

Perceived Value and Trust on Purchase Intention of Consumer Shopee

Live in Indonesia

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ABSTRACT

The purpose of this study is to examine the influence of perceived value and trust on the purchase intention of consumers on Shopee Live in Indonesia. This research adopts a quantitative approach by distributing online questionnaires to 200 respondents who are users of Shopee Live Indonesia. The data was analysed using AMOS 26 software. The results show that utilitarian value, social value, trust in product, and trust in platform have a positive influence on purchase intention. Meanwhile, hedonic value does not have a significant effect on purchase intention. These findings indicate that functional, social, and trust-related aspects play a crucial role in driving consumers' purchase intentions on live commerce platforms. Therefore, businesses are advised to emphasise practical benefits and strengthen consumer trust in both the product and the platform. This study is expected to contribute theoretically to the development of consumer behaviour literature and serve as a strategic reference for interactive digital marketing.

Keywords: Perceived value, consumer trust, consumer buying intention, live streaming.

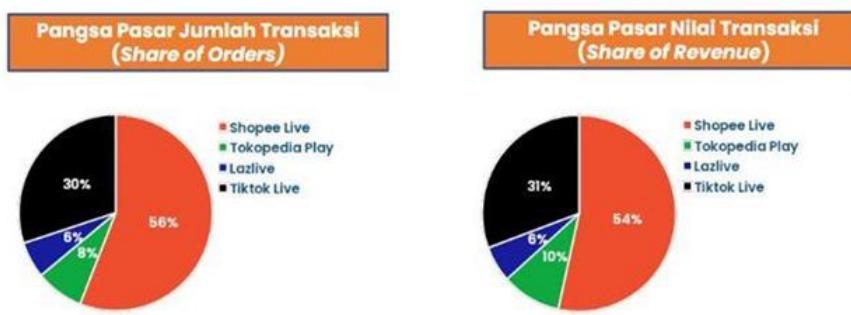
1. INTRODUCTION

The issue of limited information and digital literacy related to online consumer behavior in Indonesia has become increasingly significant in the era of e-commerce. One notable phenomenon is the rise of *live commerce*—a shopping feature that allows consumers to purchase products through live video broadcasts—with Shopee Live emerging as the dominant platform. According to a Populix survey (May 2023), 69% of respondents reported using Shopee Live most frequently for shopping, far surpassing competitors such as TikTok Live (25%) and Tokopedia Play (4%). This data demonstrates Shopee Live's dominance in both frequency of use and top-of-mind awareness among consumers (Putri, 2023).

As an e-commerce platform, Shopee continues to maintain its position as the market leader in Indonesia: 61% of respondents named Shopee as the most frequently used application, while 70% recalled it first (TOM). This success has motivated Shopee to further develop its live-streaming feature, which is now considered the future of e-commerce.

From the seller's perspective, an Ipsos survey (Q3 2023) confirmed that Shopee Live is the most recognized live-streaming feature (96% awareness), the most frequently used (88%), and holds the largest seller market share (82%). Moreover, this feature has shown a significant impact: 73% of sellers reported an increase in sales turnover, 68% experienced market expansion, and 64% noted improved promotional cost efficiency. Thus, Shopee Live is not only dominant among consumers but also serves as a key marketing channel for MSMEs and local brands (CNN Indonesia, 2024).

One of the main driving factors behind this success is the array of attractive offers—such as free shipping, discounts, cashback, and vouchers—that serve as Shopee Live's core strategy and often trigger impulse buying. The presence of real-time promotions and direct interaction makes it an effective tool for increasing consumer purchase intention. Therefore, it becomes increasingly relevant to investigate how purchase intention is formed within the context of Shopee Live.



Source: Populix (2023)

Figure 1. Market share of platform live streaming.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Several previous studies have examined the factors influencing consumers' purchase intention toward live streaming commerce. Zhang et al. (2024) investigated the effects of Utilitarian Value, Hedonic Value, Social Value, Trust in Product, and Trust in Platform on consumers' purchase intention on TikTok Live in Indonesia. The results indicated that not all variables had a significant relationship with trust. As a comparison, Dewobroto and Enrica (2021) explored consumer engagement on Shopee Live, while Wongkitrungrueng and Assarut (2020) examined the factors influencing consumer engagement on Facebook Live. These studies found that Utilitarian, Hedonic, and Social Values yielded varying results depending on the platform context.

