



## **Examining the Effect of Live Streaming Interaction on Purchase Intention in Garut Regency: Social Presence as a Mediator**

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### **Abstract**

This study explores the effect of live streaming on consumers' purchase intention, with social presence serving as a mediating variable. In today's digital era, live streaming has become one of the most popular marketing strategies across various e-commerce platforms. Social presence, defined as the degree of perceived social interaction and presence experienced by users during live streaming, is believed to play an important role in enhancing consumers' purchase intention. However, despite the increasing adoption of live streaming, limited studies have specifically examined the relationship between live streaming, social presence, and purchase intention. This study aims to fill this research gap by investigating how live streaming influences purchase intention and examining the mediating role of social presence in this relationship. A quantitative research method with a survey approach was employed to collect data from e-commerce platform users who frequently participate in live streaming activities. The sample was selected using purposive sampling, and the data were analyzed using regression analysis to test the proposed hypotheses. The findings indicate that live streaming has a significant effect on purchase intention, and social presence plays a significant mediating role in this relationship. The study concludes that e-commerce companies can enhance consumers' purchase intention by strengthening social presence elements in their live streaming activities. Practical implications include the importance of training live streaming hosts to create more personalized and engaging interactions, as well as utilizing technological features that enhance users' sense of social presence during live broadcasts. This study contributes to the digital marketing literature and provides practical guidance for companies seeking to maximize the effectiveness of live streaming as a marketing strategy.

**Keywords:** Live Streaming; Purchase Intention; Social Presence; E-commerce Marketing; Digital Consumer Behavior

## **1 Introduction**

Rapid technological advancement in the era of globalization has significantly facilitated daily activities, accompanied by the increasingly widespread use of the internet. As of January 2023, approximately 5.16 billion people worldwide were internet users, an increase from 4.95 billion in February 2022 (DataReportal, 2023). In Indonesia, 212.9 million out of a total population of 278.8 million actively use the internet, with an average usage duration of nearly eight hours per day, and 98.3% of users accessing the internet via mobile devices (DataReportal, 2023). This growth

has driven the expansion of e-commerce, with transaction values projected to reach IDR 266.3 trillion in 2023, positioning Indonesia as one of the countries with the highest e-commerce growth globally (Kominfo, 2019). Furthermore, the fashion and beauty categories dominate e-commerce spending in Indonesia, reaching USD 8.74 billion in January 2023, indicating strong consumer interest in these industries (Social, 2023). Alongside technological development, Indonesian e-commerce companies have begun introducing innovative features such as live streaming to enhance consumer interaction (Sudaryono et al., 2020).

Live streaming, as a result of advancements in internet and digital technology, has emerged as a popular method in e-commerce to facilitate real-time interaction between sellers and buyers. Through live streaming, sellers can promote products more effectively while engaging directly with potential consumers. This feature enables consumers to gain a better understanding of product pricing, quality, and delivery timelines. In Indonesia, several e-commerce platforms, including Tokopedia, Lazada, and Shopee, have introduced live streaming features to improve the online shopping experience, such as Tokopedia Play, LazLive on Lazada, and Shopee Live (Lee & Chen, 2021; Tokopedia, 2023).

Although various e-commerce platforms in Indonesia have adopted live streaming features, differences remain in terms of popularity and effectiveness. For instance, Tokopedia Play continues to attract fewer viewers compared to other platforms. Meanwhile, Shopee emerged as the most popular e-commerce platform during the COVID-19 pandemic, with Shopee Live playing a significant role in enhancing consumer interaction and transaction volumes. This is supported by research identifying Shopee as the most recognized and widely used e-commerce brand in Indonesia during the third quarter of 2020 (Databoks, 2021; Katadata, 2022). Live streaming has been shown to increase customer loyalty in e-commerce; however, its impact on purchase intention remains an area requiring further investigation. Previous studies suggest that live streaming shopping enhances the shopping experience through direct interaction, provides more comprehensive product information, and allows real-time responses to customer inquiries—features not available in traditional retail settings (Wongkitrungrueng & Assarut, 2020).

