 0.722. The direct influence of the consumer trust variable on the purchasing decision variable is 0.654. This indicates that the consumer trust variable has a greater influence on the purchasing decision variable than the live streaming shopping variable. Meanwhile, the indirect influence of the live streaming shopping variable on the purchasing decision variable through the consumer trust variable is 0.472 and the total influence of the live streaming shopping variable on the purchasing decision variable through the consumer trust variable is 0.661. So it can be concluded that the total influence of the live streaming shopping variable on the purchasing decision variable through the consumer trust variable is greater than the direct influence of the live streaming shopping variable on the purchasing decision variable without using the consumer trust variable.

### Sobel test

The Sobel test is used to test the strength of the indirect influence of the live streaming shopping variable (X) on purchasing decisions (Y) through consumer trust (M) by multiplying the path coefficient of X on M ( $\beta_{XM}$ ) by the path coefficient of M on Y ( $\beta_{MY}$ ) or  $\beta_{XM}\beta_{MY}$ . The standard errors of coefficients a and b are written as  $S_a$  and  $S_b$ , the size of the indirect standard error (indirect effect) is written as  $S_{ab}$ . The steps in the Sobel test are as follows.

#### 1) Hypothesis Formulation

H<sub>0</sub>: Consumer trust unable to mediate the influence of live streaming shopping variables on purchasing decisions

H<sub>4</sub>: Consumer trust able to mediate the influence of live streaming shopping variables on purchasing decisions

#### 2) Testing Criteria

At an alpha real level of 0.05, the test criteria used are as follows:

a) Z count  $\leq$  z table (1.96), then H<sub>0</sub> is accepted, which means consumer trust is not a mediating variable.

b) Z count  $>$  z table (1.96), then H<sub>0</sub> is rejected, which means consumer trust is a mediating variable.

#### 3) Calculating values $S_{ab}$ and on test indicators

- a) Indirect standard error (indirect effect) or  $S_{ab}$ , calculated using the following formula:

$$\begin{aligned} S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\ &= \sqrt{(0,762)^2(0,065)^2 + (0,711)^2(0,097)^2 + (0,065)^2(0,097)^2} \\ &= 0,085 \end{aligned}$$

- b) Testing significance influence indirect, then the z value of the ab coefficient is calculated using the following formula:

$$\begin{aligned} Z &= \frac{ab}{S_{ab}} \\ &= \frac{(0,711)(0,762)}{0,085} \\ &= \frac{0,541}{0,085} \\ &= 6,374 \end{aligned}$$

4) Conclusion

Based on calculation Sobel test above, the results show that the z value of 6.374 is greater from 1.96 with a significance level of 0.000 which is smaller than 0.05. These results indicate that the consumer trust variable significantly mediates the influence of live streaming shopping on purchasing decisions, which means that  $H_0$  is rejected and  $H_4$  is accepted.

### VAF Test

The Variance Accounted For (VAF) test is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. If the VAF value is above 80 percent, it shows the role of the mediating variable as full mediation. The mediating variable is categorized as a partial mediator if the VAF value ranges from 20 percent to 80 percent, however if the VAF value is less than 20 percent it can be concluded that there is almost no mediation effect (Sholihin & Rattnono, 2021: 82).

The calculation results above show a VAF value of 0.714 or 71.4 percent, which means the VAF value ranges from 20 percent to 80 percent. So, it can be concluded that the consumer trust variable is categorized as a partial mediator between live streaming shopping and purchasing decisions by 71.4 percent. This means that consumer trust is quite significant in explaining how live streaming shopping influences purchasing decisions, but there are other factors that also play a role.

## **Discussion of Research Results**

### **The influence of live streaming shopping on purchasing decisions**

The results of hypothesis testing in this research show that live streaming shopping has a positive and significant effect on purchasing decisions. The better the live streaming shopping activities carried out by Shopee, the higher the consumer purchasing decisions, so the first hypothesis is accepted. This is in line with the Technology Acceptance Model (TAM) which states that high perceived usefulness and perceived ease of use of live streaming shopping features can increase technology acceptance and ultimately encourage purchasing decisions. The results of this research are also consistent with the responses from respondents on the indicator of consumer satisfaction with purchasing goods (Y6) with the statement "I am satisfied with the experience of purchasing goods through the Shopee Live feature" which has the highest average value and total score, where respondents stated that the live streaming shopping provides a satisfying experience thereby increasing customer purchasing decisions.

### **The influence of live streaming shopping on consumer trust**

The results of hypothesis testing in this research show that live streaming shopping has a positive and significant effect on consumer trust. The more often consumers use Shopee's live streaming shopping feature, the more consumer trust in Shopee increases, so the second hypothesis is accepted. Live streaming shopping on consumer trust has obtained positive and significant results because Shopee Live can increase perceived usefulness and perceived ease of use so that this feature is considered superior and provides benefits for consumers. The results of this research are also consistent with the responses from respondents on the newness indicator (X5) with the statement "Shopping with the live streaming shopping feature is innovative" which has the highest average value and total score, where respondents stated that the live streaming shopping feature is innovation in shopping so as to increase consumer confidence.

### **The influence of consumer trust on purchasing decisions**

The results of hypothesis testing show that consumer trust has a positive and significant effect on purchasing decisions. The higher the level of consumer trust in Shopee, the greater their purchasing decisions will be. This result is in line with respondents' responses to the indicator of trust in the quality of the products offered (M1) which has the highest average value. This shows that consumer trust in the quality of the products offered on Shopee Live plays an important role in driving their purchasing decisions.

## **The role of consumer trust mediates live streaming shopping on purchasing decisions**

The results of hypothesis testing in this study show that consumer trust significantly mediates the influence of live streaming shopping on purchasing decisions. Based on the VAF test results, it shows that consumer trust has a partial mediating role in the relationship between live streaming shopping and purchasing decisions by 71.4 percent. This means that consumer trust plays an important role in explaining the relationship between live streaming shopping and purchasing decisions. This shows that live streaming shopping not only directly influences purchasing decisions, but also indirectly through increasing consumer trust. In other words, consumers who have high trust in Shopee due to their positive experience with the live streaming shopping feature are more likely to make a purchase.

## **CONCLUSION**

Based on the results analysis and the discussions that have been carried out, it can be concluded that:

- 1) *Live streaming shopping* has a positive and significant effect on purchasing decisions for Shopee Live users in Denpasar City. These results show that the better the live streaming shopping activities carried out by Shopee, the higher the consumer purchasing decisions.
- 2) *Live streaming shopping* has a positive and significant effect on consumer trust among Shopee Live users in Denpasar City. These results show that the more often consumers use Shopee's live streaming shopping feature, the more consumer trust in Shopee increases.
- 3) *Consumer trust* has a positive and significant effect on purchasing decisions for Shopee Live users in Denpasar City. These results show that the higher consumers' trust in Shopee, the greater their purchasing decisions.
- 4) *Consumer trust* is able to partially mediate the influence of live streaming shopping on purchasing decisions for Shopee Live users in Denpasar City. These results show that the better the use of live streaming shopping carried out by Shopee followed by the increase in consumer trust from Shopee, the higher the consumer purchasing decisions will be.

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