Given the differences in findings from previous studies, further investigation is needed. This research aims to replicate Zhang et al. (2024)'s study with a focus on Shopee Live in Indonesia. The study will evaluate the influence of Utilitarian Value, Hedonic Value, Social Value, Trust in Product, and Trust in Platform on Indonesian consumers' purchase intention on Shopee Live. By employing the Structural Equation Modeling (SEM) approach and involving respondents from across Indonesia, this study is expected to provide both theoretical and practical contributions to understanding the dynamics of Indonesian consumer behavior.

Therefore, there are eleven hypotheses to be tested in this research:

H1a: Utilitarian value has a positive effect on trust in product.

H1b: Utilitarian value has a positive effect on trust in platform.

H2a: Hedonic value has a positive effect on trust in product.

H2b: Hedonic value has a positive effect on trust in platform.

H3a: Social value has a positive effect on trust in product.

H3b: Social value has a positive effect on trust in platform.

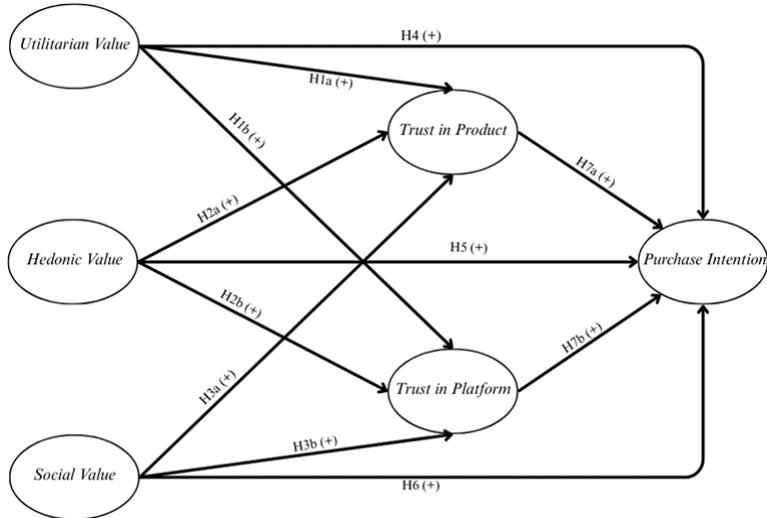
H4: Utilitarian value has a positive effect on customer buying intention.

H5: Hedonic value has a positive effect on customer buying intention.

H6: Social value has a positive effect on customer buying intention.

H7a: Customer trust in product has a positive effect on customer buying intention.

H7b: Customer trust in platform has a positive effect on customer buying intention.



Source: Zhang et al. (2024)

Figure 2. Research model.

3. RESEARCH METHOD

This study falls under the category of basic research. Based on its purpose, it is classified as causal research, as it aims to determine cause-and-effect relationships between variables. According to Zikmund et al. (2011), causal research seeks to identify causal relationships by testing hypotheses related to the impact of changes in one variable on another. This study involves exogenous variables (influencing variables), namely *Utilitarian Value*, *Hedonic Value*, *Social Value*, *Trust in Product*, and *Trust in Platform*, and endogenous variables (influenced variables), namely *Purchase Intention*.

The data source in this research is primary data, obtained directly through questionnaires distributed to respondents. The target population consists of Shopee Live users in Indonesia who have purchased through Shopee Live at least twice within the last six months. Respondents are required to be at least 17 years old and have a minimum educational

level of high school (SMA/K or equivalent) to ensure their ability to complete the questionnaire accurately and validly.

This study uses an interval scale as the level of measurement. An interval scale is a type of measurement scale that has consistent and clear distances between its values. The questionnaire responses use a numerical scale, allowing respondents to rate each question or statement related to the research variables.

