

The Impact of Shoppable Live Streaming and Brand Trust on Purchase Decisions: The Mediating Role of Purchase Intention in ShopTokopedia Platforms

I Wayan Ryan Kusumatirta¹, I Nengah Suardhika^{1*}, Ni Putu Cempaka Dharmadewi Atmaja¹, Ni Putu Audi Orlanda¹, I Gusti Agung Ayu Dian Priskila Chandra¹, I Wayan Agus Budi Darma¹, Anak Agung Ayu Pramisanthi Dewi¹

¹Faculty of Economics and Business Universitas Mahasaraswati Denpasar
Denpasar 80232, Bali, Indonesia

*Corresponding Email: suardhikanengah@unmas.ac.id

ARTICLE INFORMATION

ABSTRACT

Publication information

Research article

HOW TO CITE

Kusumartira, I. W. R., Suardhika, I. N., Atmaja, N. P. C. D., Orlanda, N. P. A., Chandra, I. G. A. D. P., Darma, I. W. A. B., & Dewi, A. A. A. P. (2025). The impact of shoppable live streaming and brand trust on purchase decisions, with purchase intention positioned as a mediating variable among ShopTokopedia users in Bali, purchase decisions: The mediating role of purchase intention in ShopTokopedia from TikTok Shop to ShopTokopedia. Using a quantitative approach, data were collected from 100 respondents and analyzed through Structural Equation Modeling (SEM) with SmartPLS. The findings demonstrate that while shoppable live streams and brand trust significantly influence purchase intention, they do not directly impact purchase decisions. Instead, purchase intention fully mediates the relationship, highlighting its critical role in converting consumer motivation into actual transactions. These results underscore the importance of creating engaging live stream experiences and strengthening consumer trust to drive purchasing behavior. The study contributes original insights into Indonesia's live commerce ecosystem, offering valuable theoretical implications for consumer behavior research and practical recommendations for businesses aiming to enhance engagement, optimize marketing strategies, and sustain competitiveness in the evolving digital marketplace.

DOI:

<https://doi.org/10.32535/jicp.v8i2.4181>

Copyright@ 2025 owned by Author(s).
Published by JICP



This is an open-access article.

License:

Attribution-Noncommercial-Share Alike
(CC BY-NC-SA)

Received: 28 July 2025

Accepted: 29 August 2025

Published: 30 September 2025

The rapid growth of e-commerce has reshaped marketing strategies, with shoppable live streams emerging as an innovative medium that merges interactive shopping experiences with real-time entertainment. This study examines the effect of shoppable live streams and brand trust on purchase decisions, with purchase intention positioned as a mediating variable among ShopTokopedia users in Bali, particularly during the platform's transition from TikTok Shop to ShopTokopedia. Using a quantitative approach, data were collected from 100 respondents and analyzed through Structural Equation Modeling (SEM) with SmartPLS. The findings demonstrate that while shoppable live streams and brand trust significantly influence purchase intention, they do not directly impact purchase decisions. Instead, purchase intention fully mediates the relationship, highlighting its critical role in converting consumer motivation into actual transactions. These results underscore the importance of creating engaging live stream experiences and strengthening consumer trust to drive purchasing behavior. The study contributes original insights into Indonesia's live commerce ecosystem, offering valuable theoretical implications for consumer behavior research and practical recommendations for businesses aiming to enhance engagement, optimize marketing strategies, and sustain competitiveness in the evolving digital marketplace.

Keywords: Brand Trust; Purchase Decision; Purchase Intention; Shoppable Live Stream

INTRODUCTION

Technological advancement has significantly reshaped contemporary lifestyles and consumer mindsets. Among the most profound impacts of digital progress is the transformation of shopping behavior, facilitated by the widespread accessibility of the internet. Online shopping has transcended its role as a mere alternative and has now become the preferred mode of consumption due to its efficiency and convenience (Wardhana, 2024). Consumers are no longer constrained by time or physical location; transactions can be completed seamlessly through digital devices from the comfort of one's home.

Within this evolving digital landscape, marketplaces have emerged as dominant platforms for e-commerce. These platforms not only offer greater transactional security but also frequently entice customers through attractive promotional strategies, making them increasingly preferable to other online shopping alternatives (Wardhana, 2024). One notable example is TikTok Shop, which garnered substantial public attention through its integration of interactive features such as live shopping. However, regulatory constraints led to a temporary suspension of TikTok Shop's operations in Indonesia. This disruption significantly affected user engagement, as reported by a Jakpat survey indicating a decline in TikTok Shop's user base from 22% to 17% in the subsequent semester.

Following its strategic partnership with Tokopedia, TikTok Shop has resumed operations under a new identity—ShopTokopedia. Nevertheless, the temporary suspension led many users to migrate to competing platforms offering similar experiences, most notably Shopee Live, which saw a notable increase in user engagement. This consumer shift illustrates the adaptability of digital shoppers and underscores the competitive nature of the online retail environment. Consequently, ShopTokopedia faces an urgent need to revitalize consumer engagement and reestablish its market position.