Generation Y (Millennials) and Generation Z represent the most active consumer segments utilizing live streaming features for online shopping. These groups value convenience, efficiency, and interactive experiences offered by such features. West Java has become the largest contributor to e-commerce transactions in Indonesia, indicating that the region serves as a major hub for rapid e-commerce growth. As digital natives, Millennials and Generation Z demonstrate high adaptability to technology-driven shopping, which significantly influences their consumption patterns (Dwidienawati & Gandasari, 2018; Katadata, 2023). Live streaming hosts or presenters play a crucial role in influencing consumer purchase decisions through the interactions they establish. Social presence also plays a critical role in creating a more realistic and personalized shopping experience. Prior research indicates that consumer trust and purchase intention can be positively influenced by interactions occurring during live streaming sessions, particularly when hosts possess strong appeal and credibility among their audiences (M. Li et al., 2022; Y. Wang et al., 2022).

In the context of online consumption, social presence plays a vital role, especially in live streaming e-commerce, where it is often used to explain its influence on purchase intention (H. Wang et al., 2021; Yohanna, 2020). H. Wang et al. (2021) emphasize that social presence affects consumers' perceptions of usefulness, interest, and trust toward online shopping platforms. Liu (2023) further highlights that the interactive nature of live streaming can enhance social presence, which subsequently influences consumer intentions and behaviors by shaping perceptions such as hedonism and utilitarian value (Liu & Zhang, 2023). However, not all studies support this perspective. Onderdijk et al. (2021) found that live streaming does not significantly influence social presence, aligning with the findings of Clement Addo et al. (2021), who also reported no

significant effect of live streaming on social presence. Additionally, Ang et al. (2018) argued that although live streaming can provide a more authentic viewing experience, it does not significantly affect purchase intention.

Based on the above discussion, the following hypotheses are proposed:

H1: Live streaming e-commerce has a positive effect on social presence.

H2: Live streaming e-commerce has a positive effect on purchase intention.

In the context of purchase intention, dimensions of social presence—such as interactions among consumers, sellers, and products—are known to influence trust in online merchants, which in turn affects consumers' intention to purchase (Jiang, 2019). However, the direct effect of social presence on purchase intention may not be significant (Li, 2019; Xicheng Yin, 2019). McClure (2022) also reported that social presence does not significantly influence purchase intention.

Based on this discussion, the following hypothesis is proposed:

H3: Social presence has a positive effect on purchase intention.

Within the context of media communication, social presence as a virtual human experience influences consumers' perceptions of usefulness, interest, and trust toward online shopping platforms, as emphasized by H. Wang et al. (2021). The interactive nature of live streaming can enhance social presence, which subsequently impacts consumer intentions and behaviors through perceptions such as hedonism and utilitarian value (Liu & Zhang, 2023). However, studies by Onderdijk et al. (2021) and Clement Addo et al. (2021) indicate that live streaming does not significantly affect social presence, consistent with findings suggesting that although live streaming provides a more authentic viewing experience, it does not significantly influence purchase intention (Ang et al., 2018). In the context of purchase intention, dimensions of social presence—such as interactions between consumers, sellers, and products—are known to influence trust in online merchants, which subsequently affects purchase intention (Jiang, 2019). Nevertheless, the direct effect of social presence on purchase intention may be insignificant, as reported by Li (2019), Xicheng Yin (2019), and McClure (2022).

Based on the above discussion, the following hypothesis is proposed:

H4: Live streaming e-commerce positively affects purchase intention through the mediating role of social presence.

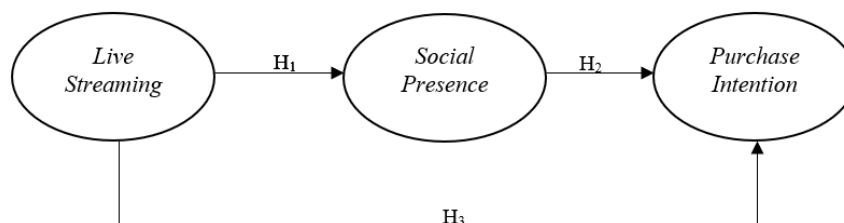


Figure 1. Conceptual Model

This study is necessary because although live streaming features in e-commerce have become a popular trend—particularly since the COVID-19 pandemic—there remains inconsistency between previous research findings and real-world practices regarding their impact on consumers' purchase intention. Prior empirical studies indicate that factors such as social presence,

interaction, and trust significantly influence consumer behavior in the context of live streaming e-commerce (Ogonowski et al., 2014; H. Wang et al., 2021). However, in practice, many sellers utilizing live streaming continue to experience challenges in significantly increasing sales or consumers' purchase intention (H. Wang et al., 2021). The lack of in-depth research examining the interaction among these factors, particularly within Indonesia's rapidly growing e-commerce market, highlights the need to address this research gap. Therefore, this study aims to further explore the effect of live streaming e-commerce on purchase intention, with social presence serving as a mediating variable, thereby providing new insights and strategic guidance for marketing practices in Indonesia.