The research model was developed based on the stages proposed by Hair et al. (2010), consisting of the following steps:

- a. Validity test is conducted to assess the extent to which the research instrument accurately measures the intended construct. An item is considered valid if its correlation value with the total score is significant, indicated by a *p-value* < 0.05.
- b. Reliability test is conducted after the validity test to evaluate the consistency and stability of the instrument in measuring the research variables. Reliability is assessed using Cronbach's Alpha, where an instrument is deemed reliable if the alpha value is 0.6 or higher.
- c. Data analysis is performed using the Structural Equation Modelling (SEM) approach, which enables simultaneous and complex testing of relationships among variables. The SEM procedure consists of two main stages: (1) Measurement Model Analysis to test the validity and reliability of indicators, and (2) Structural Model Analysis to test the causal relationships among constructs.

4. RESULTS AND DISCUSSIONS

The first phase involved validity and reliability testing using 30 respondent data samples analyzed through SPSS 26, covering six variables: *Utilitarian Value*, *Hedonic Value*, *Social Value*, *Trust in Product*, *Trust in Platform*, and *Purchase Intention*. The results showed that all items were valid, with Pearson Correlation values ranging from 0.735 to 0.921. All measurement items were also reliable, with Cronbach's Alpha values ranging from 0.633 to 0.950.

After completing the validity and reliability testing stages, data collected from 200 respondents were analyzed using the Structural Equation Modeling (SEM) method. The first step in this analysis was testing the measurement model, which aimed to evaluate how well the indicators represented the latent constructs in the study. This process ensured that each indicator used was valid and relevant in describing the corresponding latent variable.

The results of the model fit and measurement evaluation are presented in the following measurement table.

Table 1. Goodness-of-fit index measurement model.

No.	Goodness of Fit	Criteria	Result	Note
1	CMIN/DF	$\leq 3,00$	2,072	<i>Good Fit</i>
2	RMSEA	$\leq 0,08$	0,073	<i>Good Fit</i>
3	GFI	<i>Marginal Fit (0,8 - 0,9)</i>	0,833	<i>Marginal Fit</i>
4	CFI	<i>Good Fit ($\geq 0,9$)</i>	0,952	<i>Good Fit</i>
5	TLI		0,944	<i>Good Fit</i>

Table 1 shows that the results of the Goodness of Fit test for the Measurement Model have met the established criteria. Therefore, the model is considered suitable to proceed to the next stage. The following presents the goodness-of-fit test results for the Structural Model.

Table 2. Goodness-of-fit index of the structural model.

No.	Goodness of Fit	Criteria	Result	Note
1	CMIN/DF	$\leq 3,00$	2,089	<i>Good Fit</i>
2	RMSEA	$\leq 0,08$	0,074	<i>Good Fit</i>
3	GFI	<i>Marginal Fit (0,8-0,9)</i>	0,831	<i>Marginal Fit</i>
4	CFI	<i>Good Fit ($\geq 0,9$)</i>	0,951	<i>Good Fit</i>
5	TLI		0,943	<i>Good Fit</i>

At the Goodness-of-Fit testing stage for both the Measurement Model and the Structural Model, the results indicated that the model met the established criteria and could therefore be considered a good fit. The next stage involved hypothesis testing, which aimed to evaluate the relationships among variables according to the previously formulated hypotheses.

A hypothesis is considered supported if it meets the following criteria:

- The standardized estimates indicate a direction of influence consistent with the proposed hypothesis and are supported by empirical data; and
- The effect is statistically significant, as shown by a Critical Ratio ($|C.R.| \geq 1.645$) at a significance level of $\alpha = 10\%$.

The following table presents the results of the hypothesis testing.

Table 3. Hypothesis testing result.