In the context of consumer behavior, the purchase decision represents the terminal stage in the decision-making process, occurring after consumers have engaged in product evaluation and consideration (Febrianti & Hasan, 2022). Prior to making a purchase decision, consumers typically exhibit a form of behavioral intent—commonly referred to as purchase interest—which reflects an internal motivational state driving the consumer towards a specific product (Sari & Hermawati, 2020; Mosunmola et al., 2018). Thus, understanding and stimulating purchase interest is a critical precursor to influencing actual buying behavior and constitutes a strategic imperative for marketers and businesses seeking to optimize sales outcomes (Hidayat et al., 2021).

One promising strategy to enhance consumer engagement is the utilization of shoppable live stream features. This innovation enables sellers to present products in real-time via live video, offering rich product information, promotional offers, and interactive communication with potential buyers. Empirical evidence from Yasser & Gayatri (2023) highlights the effectiveness of live commerce in cultivating emotional and cognitive engagement among consumers, which ultimately enhances their intention to purchase.

However, beyond experiential engagement, brand trust plays a fundamental role in online transactions, where issues of information asymmetry and perceived risk are especially pronounced (Aslam et al., 2020). The absence of direct physical interaction with products and sellers compels consumers to rely heavily on their perception of brand credibility and integrity (Brigitta et al., 2023). In the case of ShopTokopedia, re-establishing trust is particularly vital in light of the platform's operational hiatus, which

may have affected consumer perceptions. Rebuilding brand trust is not merely remedial; it is essential for sustaining loyalty and facilitating purchasing decisions (Natasiah & Syaefulloh, 2024).

Brand trust in digital marketplaces not only assures product reliability but also underpins long-term customer loyalty, resistance to negative information, and positive word-of-mouth. Strengthening brand trust is thus essential for stimulating purchase intention and driving purchase decisions.

In the context of TikTok Shop—now integrated as ShopTokopedia—business sustainability depends on two key levers: enhancing consumer experience through shoppable live streams and rebuilding brand trust. Both factors influence purchase decisions directly and indirectly via purchase intention. Accordingly, this study investigates the effects of shoppable live streams and brand trust on purchase decisions, with purchase intention as a mediating variable, among ShopTokopedia users in Bali.

LITERATURE REVIEW

Theory of planned behavior (TPB)

The TPB explains that behavioral intention—shaped by attitudes, subjective norms, and perceived behavioral control—is a key predictor of actual behavior (Ajzen, 1991). In digital commerce, especially live streaming shopping, purchase intention acts as a psychological bridge linking these factors to buying behavior. Positive attitudes toward features like real-time interaction and authenticity boost consumer engagement (Yasser & Gayatri, 2023). Additionally, trust in the brand and host—often developed through parasocial relationships—strengthens positive attitudes and enhances purchase intention (Chen & Lin, 2018).

Empirical evidence also highlights the critical role of subjective norms and behavioral control in driving online purchase behaviors. Consumers tend to align with peer or influencer endorsements, especially when social validation is visible within live stream communities (Nguyen et al., 2022). Additionally, when consumers perceive high behavioral control—such as ease of payment and product accessibility—they are more likely to translate their intention into action. This study integrates these insights by positioning purchase intention not merely as an outcome, but as a mediating mechanism through which the combined influence of attitude, subjective norms, and perceived control coalesce into actual purchase decisions within the live commerce environment.

Shoppable Live Stream

Shoppable live streaming is a real-time fusion of e-commerce, social media, and entertainment that enables consumers to interact directly with sellers, ask questions, and make instant purchases during broadcasts (Liu & Kim, 2021). Unlike traditional online shopping, it offers a more immersive and interactive experience akin to in-store shopping, but with digital convenience (Sun et al., 2019). Its effectiveness hinges on four key elements—streamer expertise, real-time feedback, timely promotions, and special offers—which collectively enhance consumer engagement and increase purchase intention (Song & Liu, 2021).

Brand Trust

Brand trust reflects a consumer's deliberate decision to place confidence in a brand despite recognizing potential risks, grounded in the belief that the brand will deliver on its promises and meet their expectations (Adriana & Ngatno, 2020). This evaluative judgment is not merely affective but stems from perceived consistency between brand

values and consumer expectations. Empirical studies emphasize that brand trust is shaped by key dimensions, including the absence of doubt, perceived reliability, integrity, and a sense of safety associated with the brand (Lombok & Samadi, 2022; Septiarini et al., 2024). These indicators collectively serve as cognitive heuristics through which consumers assess the likelihood that a brand will behave consistently and uphold its value propositions, particularly in contexts characterized by information asymmetry or limited direct experience. Thus, brand trust functions as a strategic asset that reduces perceived uncertainty, fosters loyalty, and enhances long-term brand equity.

Purchase Intention

Purchase intention is a cognitive-affective tendency in consumers to engage in purchasing behavior, shaped by both internal motivations and external stimuli following pre-purchase evaluations such as need recognition and information search (Mosunmola et al., 2018). It serves as a key predictor of actual buying behavior and is multidimensional in nature. As noted by Febrianti & Hasan, (2022) and Izza et al. (2023), purchase intention encompasses four indicators: transactional intention (readiness to purchase), referential intention (willingness to recommend), preferential intention (brand preference), and exploratory intention (curiosity to learn more about the product). Together, these facets reflect not only a consumer's behavioral inclination but also their psychological engagement in the decision-making process.