## 2 Literature Review

### Stimulus–Organism–Response (SOR) Model

The Stimulus–Organism–Response (S–O–R) theory, originally proposed by Woodworth (1929) as an extension of the stimulus–response theory, has become a fundamental framework for understanding consumer behavior. This theory was further developed by Mehrabian and Russell (1974) and later modified by Jacoby (2008) by introducing the “organism” component as an intermediary between stimulus and response. In this framework, stimulus refers to any external factors that may influence individuals, such as physical elements, visual cues, or verbal communication received by consumers (Kurniadi & Hartono, 2019). The organism component reflects individuals' emotional and cognitive states that mediate the relationship between stimulus and response, including feelings, attitudes, and consumer engagement (Vazquez et al., 2020). Finally, response represents the consumer's ultimate behavioral outcome resulting from the interaction between stimulus and organism, such as purchase intention or actual purchasing behavior (Xue, 2020).

The S–O–R model has become a widely used theoretical framework for investigating consumer behavior, particularly in the context of e-commerce and social commerce, including live streaming shopping features. In this study, the stimulus is represented by live streaming shopping features that incorporate social and hedonic elements, enabling consumers to obtain high-quality information and immersive shopping experiences (Xue, 2020). Social presence is identified as the organism variable, which in this study is conceptualized into three dimensions: social presence of the web, social presence of others, and social presence of interaction (H. Wang et al., 2021). The response component focuses on consumer behavior, specifically purchase intention, which serves as the primary outcome variable of this study. This framework aims to further explore how stimulus and organism interact to influence consumer behavior in live streaming e-commerce contexts (Zhou & Tian, 2022).

### E-Commerce

E-commerce, or electronic commerce, refers to commercial transactions conducted through digital media such as the internet. In general, e-commerce encompasses a wide range of business activities, including online sales, marketing, payment processing, and distribution of products or services. In a broader sense, e-commerce utilizes internet technology to connect consumers and companies in electronic buying and selling transactions, although certain stages, such as payment and delivery, may still occur offline (Pradana, 2016). In this context, e-commerce extends beyond mere buying and selling activities to include continuous technological innovations designed to facilitate and optimize digital business transactions (Arisandi, 2018).

E-commerce represents a significant innovation in the business landscape by leveraging the internet as a primary platform for the exchange of goods, services, and information. Three core

elements characterize e-commerce: the use of the internet for commercial transactions, the involvement of consumers as buyers and companies as sellers, and transactions conducted online through digital networks (Alwendi, 2020). E-commerce is also viewed as a mechanism that connects businesses with consumers and specific communities through digital technologies designed to streamline electronic transactions (Kasmi & Candra, 2017). Essentially, e-commerce embodies electronic trading that enables interactions and transactions between business entities and individuals via the internet, creating convenience and efficiency in buying and selling processes in the digital era.

### **Live Streaming**

Live streaming refers to platforms that enable real-time recording and broadcasting of audio and visual content, allowing audiences to experience events as if they were participating directly (Zhang et al., 2021). Initially, live streaming was primarily associated with video games and esports broadcasts (Hilvert-Bruce, 2018), but it has since expanded to various fields, including sports and online shopping. In the context of e-commerce, live streaming enables consumers to view products from multiple angles and interact directly with sellers through real-time questions and responses, thereby creating a more interactive and engaging online shopping experience (Song & Liu, 2021).

Previous studies have identified several key dimensions of live streaming. Wang et al. (2021) conceptualized live streaming into four main dimensions: live content, host attractiveness, interaction, and trust. Live content refers to the information and materials presented in real time, while host attractiveness encompasses the host's ability to attract and maintain audience attention through personality and expertise. Interaction refers to real-time communication between hosts and viewers, and trust reflects viewers' confidence in the host, the product, and the platform. Other studies by Song and Liu (2021) and Netrawati et al. (2022) also emphasize dimensions such as streamer credibility, media richness, interactivity, perceived product quality, and promotional incentives as critical factors influencing the effectiveness of live streaming in e-commerce (Netrawati et al., 2022).