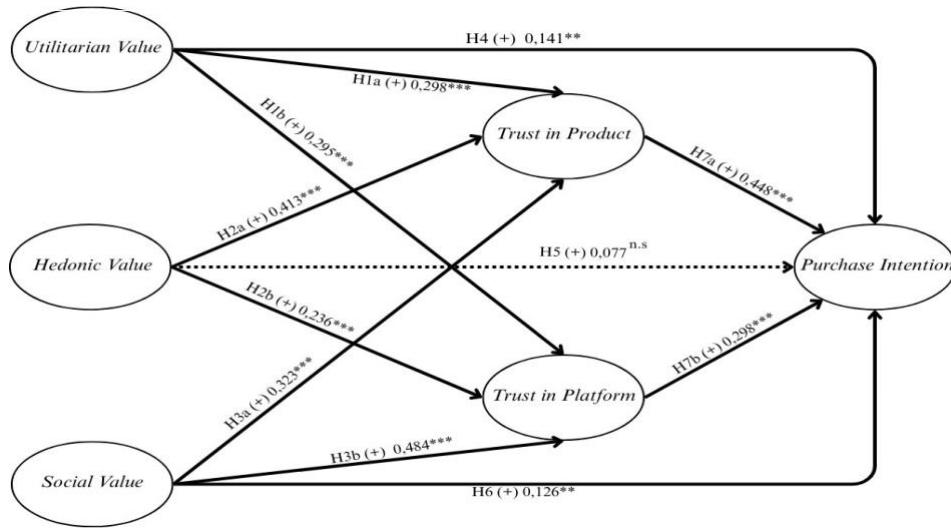
Hypotheses		Standardized Estimate	Critical Ratio	p-value	Result
H1a (+)	UV→TIP	0,298	4,536	***	Supported
H1b (+)	UV→TIL	0,295	4,100	***	Supported
H2a (+)	HV→TIP	0,413	6,189	***	Supported
H2b (+)	HV→TIL	0,236	3,388	***	Supported
H3a (+)	SV→TIP	0,323	5,421	***	Supported
H3b (+)	SV→TIL	0,484	6,967	***	Supported
H4 (+)	UV→PI	0,141	2,778	0,05	Supported
H5 (+)	HV→PI	0,077	1,435	0,115	Not Supported
H6 (+)	SV→PI	0,126	2,250	0,024	Supported
H7a (+)	TIP→PI	0,448	5,249	***	Supported
H7b (+)	TIL→PI	0,298	3,817	***	Supported

Note: UV = Utilitarian Value; HV = Hedonic Value; SV = Social Value; TIP = Trust in Product; TIL = Trust in Platform; PI = Purchase Intention

Based on Table 3, the results are as follows:

- Hypothesis 1a is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 4.536 and a **p-value of *.
- Hypothesis 1b is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 4.100 and a **p-value of *.
- Hypothesis 2a is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 6.189 and a **p-value of *.
- Hypothesis 2b is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 3.388 and a **p-value of *.
- Hypothesis 3a is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 5.421 and a **p-value of *.
- Hypothesis 3b is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 6.967 and a **p-value of *.
- Hypothesis 4 is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 2.778 and a p-value of 0.05 ()**
- Hypothesis 5 is not supported because it does not meet the criterion of $|C.R.| \geq 1.645$, with a value of 1.435 and a p-value of 0.115.
- Hypothesis 6 is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 2.250 and a p-value of 0.024 ()**
- Hypothesis 7a is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 5.249 and a **p-value of *.

k. Hypothesis 7b is supported because it meets the criterion of $|C.R.| \geq 1.645$, with a value of 3.817 and a **p-value of *.



*** = significant p -value $\leq 0,001$

** = significant p -value $\leq 0,05$

* = significant p -value $\leq 0,1$

n.s. = not significant

Figure 3. Hypotheses testing result.

Hypothesis 1a examines the effect of Utilitarian Value (UV) on Trust in Product (TIP). Based on the results, the Critical Ratio ($|C.R.|$) value is 4.536 with a p -value < 0.001 , indicating a significant effect and supporting the hypothesis. This finding shows that the higher consumers' perception of a product's utilitarian value, the greater their trust in that product. This result is consistent with Zhang et al. (2024), who found a significant positive relationship between perceived value and trust in products. The finding suggests that consumers' perception of product utility—covering efficiency, practicality, and the product's ability to meet functional needs—can strengthen trust in the product. Similarly, Nathalie & Satya Indriyanti (2025), studying users of *Soco by Sociolla*, found that Utilitarian Value significantly contributes to Trust in Product. This trust arises because consumers perceive functionally beneficial products as reliable in performance. Furthermore, Triavidiasari (2024), in her study of Shopee Live users purchasing *Avoskin* products, also found that Utilitarian Value significantly influences Trust in Product, which in turn affects consumer purchase intention. These findings collectively show that perceived functionality and usefulness are strong predictors of consumer trust in a product.