Purchase Decision

The purchase decision represents the culmination of the consumer decision-making process, wherein an individual transitions from evaluative consideration to actual buying behavior (Febrianti & Hasan, 2022). This stage is critical as it reflects the translation of prior cognitive and affective evaluations into tangible consumer action. Febrianti & Hasan, (2022) and Kojongian et al. (2022) identify four key dimensions characterizing this final phase: the specific product chosen, the brand preference, the selection of a purchasing channel (e.g., offline retail, e-commerce, live streaming), and the timing of the purchase. Each of these dimensions illustrates the interplay between consumer perception, market stimuli, and contextual influences that collectively shape purchasing outcomes. The complexity of this decision underscores its strategic importance for marketers aiming to optimize consumer conversion by aligning offerings with behavioral patterns and timing preferences.

Research Hypothesis

The Effect of Shoppable Live Streams on Purchase Intention

Shoppable live streaming has become a powerful digital commerce tool by integrating real-time product presentation with interactive engagement, allowing sellers to demonstrate product features, offer persuasive promotions, and directly respond to consumer inquiries (Yasser & Gayatri, 2023). This interactive format enhances consumer experience, builds trust, and increases perceived value, which can significantly influence purchase intentions. Empirical evidence supports this effect, with studies by Akromah & Nurhadi (2024) as well as Ivansyah and Novitaningtyas (2023) confirming that shoppable live streams positively and significantly impact consumers' intention to purchase. Thus, a hypothesis can be proposed:

H1: Shoppable live streams have a positive effect on purchase intention.

The Influence of Brand Trust on Purchasing Intention

It is important to understand that in online transactions, buyers must have trust in sellers they have never met before. Trust is indeed important in transactions, especially online transactions (Aslam et al., 2020). Therefore, it can be understood that in online

transactions, brands should build consumer trust, which aims to build consumer purchasing intention as revealed in studies conducted by [Meliana & Evan \(2020\)](#), [Adriana & Ngatno \(2020\)](#), brand trust has a significant influence on purchase intention. Based on the theoretical framework and previous research, the following hypothesis can be formulated:

H2: Brand trust has a positive influence on purchase intention.

The Influence of Shoppable Live Streams on Purchase Decisions

Shoppable live streams enable the creation of a richer, more interactive, and real-time shopping experience for consumers ([Sun et al., 2019](#)). It is understandable that shoppable live streams can provide consumers with an online shopping experience akin to that of a mall or market, where consumers can directly inspect products and interact with sellers through comment sections, such as asking questions about products they intend to purchase. This can help consumers obtain information and education that enhances trust, thereby encouraging them to make purchasing decisions. This aligns with the research conducted by [Rahmawati et al. \(2023\)](#); [Nada et al. \(2023\)](#); [Ramadhanty \(2023\)](#), which states that shoppable live streams have a positive and significant influence on purchasing decisions. Based on the theoretical framework and previous research, the following hypothesis can be formulated:

H3: Shoppable live streams have a positive influence on purchasing decisions.

The Influence of Brand Trust on Purchase Decisions

Customer trust in a brand can indeed be one of the indicators of a business's success, as it is well known that it is difficult to gain customer trust when they make purchases online ([Natasiah & Syaefulloh, 2024](#)). Therefore, it is important to build brand trust to encourage consumer purchasing decisions. Consumers who have built trust are more likely to make purchasing decisions. The relationship between brand trust and purchasing decisions has been studied for a long time. For example, research conducted by [Apriliani & Setyawati \(2023\)](#); [Ardiyanti et al. \(2022\)](#) found that brand trust has a positive and significant influence on purchasing decisions. Based on the theoretical framework and previous research, the following hypothesis can be proposed:

H4: Brand trust has a positive influence on purchasing decisions.

The Influence of Purchase Intention on Purchase Decisions

Consumers make purchasing decisions regarding specific products after experiencing various situations that generate perceptions in their minds, which influence their actions. Before consumers make a purchasing decision, purchase intention arises in their minds ([Solihin, 2020](#)). The importance of purchase intention in influencing purchase decisions is clear. Research on the relationship between purchase intention and purchase decisions has been extensively studied, such as research by [Febrianti & Hasan, \(2022\)](#); [Mukarromah et al. \(2022\)](#), which found that purchase intention has a positive and significant influence on purchase decisions. Based on the theoretical framework and previous research, the following hypothesis can be proposed:

H5: Purchase intention has a positive effect on purchase decisions.

The Influence of Shoppable Live Streams on Purchase Decisions Mediated by Purchase Intention

Purchase behavior toward a product occurs after a series of cognitive processes within the consumer's mind, shaping their perception of a brand and the surrounding

environment. This process eventually leads to brand selection behavior, which precedes any actual purchasing decision. Prior to making a purchase, consumers typically develop a purchase intention, as emphasized by [Sari & Hermawati \(2020\)](#). This aligns with the findings of [Song & Lee \(2020\)](#), who revealed that live streaming is an integral component of online commerce and sales marketing—featuring instant ordering, live product demonstrations, real-time Q&A, limited-time promotional pricing, interactive communication, and online streaming services hosted by e-commerce platforms. Such interactive elements stimulate consumer interest prior to the final decision-making process. Supporting this, [Ningsih et al. \(2023\)](#) demonstrated that purchase intention significantly influences purchase decisions in the context of TikTok live streaming. Similarly, [Permata et al. \(2024\)](#) found that marketing communication via TikTok live streaming exerts a significant positive impact on purchase decisions, partially mediated by purchase intention. Based on this theoretical and empirical foundation, a research hypothesis can be formulated:

H6: Shoppable live streams have a positive influence on purchase decisions through mediation purchase intention.