In this study, the conceptual framework proposed by Wang et al. (2021) is adopted due to its comprehensive and in-depth coverage of factors influencing user experience in live streaming. The framework not only considers technical aspects such as content quality and interaction but also psychological aspects, including host attractiveness and trust, all of which significantly contribute to consumers' purchase decisions. This approach provides a holistic analytical framework for understanding and enhancing the effectiveness of live streaming as a marketing strategy in e-commerce.

### **Social Presence**

The social presence theory introduced by Short, Williams, and Christie (1976) emphasizes the importance of perceiving communication participants as "real persons" in mediated interactions. Social presence refers to the quality of two-way communication that enables engagement in social interaction, reflecting how communication media influence interaction patterns and interpersonal communication (Short & Williams, 1976; Lowenthal & Dunlap, 2014). In this context, video-based media are considered to have higher levels of social presence than audio-based media due to their ability to convey emotional nuances and interpersonal warmth more effectively (Lowenthal & Dunlap, 2014).

In the development of social presence on online platforms, Koponen and Rytsy (2020) identified that social presence plays a crucial role in e-commerce by fostering warmer and more friendly interactions through interactive services such as live chat. This finding suggests that social

presence extends beyond physical presence to include socially mediated interactions facilitated by technology, creating more intimate and personalized user experiences. Consequently, e-commerce companies strive to enhance social presence to strengthen consumer engagement and trust, which may ultimately increase purchase intention (Koponen & Rytty, 2020).

In examining the dimensions of social presence, this study adopts the framework proposed by Wang et al. (2021), which includes social presence of the web, social presence of others, and social presence of interaction. These dimensions offer a comprehensive perspective on how individuals interact with and perceive the presence of others in online environments. This framework is selected based on its relevance and contemporaneity, providing in-depth insights into both technical and psychological factors influencing social presence. By adopting Wang et al.'s (2021) framework, this study seeks to achieve a more holistic understanding of social presence within social media platforms.

### **Purchase Intention**

Purchase intention is a fundamental factor that determines individuals' decisions to buy products, particularly in the context of repeated transactions on online shopping platforms. Purchase intention reflects consumers' tendency to engage in purchasing behavior, whether for first-time or repeat purchases. This perspective aligns with Liu et al. (2018), who define purchase intention as consumers' inclination to conduct online transactions, including activities such as searching for additional product information on e-commerce platforms prior to making a purchase decision. Within the context of live streaming e-commerce, numerous studies have identified factors influencing purchase intention. Wang et al. (2021) highlight that product value and type can affect consumption intentions, while Su et al. (2020) find that the online visibility of virtual gifts contributes to increased purchase intention during live streaming sessions. Additionally, Zhang et al. (2020) reveal that service quality—including information quality and interaction quality—significantly influences consumers' purchase decisions. These findings suggest that purchase intention in e-commerce is shaped by a combination of value-related factors, visibility, and interaction quality.

This study adopts the purchase intention dimensions proposed by Marwan et al. (2023) due to their comprehensive and contextually relevant approach. Marwan et al. identify two primary dimensions of purchase intention: consumer tendency and information and loyalty. The consumer tendency dimension encompasses transactional, referential, and preferential intentions, offering a holistic view of how consumer preferences and experiences influence purchase intention. Meanwhile, the information and loyalty dimension emphasizes the importance of information accessibility and brand loyalty in shaping purchasing decisions. This framework provides a robust understanding of the factors influencing purchase intention and includes indicators that are both relevant and applicable to current market conditions.

## **3 Research Methodology**

This study adopts a quantitative approach with an explanatory research design, aiming to examine the relationships among the observed variables. The primary focus of this research is to investigate the effect of the independent variable, namely live streaming, on the dependent variable, purchase intention, with social presence serving as a mediating variable. The explanatory power of the path model using Partial Least Squares (PLS) is assessed through the coefficient of determination ( $R^2$ ), which indicates the proportion of variance in endogenous constructs explained by the predictor variables.