Hypothesis 1b indicates that Utilitarian Value (UV) also has a significant positive effect on Trust in Platform (TIPL), with a |C.R.| of 4.100 and p-value < 0.001. This supports the hypothesis and reinforces the view that functional value not only enhances trust in the product but also strengthens trust in the platform. This aligns with Zhang et al. (2024), who found similar results. The findings suggest that consumers who perceive live-streaming platforms as functional, user-friendly, efficient, and reliable are more likely to trust them. Ko & Ho (2024) also concluded that utilitarian value plays a key role in building sustainable trust in live-streaming commerce platforms. In this context, a positive and functional user experience directly shapes users' trust for future purchases. Similarly, Xu et al. (2024), in a study of seafood sales via live-streaming e-commerce in China, found that perceived utilitarian value significantly influences trust in platforms, as fast, clear, and systematic shopping experiences enhance perceived platform reliability.

Hypothesis 2a states that Hedonic Value (HV) positively affects Trust in Product (TIP). The test results show a |C.R.| value of 6.189 with p-value < 0.001, supporting the hypothesis. This confirms that emotional experiences or pleasure derived from using a product can increase consumer trust. However, this finding contrasts with Zhang et al. (2024), who reported that Hedonic Value had no significant effect on Trust in Product. This study suggests that emotional aspects—such as enjoyment, comfort, and pleasant experiences during live-stream interactions—can build consumer trust in products. Arya Alifa & Roostika (2024) also found that enjoyable live-streaming experiences, including engaging host delivery styles, two-way interaction, and dynamic product visualization, create positive impressions that enhance trust in product quality. Thus, Hedonic Value not only increases product appeal but also strengthens perceptions of product authenticity and credibility. Ko & Ho (2024) similarly found that emotional and entertainment value in live-streaming shopping experiences play a crucial role in building consumer trust, especially when product information is delivered engagingly.

Hypothesis 2b reveals that Hedonic Value (HV) also has a significant positive effect on Trust in Platform (TIPL), with a |C.R.| of 3.388 and p-value < 0.001. This indicates that emotional satisfaction with the service contributes to greater platform trust, consistent with Zhang et al. (2024). When shopping experiences through live-streaming platforms are enjoyable, entertaining, and interactive, consumers are more likely to trust the platform. Sidik & Roostika (2024), in a study of TikTok Shop, confirmed that Hedonic Value significantly enhances Trust in Platform, as strong entertainment elements in live streaming foster positive

experiences that strengthen perceptions of safety, ease, and comfort. Ko & Ho (2024) also stated that emotional satisfaction from entertainment during live streaming promotes sustained trust in the platform. Additionally, Liu et al. (2025), in the *Journal of Retailing and Consumer Services*, found that entertainment and social presence in virtual interactions with streamers enhance perceived value and trust toward the platform. In other words, the hedonic value of consumer experience plays a key role in creating digital trust within live video-based e-commerce.

Hypothesis 3a examines the influence of Social Value (SV) on Trust in Product (TIP). The results show a |C.R.| of 5.421 and p-value < 0.001, significantly supporting the hypothesis. This suggests that consumers' social perceptions—such as image or social influence—strengthen trust in the product, consistent with Zhang et al. (2024). When consumers experience social value such as community belonging, recognition, and participation in social trends during live streaming, their trust in the promoted product increases. This is because products popular within online communities are perceived as more credible. Imanuddin & Handayani (2025) found that social interaction and community engagement during live-streaming sessions (e.g., discussions, comments, influencer or peer support) enhance trust in the product. Social value thus acts as social validation reinforcing perceived product reliability. Sekar Ayunda (2025), in a study on the fashion industry through digital live streaming, also found that product presentations linked to community values—such as shared identity and group belonging—encourage consumer trust even before trying the product.