The Influence of Brand Trust on Purchase Decisions Mediated by Purchase Intention

Purchase decision behavior regarding a product occurs after consumers undergo a sequence of cognitive processes that shape their perceptions of the brand and the surrounding environment, ultimately influencing their brand selection behavior. Before a purchase decision is made, a prior emergence of purchase intention is necessary within the consumer's mind ([Sari & Hermawati, 2020](#)). In essence, purchase intention acts as a prerequisite that guides the consumer toward making a buying decision. This notion is supported by [Urnika & Khasanah \(2023\)](#), whose study indicates that trust influences purchase decisions indirectly through purchase intention, highlighting the mediating role of intention in the trust-decision relationship. Similarly, [Aditria et al. \(2023\)](#) found that purchase intention significantly mediates the relationship between brand trust and purchase decision-making. In the same vein, findings by [Putri et al. \(2023\)](#) confirm that trust fosters consumer purchase intentions, which eventually lead to actual buying behavior. Based on the theoretical framework and previous research, the following hypothesis can be proposed:

H7: Brand trust has a positive influence on purchasing decisions through purchase intention.

RESEARCH METHOD

This research was conducted on consumers who shop at ShopTokopedia, focusing on shoppable live streams, brand trust, purchase intention, and purchase decisions. The population in this study consists of ShopTokopedia users residing in Bali Province, Indonesia. The sample size was determined using Hair's formula, resulting in a sample size of 100 respondents. The research instrument utilizes a questionnaire employing a Likert scale ranging from 1=strongly disagree to 5=strongly agree. The operationalization of the shoppable live stream (SLS) variable is based on four indicators derived from [Song & Liu \(2021\)](#), brand trust (BT) is conceptualized using four indicators, as referenced by [Lombok & Samadi \(2022\)](#) and [Septiarini et al. \(2024\)](#); purchase intention (PI) is measured with four indicators from [Febrianti & Hasan, \(2022\)](#); and the purchase decision (PD) construct is assessed using four indicators proposed by [Febrianti & Hasan, \(2022\)](#) and [Kojongian et al. \(2022\)](#).

A pilot test with 30 samples was conducted prior to distributing the research instruments. All variables—shoppable live streams, brand trust, purchase intention, and purchase decisions—showed good validity (correlations > 0.30) and high reliability (Cronbach's alpha 0.833–0.902). Thus, the instruments were considered appropriate, and the collected data were analyzed using SEM-PLS.

RESULTS

Table 1 reveals that most respondents were female (59%), aged 20–30 years (64%), predominantly university students (45%), and had incomes below IDR 3,000,000 or no fixed income. These demographics typify digital natives—tech-savvy individuals accustomed to interactive online environments—making them highly relevant for examining shoppable live streaming and brand trust in influencing purchase decisions via purchase intention on ShopTokopedia. Younger consumers and students are often engaged by visually rich, real-time digital experiences and storytelling. Their exposure to such content shapes both brand perception and buying behavior. Furthermore, income diversity among respondents suggests varying purchasing power, which may moderate how strongly purchase intention influences actual buying behavior within the live streaming shopping context.

Table 1. Respondent Demographics

Descriptions	Quantity	Percentage (%)
Gender		
Male	41	41
Female	59	59
Age		
< 20 years	12	12
20-30 years	64	64
31-40 years	18	18
> 40 years	6	6
Work		
Students	45	45
Entrepreneur	14	14
Private employee	29	29
Civil servant	3	3
Others...	9	9
Monthly income		
< Rp. 3.000.0000	32	32
Rp. 3.000.000-5.000.000	27	27
Rp. 5.000.000-10.000.000	10	10
> Rp. 10.000.000	9	9
No income yet	22	22
Total	100	100

This study uses SEM-PLS with the Smart-PLS platform, which includes assessment of the measurement model and structural model, as well as hypothesis testing. The outer model analysis validates the reliability and validity of indicators related to latent variables. As shown in Table 2, all indicators meet the required criteria, with external loadings exceeding 0.70 and AVE values exceeding 0.50, indicating strong convergent validity. Discriminant validity was evaluated using the Fornell and Larcker criteria. Table 3, shows that the square root of AVE for each construct is greater than its correlation with other constructs, confirming the presence of discriminant validity (Ghozali & Latan, 2015). Therefore, the model adheres to important measurement quality standards.