The population of this study consists of all residents of Garut Regency who have conducted product purchase transactions through live streaming on e-commerce platforms. Due to the unavailability of accurate data regarding the total number of residents engaging in live streaming transactions, the population size is considered unknown. Therefore, this study employs a non-probability sampling technique using purposive sampling, where respondents are selected based on specific criteria. The sample comprises Generation Y (Millennials) and Generation Z consumers in Garut Regency who have previously watched live streaming sessions on e-commerce platforms. The sample size is determined based on the number of measurement indicators, with a minimum requirement of 240 respondents.

Data analysis is conducted in two stages: descriptive analysis and verification analysis. Descriptive analysis is used to provide an overview of respondents' perceptions of each variable indicator by examining the percentage distribution of the obtained scores. Meanwhile, verification analysis is performed to test the relationships among latent variables and their indicators using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. Hypothesis testing is conducted through structural model evaluation using the bootstrapping method to assess the relationships and effects among variables. The decision-making criteria are based on t-statistics and significance values.

## 4 Results and Discussion

### Results

#### Hypothesis Testing

Hypothesis testing is a procedure used to make decisions regarding whether a hypothesis should be accepted or rejected. Therefore, each hypothesis must be statistically tested to examine its validity. Visually, the path diagram used for hypothesis testing is illustrated in the following figure:

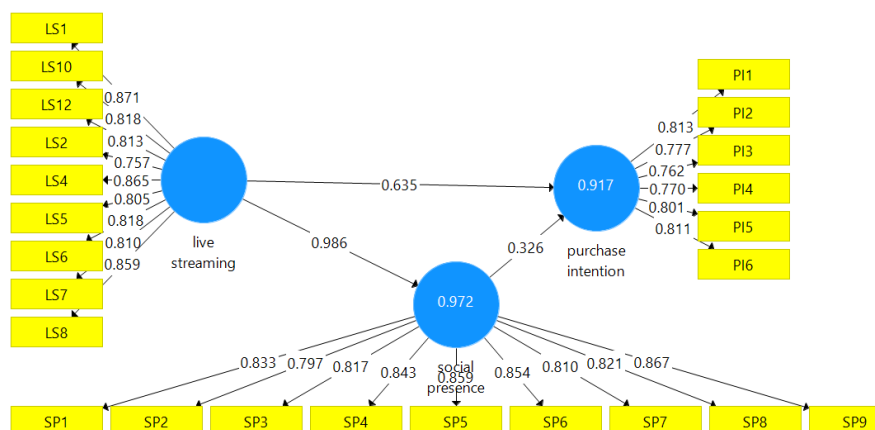


Figure 4.1. Path Diagram for Hypothesis Testing

Source: SmartPLS 3.0 Data Processing, 2024

After conducting the bootstrapping procedure, the values displayed in the path diagram represent the t-values used to assess statistical significance. If the t-value obtained from the structural equation is greater than or equal to 1.97 and the significance value is less than 0.05, the null hypothesis ( $H_0$ ) is rejected, indicating a significant effect between the independent variable and the dependent variable. The hypothesis testing results are presented as follows:

Table 4.1. Path Coefficients

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
live streaming -> purchase intention	0,63	0,63	0,11	5,38	0,00
live streaming -> social presence	0,98	0,98	0,00	460,96	0,00
social presence -> purchase intention	0,32	0,32	0,11	2,75	0,00

Source: SmartPLS 3.0 Data Processing, 2024

Table 4.2. Indirect Effects

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
live streaming -> purchase intention	0,32	0,32	0,11	2,75	0,00
live streaming -> social presence					
social presence -> purchase intention					

Source: SmartPLS 3.0 Data Processing, 2024

Based on Tables 4.1 and 4.2, the estimation results and path coefficient values among the variables—live streaming, social presence, and purchase intention—can be observed. These coefficients are used to evaluate the proposed hypotheses in this study. Accordingly, the hypotheses are assessed as follows:

### Direct Effects

Table 4.3. Results of Hypothesis Testing (Direct Effects)

Path	Path Coefficient	T-Statistics	T-Table	Sig.	Remarks
live streaming -> purchase intention	0,63	5,38	1,97	0,00	H <sub>0</sub> Rejected
live streaming -> social presence	0,98	460,96	1,97	0,00	H <sub>0</sub> Rejected
social presence -> purchase intention	0,32	2,75	1,97	0,00	H <sub>0</sub> Rejected

Source: SmartPLS 3.0 Data Processing, 2024

Based on Table 4.3, the results of hypothesis testing for the direct effects among the variables are presented as follows.