Hypothesis 3b confirms that Social Value (SV) also significantly affects Trust in Platform (TIPL), with a |C.R.| of 6.967 and p-value < 0.001. This indicates that social value can enhance platform trust. The finding strengthens the argument that consumers' social values are relevant in building trust, consistent with Zhang et al. (2024). Perceived social values—such as community participation, shared beliefs, and social support during live streaming—play a crucial role in fostering platform trust. Real-time social interactions and comment exchanges create a social atmosphere that strengthens perceptions of platform integrity and credibility. Cao et al. (2025) further found that social homophily (similarity among users) in live-streaming environments increases trust in the platform, as users feel more confident interacting within a socially similar environment. Active engagement within live-streaming communities—such as sharing experiences and commenting—can

significantly influence platform trust by reinforcing perceptions of authenticity and transparency.

Hypothesis 4 examines the direct effect of Utilitarian Value (UV) on Purchase Intention (PI). With a |C.R.| of 2.778 and p-value = 0.05, this hypothesis is significantly supported. This indicates that functional perceptions of products directly drive consumer purchase intentions, consistent with Zhang et al. (2024). When consumers perceive live-stream shopping as efficient, practical, and functional, they are more likely to purchase. Chen et al. (2024), studying organic food purchases through *mukbang* live streams, found that Utilitarian Value is a primary determinant of purchase intention, as consumers focus on tangible functionality and direct product benefits. Hartanti et al. (2024) also found that functional perceptions of platform features—such as transaction speed, payment ease, and product clarity—significantly influence purchase intention by enhancing convenience and trust during purchasing.

Hypothesis 5, which tests the effect of Hedonic Value (HV) on Purchase Intention (PI), is not supported, as the |C.R.| value is 1.435 and p-value = 0.115, failing to meet the significance criteria. This contrasts with Zhang et al. (2024), who found a significant effect. The finding implies that although enjoyable live-stream shopping offers emotional value, it is not strong enough to directly influence purchase intention. Wardah & Nasution (2024) similarly found that Hedonic Value had no significant relationship with Purchase Intention. Consumers tend to purchase based on necessity and rational considerations (e.g., product effectiveness, price) rather than pleasure or trend-following. Limarta & Fahlevi (2023) also found no significant relationship between Hedonic Value and Purchase Intention in Shopee Live, concluding that online consumers purchase products as a need, not as entertainment. According to Chiu et al. (2014), Hedonic Value relates to enjoyable shopping experiences (e.g., stress relief, emotional satisfaction). However, in this study, consumers viewed Shopee Live more as a functional tool than an entertainment platform—likely influenced by economic conditions demanding spending efficiency. Thus, even though Shopee Live provides an engaging shopping experience, consumers prioritize functionality over pleasure, making Hedonic Value a non-determinant of purchase intention.

Hypothesis 6 states that Social Value (SV) significantly influences Purchase Intention (PI), supported by a |C.R.| of 2.250 and p-value = 0.024. This demonstrates that consumers' social values are important determinants of purchase intention, consistent with Zhang et al. (2024). Consumers who feel socially connected, accepted, or recognized within the live-

stream community are more likely to buy the featured products. Liu et al. (2025) found that social interaction in live streaming (e.g., chatting with hosts or other viewers) enhances perceived social value and significantly drives purchase intention. Similarly, Dang-Van & Nguyen (2025) found that interactive strategies fostering social connections between hosts and audiences increase perceived social value and positively impact purchase intention. Yin et al. (2025) emphasized that social communities influence purchase intention through *social learning theory*—consumers observe and emulate others' purchasing behaviors when they identify with the community.

Hypothesis 7a shows that Trust in Product (TIP) significantly affects Purchase Intention (PI), with $|C.R.| = 5.249$ and $p\text{-value} < 0.001$, confirming that stronger trust in a product leads to higher purchase intention. This aligns with Zhang et al. (2024) and Faroz et al. (2025), who identified Trust in Product as a key predictor of purchase intention in TikTok Live Shopping. Trust arises from perceived quality, transparency, and live demonstrations during streams. When hosts present products professionally and transparently, trust increases, reducing perceived risk and accelerating purchasing decisions.