Table 2. Convergent Validity

Construct	Indicator	Outer Loading (OL)	AVE
Shoppable Live Stream (SLS)	SLS ₁	0.774	0.579
	SLS ₂	0.738	
	SLS ₃	0.810	
	SLS ₄	0.718	
Brand Trust (BT)	BT ₁	0.794	0.656
	BT ₂	0.848	
	BT ₃	0.822	
	BT ₄	0.775	
Purchase Intention (PI)	PI ₁	0.816	0.595
	PI ₂	0.798	
	PI ₃	0.739	
	PI ₄	0.729	
Purchase Decision (PD)	PD ₁	0.813	0.579
	PD ₂	0.747	
	PD ₃	0.763	
	PD ₄	0.717	

Table 3. Discriminant Validity

Construct	$\sqrt{\text{AVE}}$	BT	PD	PI	SLS
BT	0.810	0.810	0.649	0.695	0.735
PD	0.761	0.649	0.761	0.739	0.696
PI	0.771	0.695	0.739	0.771	0.747
SLS	0.761	0.735	0.696	0.747	0.761

In testing the reliability between indicator blocks from the constructs that form them, it appears that the Ca and Cp are above the threshold value of 0.70 (Table 4). Thus, the indicator blocks are declared reliable in measuring variables.

Table 4. Reliability Analysis

Construct	Cronbach's alpha (Ca)	Composite Reliability (Cp)
SLS	0.757	0.846
BT	0.825	0.884
PI	0.774	0.854
PD	0.757	0.846

Subsequently, an evaluation of the inner model was conducted to assess the model's adequacy and to test the statistical significance of each structural path (hypothesis testing). As presented in Table 5, the R² coefficient for the PI variable is 0.605, while for the PD variable it is 0.604. These values indicate that the determinant factors within the model have a moderate explanatory power for both PI and PD. Furthermore, the calculation of the model's predictive relevance (Q²) yielded a value of 0.746, suggesting that 74.6% of the data variance can be accounted for by the model under investigation, with the remaining 25.4% attributed to error or unmodeled variables. The analysis of the model's overall goodness-of-fit (GoF) produced a value of 0.60, reflecting a strong combined performance of both the outer and inner models. This value classifies the model's fit as large, based on the criteria proposed by Tenenhaus et al. (2005).

Table 5. Model Suitability Evaluation

Model	R-Square (R^2)	Q-Square (Q^2)	GoF
PI	0.605	0.746	0.60
PD	0.604		

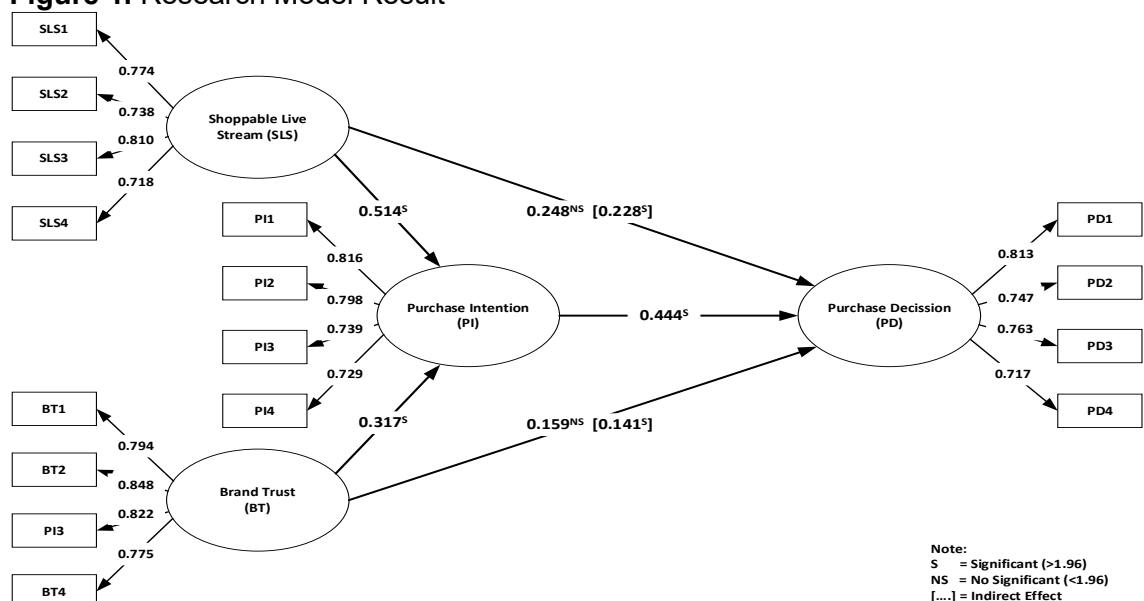
The evaluation of hypotheses for each structural path outlined in Table 6 was carried out by examining both the magnitude of the path coefficients and their corresponding p-values. A hypothesis was considered supported when the associated p-value was found to be less than the conventional threshold of 0.05, indicating statistical significance.