### The Effect of Live Streaming on Purchase Intention

The hypothesis testing results indicate that live streaming has a positive and significant effect on purchase intention. The obtained t-statistic value of 5.38 exceeds the critical t-value of 1.97, leading to the rejection of the null hypothesis (H<sub>0</sub>). This result confirms that live streaming significantly influences purchase intention, with a positive path coefficient indicating a positive

relationship between the two variables. This finding suggests that interactions between sellers and buyers during live streaming sessions play a crucial role in shaping consumers' purchase intention. Through live streaming, viewers are able to ask questions and receive immediate responses from hosts or brands, which helps build trust and reduce uncertainty, ultimately increasing purchase intention. This result is consistent with previous studies by Ang et al. (2018) and H. Wang et al. (2021), which found that live streaming positively affects consumers' purchase intention.

### The Effect of Live Streaming on Social Presence

The results of hypothesis testing also demonstrate that live streaming has a positive and significant effect on social presence. The t-statistic value of 460.96 is substantially higher than the critical t-value of 1.97, resulting in the rejection of the null hypothesis ( $H_0$ ). The positive path coefficient indicates that interactions between sellers and buyers during live streaming significantly enhance social presence. Live streaming strengthens social presence by creating a dynamic and interactive environment in which audiences feel directly involved, valued, and socially connected—not only to the host but also to other viewers. These findings are supported by previous studies conducted by W. Zhang et al. (2021), H. Wang et al. (2021), Lee and Chen (2021), and Onderdijk et al. (2021), which conclude that live streaming significantly influences social presence.

### The Effect of Social Presence on Purchase Intention

Furthermore, the hypothesis testing results reveal that social presence has a positive and significant effect on purchase intention. The t-statistic value of 2.75 exceeds the critical t-value of 1.97, leading to the rejection of the null hypothesis ( $H_0$ ). This finding indicates that social presence contributes significantly to consumers' purchase intention. Social presence provides consumers with a sense of real human presence, whether from sellers or other buyers, which enhances trust in the product and the brand. When consumers perceive that they are interacting with real individuals, they tend to place greater trust in the information and recommendations provided, thereby increasing their intention to purchase. This result is in line with previous research by H. Wang et al. (2021) and Jiang (2019), which confirms that social presence positively influences purchase intention.

### Indirect Effects

Table 4.4. Results of Hypothesis Testing (Indirect Effects)

Path	Path Coefficient	T-Statistics	T-Table	Sig.	Remarks
live streaming -> social presence	0,321	2,752	1,97	0,00	$H_0$ Rejected

Source: SmartPLS 3.0 Data Processing, 2024

The table above presents the results of the indirect effect analysis, which can be described as follows.

### Indirect Effect of Live Streaming on Purchase Intention with Social Presence as a Mediating Variable

Based on Table 4.4, the significance value obtained is 0.00, which is lower than the threshold of 0.05, and the calculated t-statistic value (2.752) exceeds the critical t-value (1.97). These results indicate the existence of a significant indirect effect of live streaming on purchase intention through social presence. This finding suggests that improvements in live streaming quality and the enhancement of social presence jointly contribute to an increase in consumers' purchase

intention. In other words, social presence serves as a significant mediating variable in the relationship between live streaming and purchase intention.

## Discussion

### The Effect of Live Streaming E-Commerce on Social Presence

The effect of live streaming e-commerce on social presence can be observed through its path coefficient.

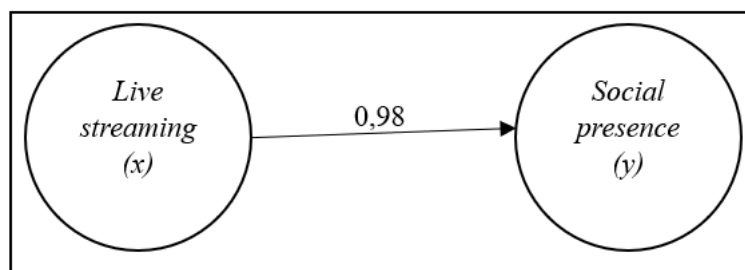


Figure 4.1. Path Coefficient of Live Streaming on Social Presence

Source: SmartPLS 3.0 Data Processing (2024)

Based on Figure 4.1, the path coefficient representing the effect of live streaming on social presence is 0.98. This result indicates that live streaming has a strong and positive influence on social presence. In other words, the greater the effectiveness of live streaming activities, the higher the level of perceived social presence among e-commerce consumers in Garut Regency. The significance of this relationship is supported by the t-statistic value of 460.96, which is greater than the critical t-value of 1.97, confirming that live streaming has a positive and significant effect on social presence.