Hypothesis 7b confirms that Trust in Platform (TIPL) also significantly influences Purchase Intention (PI), with $|C.R.| = 3.817$ and $p\text{-value} < 0.001$. Platform trust is a key factor in purchasing decisions. This is consistent with Zhang et al. (2024), who found that Trust in Platform significantly impacts Purchase Intention. When consumers trust the live-streaming platform, they are more confident in making purchases. Nguyen et al. (2025) found that trust in platforms plays a central role in shaping purchase intentions by creating a sense of safety, credibility, and reliability in transaction systems. Ningrum et al. (2025), in a Shopee Live study, also confirmed that Trust in Platform significantly drives purchasing decisions, as consumers perceive the platform as ensuring payment security, product accuracy, and process transparency. Cao et al. (2025), in the *Journal of Consumer Marketing*, further highlighted that a solid social environment and reliable technical features within live-streaming platforms enhance digital trust, ultimately boosting purchase intentions. They emphasized that integrating technology and social value is vital in shaping digital trust.

5. CONCLUSION

Based on the results of data analysis from 300 respondents using AMOS 26 software, it can be concluded that out of eleven hypotheses tested, ten were supported while one was not. The specific findings for each hypothesis are as follows:

- (1a) Utilitarian Value has a significant effect on Trust in Product on Shopee Live Indonesia;
- (1b) Utilitarian Value has a significant effect on Trust in Platform on Shopee Live Indonesia;
- (2a) Hedonic Value has a significant effect on Trust in Product on Shopee Live Indonesia;
- (2b) Hedonic Value has a significant effect on Trust in Platform on Shopee Live Indonesia;
- (3a) Social Value has a significant effect on Trust in Product on Shopee Live Indonesia;
- (3b) Social Value has a significant effect on Trust in Platform on Shopee Live Indonesia;
- (4) Utilitarian Value has a significant effect on Purchase Intention on Shopee Live Indonesia;
- (5) Hedonic Value does not have a significant effect on Purchase Intention on Shopee Live Indonesia;
- (6) Social Value has a significant effect on Purchase Intention on Shopee Live Indonesia;
- (7a) Trust in Product has a significant effect on Purchase Intention on Shopee Live Indonesia; and
- (7b) Trust in Platform has a significant effect on Purchase Intention on Shopee Live Indonesia.

Based on these findings, several limitations were identified, providing opportunities for future research. The research findings indicate that the variable Trust in Product (TIP) has the highest standardized estimate value, suggesting that consumer trust in the product is the most dominant factor influencing Purchase Intention on Shopee Live. Therefore, sellers on Shopee Live are advised to focus on strengthening consumer trust in their products. This can be achieved by displaying products clearly and transparently during live streaming, providing complete and honest product information, showing positive testimonials or customer reviews, responding promptly to consumer questions, and maintaining product quality and offering reliable after-sales services (such as returns for defective or misdelivered items).

In addition, other variables such as Trust in Platform, Utilitarian Value, and Social Value also have significant effects on purchase intention. Thus, Shopee as a platform should ensure the accuracy of information, enhance the technical quality of Shopee Live, and encourage sellers to deliver informative and efficient broadcasts. Active social interaction during live sessions—such as real-time comments, live testimonials, and community participation—should also be promoted to strengthen the social value perceived by consumers. By addressing these factors, both sellers and the platform can effectively increase consumer purchase intention through Shopee Live.

This study used Utilitarian Value, Hedonic Value, and Social Value as independent variables influencing Trust in Product and Trust in Platform, with Purchase Intention as the

dependent variable. Future researchers are encouraged to expand the research model by including additional variables that could provide a more comprehensive understanding of consumer behavior in live-streaming commerce. One relevant variable to consider is loyalty (Zhang et al., 2024).

Furthermore, this study focused solely on Shopee Live, which limits the generalizability of the findings to other live-streaming e-commerce platforms such as TikTok Live or Lazada Live, which may have different features, audiences, and user experiences. Future studies should therefore include comparative analyses across multiple platforms to offer broader insights into consumer behavior within the live commerce ecosystem.

Finally, this study's respondent scope was limited to general Shopee Live users in Indonesia without further segmentation based on product categories, demographic characteristics (e.g., age or income level), or user behavior. This limitation may restrict understanding of variations in perceptions and motivations among different user segments. Hence, future research is recommended to include more specific segmentation, such as by generation (Gen Z, Millennials), Shopee Live usage frequency, or product category preferences, to capture deeper differences in consumer perceptions and behavioral patterns.

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