Table 6. Hypothesis Test Results

Effect	Path Coefficient (β)	P-value
SLS $\rightarrow$ PI	0.514	0.000
BT $\rightarrow$ PI	0.317	0.002
SLS $\rightarrow$ PD	0.248	0.066
BT $\rightarrow$ PD	0.159	0.185
PI $\rightarrow$ PD	0.444	0.000
SLS $\rightarrow$ PI $\rightarrow$ PD	0.228	0.001
BT $\rightarrow$ PI $\rightarrow$ PD	0.141	0.021

Hypothesis testing (Table 6) shows that shoppable live streaming (SLS: $\beta = 0.514$, $p < 0.001$) and brand trust (BT: $\beta = 0.317$, $p = 0.002$) significantly influence purchase intention (PI), which in turn strongly predicts purchase decision (PD: $\beta = 0.444$, $p < 0.001$). While SLS and BT have no direct effect on PD ($p > 0.05$), their indirect effects through PI are significant, confirming PI as a full mediator. Notably, SLS has nearly twice the predictive strength of BT in shaping PI, underscoring the persuasive impact of real-time interactive experiences. These findings support the TPB framework, where live stream experiences and brand trust drive intentions that lead to actual purchase behavior.

Figure 1. Research Model Result



DISCUSSION

The analytical results indicate that shoppable live streams have a positive and significant influence on purchase intention. This finding suggests that the more effective the implementation of real-time interactive broadcasts between sellers and consumers, the higher the likelihood that consumers will develop an interest in the offered products. The strength of this feature lies in its ability to deliver a personalized and immersive shopping experience, mirroring the atmosphere of physical retail environments while leveraging the efficiency of digital technology (Akromah & Nurhadi, 2024; Ivansyah & Novitaningtyas, 2023; Rahmawati et al., 2023).

In addition, brand trust is also found to significantly influence purchase intention. Consumer trust in a brand plays a crucial role in shaping confidence in product quality and reliability, which in turn enhances the willingness to make a purchase (Adriana & Ngatno, 2020). In the context of e-commerce platforms such as ShopTokopedia, brand trust becomes a critical factor in reducing uncertainty and fostering positive consumer perceptions of the products being offered.

Nevertheless, the findings reveal that neither shoppable live streaming nor brand trust has a direct and significant effect on purchase decisions. This suggests that both variables function more as antecedents of purchase intention rather than as direct drivers of consumer purchasing behavior. Purchase decisions represent the final stage in a complex process involving both emotional and rational considerations, such as product relevance to consumer needs, perceived value, and incentives like discounts or promotions (Mukarromah et al. (2022).

Within this process, purchase intention is confirmed as a strong and significant mediating variable, bridging the gap between external stimuli and actual purchasing behavior. Purchase intention reflects the emotional and cognitive engagement of consumers with a product, thereby increasing the likelihood of actual transactions (Solihin, 2020). This highlights the pivotal role of purchase intention as a psychological conduit between perception and behavior (Meliana & Evan, 2020).

The mediation analysis reveals the presence of full mediation in both tested relationships. The significant effect of shoppable live streaming on purchase decisions is fully mediated by purchase intention, in alignment with findings from Song and Lee (2020) and Permata et al. (2024). Similarly, brand trust exerts a significant indirect effect on purchase decisions via purchase intention, consistent with the results reported by Urnika and Khasanah (2023).

Overall, the findings underscore that purchase intention serves as a central determinant in the consumer decision-making process within e-commerce platforms. Therefore, marketing strategies that utilize live streaming and aim to enhance brand trust should be directed toward fostering strong purchase intentions, as a necessary precursor to actual buying behavior.

CONCLUSION

This study concludes that purchase interest serves as a critical mediator linking shoppable live streaming and brand trust to purchasing decisions in Indonesia's e-commerce context. The results demonstrate that digital engagement alone does not directly lead to transactions; rather, cultivating consumer interest and trust is essential before behavioral outcomes can be achieved. These findings carry important managerial

implications, as platforms must design marketing strategies that not only attract attention but also strengthen consumer trust and intent formation to ensure higher conversion rates. The study also contributes to the Theory of Planned Behavior by underscoring the role of cognitive and affective mechanisms in shaping consumer decision-making in digital commerce. Future research should examine moderating factors such as consumer experience, product type, and demographic differences to provide deeper insights and support more personalized and effective marketing strategies.

ACKNOWLEDGMENT

The author would like to acknowledge the Management Studies Program of the Faculty of Economics and Business, Mahasaraswati University Denpasar, for the opportunity to attend the 2025 Thailand International Project Management Conference (ICPM) and publish an article.

DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

REFERENCES

- Aditria, D., Digdowiseiso, K., & Nurwulandari, A. (2023). Pengaruh brand image, e-WOM dan brand trust terhadap keputusan pembelian melalui minat beli sebagai variabel mediasi di Hits Burger Antasari Jakarta Selatan. *Technomedia Journal (TMJ)*, 8(1), 30–45. <https://doi.org/10.33050/tmj.v8i1>
- Adriana, N. C., & Ngatno, N. (2020). Pengaruh brand image dan brand trust terhadap keputusan pembelian melalui minat beli sebagai variabel intervening (Studi pada konsumen Sariayu Martha Tilaar di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 198–208. <https://doi.org/10.14710/jiab.2020.26322>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akromah, S., & Nurhadi. (2024). The influence of persuasive communication, live selling, and product quality on purchase intentions during live shopping on Shopee. *Jurnal Manajemen Bisnis*, 11(1), 368–378. <https://doi.org/10.33096/jmb.v11i1.730>
- Apriliani, H. N., & Setyawati, H. A. (2023). Pengaruh electronic word of mouth, brand image, dan brand trust terhadap keputusan pembelian produk moisturizer Skintific (Studi pada masyarakat Kabupaten Kebumen). *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 5(3), 247–258. <https://doi.org/10.32639/jimmba.v5i3.448>
- Ardiyanti, Y., Apriliani, R., Efendi, B., & Nurhayati, E. C. (2022). Pengaruh brand image, brand trust dan product quality terhadap keputusan pembelian (Studi pada pembeli kopi Bowongso di Kabupaten Wonosobo). *Jamasy: Jurnal Akuntansi, Manajemen & Perbankan Syariah*, 2(1), 100–108. <https://doi.org/10.32699/jamasy.v2i2.2700>
- Aslam, W., Hussain, A., Farhat, K., & Arif, I. (2020). Underlying factors influencing consumers' trust and loyalty in E-commerce. *Business Perspectives and Research*, 8(2), 186-204. <https://doi.org/10.1177/2278533719887451>
- Brigitta, M. Y. F., Effendi, M. I., Sugandini, D., & Suryono, I. A. (2023). The influence of brand satisfaction and luxury brand attachment on customer advocacy through brand loyalty on Zalora marketplace. *International Journal of Applied Business and International Management*, 8(3), 133–147. <https://doi.org/10.32535/ijabim.v8i3.2095>

- Chen, C. C., & Lin, Y. M. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and trust. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Febrianti, W., & Hasan, R. (2022). Impact of product quality and brand image towards buying decisions with buying interest as mediation variable. *Journal Research of Social, Science, Economics, and Management*, 1(11), 1899-1912. <https://doi.org/10.36418/jrssem.v1i11.202>
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer trust as the antecedent of online consumer purchase decision. *Information*, 12(4), 145. <https://doi.org/10.3390/info12040145>
- Ivansyah, N. F., & Novitaningtyas, I. (2023). Pengaruh harga dan promosi live selling terhadap purchase intention di TikTok Shop. *Probisnis*, 16(2), 107–121. <http://dx.doi.org/10.35671/probisnis.v16i2.2370>
- Izza, F., Supriyadi, A., & Kudus, I. (2023). The effect of co-branding, brand trust, and e-WOM on interest in buying Aerostreet brand shoes on adolescents in Kudus Regency. *Jebisku*, 1(2), 158–172.
- Kojongian, A. S., Tumbel, T. M., & Walangitan, O. (2022). Pengaruh variasi produk dan promosi terhadap keputusan pembelian Careofyou.id pada media sosial Instagram. *Productivity*, 3(2), 157–161.
- Liu, X., & Kim, S. H. (2021). Beyond shopping: The motivations and experience of live stream shopping viewers. *Quality of Multimedia Experience (QoMEX)*, 187–192. <https://doi.org/10.1109/QoMEX51781.2021.9465387>
- Lombok, V. V., & Samadi, R. L. (2022). Pengaruh brand image, brand trust dan digital marketing terhadap keputusan pembelian konsumen pada produk emina (studi kasus pada mahasiswa universitas sam ratulangi). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 953-964.
- Mathea, N., & Laksmidewi, D. (2024). The influence of social media influencer endorsement on purchase intention with the mediating roles of parasocial interaction and possession envy. *International Journal of Applied Business & International Management*, 9(1), 178–193. <https://doi.org/10.32535/ijabim.v9i2.2732>
- Meliana, V., & Ifander, S. E. (2020). Pemanfaatan brand awareness dan brand trust terhadap minat beli produk terbaru. *Jurnal Bisnis dan Komunikasi*, 7(1), 44–48.
- Mosunmola, A., Omotayo, A., & Mayowa, A. (2018). Assessing the influence of consumer perceived value, trust and attitude on purchase intention of online shopping. In *Proceedings of the 9th International Conference on E-Education, E-Business, E-Management and E-Learning* (pp. 40-47). <https://doi.org/10.1145/3183586.3183594>
- Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh konten marketing dan citra merek terhadap keputusan pembelian dengan dimediasi minat beli pada pengguna aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73–84. <https://doi.org/10.37366/master.v2i1.444>
- Nada, F., Ramadhayanti, A., & Masahere, U. (2023). Pengaruh content marketing dan live shopping terhadap keputusan pembelian produk fashion pada pengguna TikTok Shop. *Jurnal Ekonomi Bisnis Antartika*, 1(1), 9–16. <https://doi.org/10.70052/jeba.v1i1.45>
- Natasiah, U. & Syaefulloh. (2024). Brand image, brand trust, and brand ambassador on purchase decisions of shopee E-commerce users in Pekanbaru City. *Jurnal Manajemen Bisnis*, 11(1), 120-134. <https://doi.org/10.33096/jmb.v11i1.702>
- Nguyen, T. M. A., Nguyen, T. H., & Le, H. H. (2022). Online shopping in relationship with perception, attitude, and subjective norm during COVID-19 outbreak: The case of Vietnam. *Sustainability*, 14(22), 15009. <https://doi.org/10.3390/su142215009>