Live streaming e-commerce strongly influences social presence because it creates a realistic and personalized interactive environment. Through live streaming, audiences can see and hear the host in real time, which enhances the perception of social presence. Real-time interaction allows viewers to post comments, ask questions, and receive immediate responses, fostering dynamic two-way communication. The visual and auditory presence of the host makes the shopping experience feel more vivid and authentic compared to static text or images. Moreover, interactive features such as polls, question-and-answer sessions, and exclusive promotions make viewers feel more engaged and part of a community. The authenticity and spontaneity displayed during live streaming sessions further enhance perceptions of honesty and emotional connectedness between the host and viewers. Collectively, these elements strengthen social presence by making consumers feel closer, valued, and directly involved in the shopping experience.

This finding is consistent with previous studies. H. Wang et al. (2021) concluded that host attractiveness, interaction, and trust positively influence social presence and simultaneously mediate consumers' purchase intention. In live streaming scenarios, the host acts as a bridge between consumers and products, making host attractiveness a crucial factor in shaping consumers' shopping experiences. This is further supported by Lee and Chen (2021), who found that host attractiveness and expertise significantly affect perceived enjoyment during online shopping. The emergence of consumer trust in the host reinforces confidence in the product information conveyed. Additionally, interaction between hosts and consumers during live streaming enables effective information exchange, which further strengthens social presence. Consequently, these factors collectively exert a positive and significant impact on social presence.

### The Effect of Social Presence on Purchase Intention

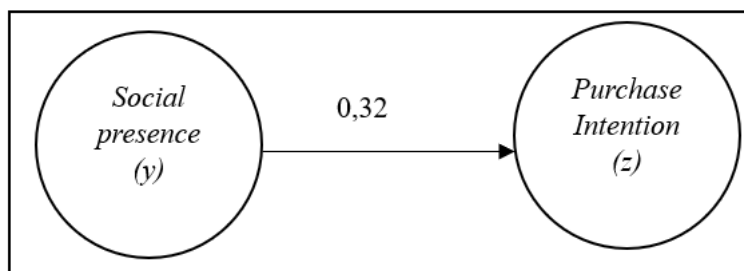


Figure 4.2. Path Coefficient of Social Presence on Purchase Intention

Source: SmartPLS 3.0 Data Processing (2024)

As shown in Figure 4.2, the path coefficient representing the effect of social presence on purchase intention is 0.32. This result indicates that social presence has a positive and moderately strong influence on purchase intention. In other words, higher levels of social presence lead to stronger purchase intention among e-commerce consumers in Garut Regency. The significance test results further confirm this relationship, with a t-statistic value of 2.75 exceeding the critical t-value of 1.97, indicating that social presence has a positive and significant effect on purchase intention.

Social presence significantly influences purchase intention because it creates a more personal, authentic, and trustworthy shopping experience. Perceived social presence provides consumers with a sense of real interaction with sellers or other buyers, thereby increasing trust in both the product and the brand. When consumers feel that they are interacting with real people, they are more likely to trust the information and recommendations provided. Additionally, social presence fosters positive emotional engagement, making consumers feel valued and understood, which further encourages purchase intention. Social validation through testimonials or reviews from other buyers also enhances consumers' sense of security and confidence, reducing uncertainty in purchase decisions. Shopping experiences supported by direct interaction, real-time feedback, and a supportive community create an environment conducive to increasing purchase intention. Overall, social presence strengthens emotional bonds and consumer trust, which directly drives purchasing behavior.

This result aligns with prior research. H. Wang et al. (2021) demonstrated that consumption intention is significantly influenced by social presence. Furthermore, Ma et al. (2022) found that trust and engagement fully mediate the effect of social presence on purchase intention. Similarly, Lu et al. (2016) reported that social presence has a positive and significant effect on trust, which ultimately leads to online purchasing behavior.