- Ningsih, D. N. C., Amallia, K. N., Ashari, N. C. F., Kurnia, N. F. I., Bagaskara, D., & Haliza, D. N. (2023). The effect of direct marketing on purchase decision with purchase intention as intervening variable (Study on TikTok live streaming users in Faculty of Administration Science Brawijaya University). *Atlantis Press SARL*, 150–165. https://doi.org/10.2991/978-2-38476-090-9_15
- Permata, A. P., Sunarto, & Widagdo, M. B. (2024). The influence of marketing communication live streaming on TikTok account @somethincmakeup on consumer purchasing decision of Somethinc makeup products with buying interest as mediator variable. *Interaksi Online*, 12(3), 833–846.
- Putri, S. Y., Meria, L., & Amroni. (2023). Pengaruh persepsi nilai dan kepercayaan terhadap keputusan pembelian yang dimediasi oleh minat beli. *Technomedia Journal (TMJ)*, 8(1), 92–107. <https://doi.org/10.33050/tmj.v8i1SP.2070>
- Rahmawati, N. D., Winarso, W., & Anas, H. (2023). Pengaruh flash sale, live shopping, dan electronic word of mouth terhadap keputusan pembelian pada brand Skintific di Shopee. *Jurnal Economina*, 2(10), 2740–2755. <https://doi.org/10.55681/economina.v2i0.897>
- Ramadhanty, F. (2023). Pengaruh Live Shopping Tiktok@ Skintific_Indonesia Terhadap Keputusan Pembelian Mahasiswa Program Studi Ilmu Komunikasi Universitas Fajar. *Jurnal Publisitas*, 12(2), 1-16.
- Sari, N. Y., & Hermawati, S. (2020). The effect of shopping lifestyle, hedonic shopping motivation, and sales promotion on impulse buying behavior in e-commerce (case study of berrybenka consumer). *Jurnal Ilmiah Ekonomi Bisnis*, 25(1), 45-54. <http://dx.doi.org/10.35760/eb.2020.v25i1.2343>
- Septiarini, E., Muthiah, C., & Sari, C. (2024). Pengaruh social media advertising terhadap purchase intention sportswear merek lokal yang dimediasi oleh brand trust di Bandung Raya. *Jurnal Ilmiah Ekonomi dan Bisnis*, 5(1), 118–126. <https://doi.org/10.31289/jimbi.v5i1.4337>
- Solihin, D. (2020). Pengaruh kepercayaan pelanggan dan promosi terhadap keputusan pembelian konsumen pada online shop Mikaylaku dengan minat beli sebagai variabel intervening. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, dan Teknologi*, 4(1), 38–51. <https://doi.org/10.33753/mandiri.v4i1.99>
- Song, C., & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *Econstor*, 1–18.
- Song, Y. J., & Lee, Y. (2020). Perceived service quality through cognitive communion of social live streaming service (SLSS) of fashion product and moderating effect of purchasing experience. *Journal of the Korean Society of Clothing and Textiles*, 44(4), 639–656. <https://doi.org/10.5850/JK SCT.2020.44.4.639>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*. <https://doi.org/10.1016/j.elerap.2019.100886>
- Urnika, A., & Khasanah, I. (2023). Analisis pengaruh kepercayaan, persepsi risiko, dan e-service quality terhadap keputusan pembelian di Lazada dengan minat beli sebagai variabel intervening. *Diponegoro Journal of Management*, 12(2).
- Wardhana, A. (2024). Perilaku konsumen di era digital. *Purbalingga: Eureka Media Aksara*.
- Yasser, A. S., & Gayatri, G. (2023). The role of live streaming in building consumer trust, engagement, and purchase intention in Indonesian social commerce thrift clothes sellers. *ASEAN Marketing Journal*, 15(2), 1–13. <https://doi.org/10.21002/amj.v15i2.1224>

ABOUT THE AUTHOR(S)

1st Author

I Wayan Ryan Kusumartira is a graduate student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. His academic background is in management and business, with research interests in digital marketing, consumer behavior, and e-commerce. He is actively involved in studies on live commerce and online purchasing behavior.

2nd Author

I Nengah Suardhika is a lecturer at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. He holds a doctoral degree in economics and currently serves as a faculty member specializing in marketing, strategic management, and digital innovation. His research interests include branding, consumer trust, and social commerce. He can be reached at suardhikanengah@unmas.ac.id, with ORCID ID <https://orcid.org/0000-0002-2234-1143>.

3rd Author

Ni Putu Cempaka Dharmawedwi Atmaja is a student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. She focuses on consumer behavior and marketing communication, particularly within the context of digital platforms and e-commerce.

4th Author

Ni Putu Audi Orlanda is a student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. Her research interests include brand trust, purchase intention, and digital marketing strategies in online platforms.

5th Author

I Gusti Agung Ayu Dian Priskila Chandra is a student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. She is engaged in research on social media marketing, online trust, and purchase decision-making in live-streaming commerce.

6th Author

I Wayan Agus Budi Darma is a student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. His academic focus includes marketing management, consumer trust, and behavioral studies in digital business ecosystems.

7th Author

Anak Agung Ayu Pramisantih Dewi is a student at the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. Her research interests revolve around digital consumer engagement, e-commerce strategies, and live-stream shopping.