### The Effect of Live Streaming E-Commerce on Purchase Intention

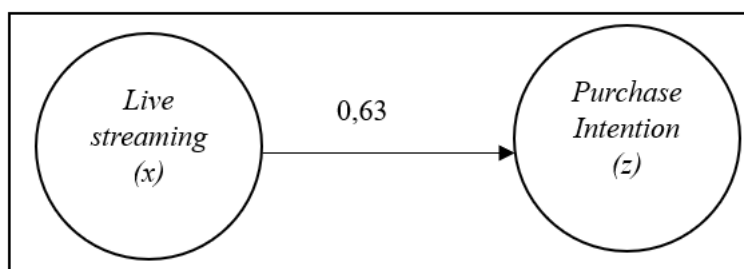


Figure 4.3. Path Coefficient of Live Streaming on Purchase Intention

Source: SmartPLS 3.0 Data Processing (2024)

Based on Figure 4.3, the path coefficient for the effect of live streaming on purchase intention is 0.63. This finding indicates that live streaming has a strong and positive influence on purchase intention. In other words, the more effective the live streaming activities, the higher the purchase intention among e-commerce consumers in Garut Regency. The significance test results show a t-statistic value of 5.38, which exceeds the critical t-value of 1.97, confirming that live streaming has a positive and significant effect on purchase intention.

Live streaming influences purchase intention by creating an interactive, authentic, and immersive shopping experience. During live streaming sessions, hosts can directly showcase products and provide real-time demonstrations of their usage and benefits, enabling viewers to better understand the product and assess its suitability for their needs. Real-time interaction allows viewers to ask questions and receive immediate responses, which helps reduce uncertainty and build trust. The authenticity and spontaneity of live streaming make the content appear more honest and credible, thereby enhancing the credibility of both the host and the brand. Additionally, exclusive promotions or special offers frequently featured during live streaming sessions encourage viewers to make quicker purchase decisions. Social influence arising from observing other viewers interact with or purchase products also creates a sense of urgency and fear of missing out. Through these mechanisms, live streaming increases consumer engagement, trust, and confidence, which significantly enhances purchase intention.

Liu (2023) emphasized that the interactive nature of live streaming can increase levels of social presence, which in turn influences consumer intentions and behaviors by shaping perceptions such as hedonic and utilitarian value (Liu & Zhang, 2023).

## 5 Conclusion

Based on the findings of this study, it can be concluded that live streaming in e-commerce has a significant effect on purchase intention through the mechanism of social presence. Well-executed live streaming activities not only enhance social presence but also have a direct positive impact on consumers' purchase intention. Social presence, which is created through real-time interaction and a more personal and authentic shopping experience, plays a crucial role in strengthening consumers' willingness to purchase products. The authenticity, spontaneity, and direct interaction that occur during live streaming make the content appear more honest and trustworthy, thereby increasing consumers' trust in both the product and the brand.

Furthermore, effective social presence significantly enhances purchase intention. In this context, direct interaction between hosts and viewers, along with comprehensive product demonstrations, helps reduce consumers' uncertainty and build greater trust. Special offers and exclusive promotions frequently provided during live streaming sessions also serve as key driving factors that encourage viewers to make faster purchase decisions. Therefore, the higher the quality of live streaming and the stronger the social presence created, the greater the resulting purchase intention. These findings highlight that live streaming and social presence are critical strategies for improving e-commerce performance in Garut Regency.

Based on the results of this study, future research is recommended to further explore the factors that influence social presence in e-commerce, particularly considering its relatively smaller effect compared to live streaming on purchase intention. Future studies may focus on specific elements such as types of interaction and communication quality, as well as compare the effects of social presence in live streaming with other forms of communication, such as customer reviews or chatbots. In addition, the use of interviews and larger or more diverse samples may provide broader insights, given the rapidly evolving dynamics of e-commerce. For e-commerce

practitioners in Garut Regency, it is important to optimize the potential of live streaming by maximizing direct interaction, utilizing authentic content, and leveraging exclusive promotions and local influencers to enhance purchase intention through increased social presence. Post-session data analysis and consumer feedback evaluation should also be conducted to support continuous improvement.

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