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The Role of Streamer Characteristics and Product Factors in Building Trust and Purchase Interest in Live Streaming Commerce in Indonesia

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Abstract

The rapid development of digital technology has driven live streaming commerce to become one of the marketing strategies that enables real-time interaction between streamers and consumers. This study aims to examine the influence of streamer characteristics, including attractiveness, humor, expertise, and warmth, as well as product-related factors, namely product quality and price, on trust and purchase intention in live streaming commerce in Indonesia. The study adopts the Stimulus-Organism-Response (S-O-R) theory as the theoretical framework to explain the relationships among the variables. A quantitative approach was employed by distributing an online questionnaire to 210 respondents who had previously made purchases through live streaming commerce. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that attractiveness, price, and product quality have a positive and significant effect on trust, whereas humor, expertise, and warmth do not significantly affect trust. Furthermore, trust has a positive and significant effect on purchase intention. These findings suggest that consumer trust is established through a combination of streamer attractiveness and product-related factors, particularly price and product quality. This study contributes to the growing literature on live streaming commerce and provides practical implications for businesses in building consumer trust and enhancing purchase intention.

Keywords: Live Streaming Commerce, Streamer Characteristics, Product Factors, Trust, Purchase Intention

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INTRODUCTION

The development of e-commerce has driven changes in people's consumption patterns, including in Indonesia. One rapidly growing innovation is live streaming commerce, a trading concept that combines real-time video broadcasts with commercial activities, allowing sellers to promote products while interacting directly with consumers (Nuraisah et al., 2024). Furthermore, live streaming commerce can provide a more engaging and interactive shopping experience because it makes consumers feel as if they are shopping directly in the real world, without compromising the ease of transactions through digital platforms (Chandraa et al., 2024). Live streaming commerce (LSC) is developing as an innovation in digital commerce that integrates real-time product demonstrations, interactive communication between sellers and consumers, and direct purchasing facilities in a single platform (Marcelita Weyna et al., 2026).

The development of digital technology has driven the growth of live streaming commerce as an innovation in e-commerce in various countries. According to (Business Research Insight, 2025), the global market value of live streaming commerce reached approximately USD 1.35 trillion in 2023 and is projected to increase to USD 3.53 trillion in 2032 with a compound annual growth rate (CAGR) of 12%. Furthermore, based on data from Statista (2024) in (Tedjakusuma et al., 2025) reported that the market value of live streaming commerce in the United States has reached approximately USD 50 billion in 2023, indicating that this trading model continues to grow and become an important part of the global e-commerce ecosystem. Indonesia is positioned as the largest live streaming commerce market in Southeast Asia with sales value of approximately USD 4.89 billion in 2022 (Dailysocial, 2022). The high utilization of Shopee Live by 77% of local brands and MSMEs, compared to TikTok Live which reached 19%, shows that the live streaming feature has become a strategic marketing medium in supporting digital commerce activities in Indonesia (Jagat Review, 2024).

In Indonesia, the adoption of live streaming commerce continues to increase. A survey (IPSOS, 2022) showed that in the Indonesian market, 78% of consumers have heard and are aware of the alternative of live streaming shopping, 71% of whom have accessed it, and 56% of whom admitted to purchasing products via live streaming during the pandemic. Meanwhile, a Jakpat survey on e-commerce trends in 2025 showed that the use of live shopping features has become an important part of Indonesian shopping behavior. The survey results showed that Shopee Live was used by 76% of respondents, while TikTok Live was used by 56% of respondents, indicating the high utilization of live shopping features as a medium for interaction and transactions in e-commerce (Annisa Rendanianti, 2026).

Research on live streaming commerce has grown rapidly in recent years. However, research comprehensively examining the relationship between streamer

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characteristics, product factors, trust, and purchase intention remains relatively limited. Research (Yang et al., 2024) shows that streamer characteristics can increase consumer purchase intention through the formation of trust. However, this research was conducted in the context of Chinese consumers, so the results may not necessarily reflect the characteristics of consumers in Indonesia. Meanwhile, research (Tedjakusuma et al., 2025) conducted in Indonesia focused more on the influence of streamer and platform characteristics on trust and customer engagement behavior, thus not including product factors as a variable that plays a role in building trust and purchase intention.

This study focuses on Indonesian consumers who have experience watching or using live streaming commerce on various digital platforms, such as TikTok Live, Shopee Live, and Instagram Live. This study aims to analyze the role of streamer characteristics, including attractiveness, humor, expertise, and warmth, as well as product factors, including product quality and price, on consumer trust and purchase interest in live streaming commerce in Indonesia. The findings of this study are expected to provide a basis for companies in developing more effective live streaming commerce-based marketing strategies, building long-term relationships with consumers, and increasing business competitiveness in the digital commerce era.

LITERATURE REVIEW

Teori Stimulus- Organism-Response (S-O-R)

The Stimulus-Organism-Response (S-O-R) Theory developed by Albert Mehrabian (1974) explains that stimuli originating from the environment can influence the internal state of an individual (organism), which then results in a behavioral response. In the context of consumer behavior, this theory is widely used to explain how various marketing stimuli, such as streamer characteristics, product information, and digital environmental features, influence consumer perceptions, emotions, and beliefs, ultimately driving the formation of purchasing intentions and decisions (Gao et al., 2022). In the context of live streaming commerce, streamer characteristics, product quality, and price act as stimuli (S) received by consumers (Cai & Suh, 2025). These stimuli form trust as a psychological or organismic state (O), which then influences purchase intention as a response (R) (Marcelita Weyna et al., 2026). Research (Amarullah et al., 2025) explicitly applies the Stimulus-Organism-Response (S-O-R) model in the context of live streaming commerce by placing live streamer characteristics, including credibility, interactivity, and beauty, as stimuli (S), trust as organisms (O), and purchase intention as responses (R). In the context of live streaming shopping, (Erlangga et al., 2025) also explicitly places product quality as one of the stimulus variables, along with live streamer interaction and e-commerce promotion, while customer trust and impulsiveness act as organisms and purchase intention as responses. (Ngo & Le, 2025) explicitly places price

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as one of the stimuli in the S-O-R model in the context of live-streaming commerce. Therefore, the S-O-R theory is the basis of this research to explain how streamer characteristics and product factors can increase trust and thus encourage consumer purchasing interest in live streaming commerce.

Live Streaming Commerce

Live streaming commerce is a form of electronic commerce that integrates live streaming with online transactions, enabling real-time interaction between sellers and consumers on a single platform (Lu & Siegfried, 2021). According to Chen and Lin (2018) in (Yang et al., 2024), live streaming has emerged as an effective digital marketing medium, supported by advances in internet technology and the widespread use of computers and smartphones. With the advancement of internet technology, social media, and digital devices, live streaming commerce has become a digital marketing strategy capable of increasing consumer engagement, facilitating product promotion, and providing a more interactive shopping experience than conventional e-commerce (Luo et al., 2025). Meanwhile, (Guo et al., 2021) explain that real-time interaction between streamers and consumers, direct delivery of product information, and product demonstrations are key characteristics of live streaming commerce, which can enhance consumer perception of products. In line with this, (Lee & Chen, 2021) stated that an interactive shopping experience through live streaming commerce can increase consumer engagement and encourage purchase intentions.

Hypothesis Development

Streamer characteristics play a crucial role in building consumer trust during live streaming activities. Attractiveness is a streamer's appeal, both through appearance and communication style, which can attract consumers' attention and increase positive perceptions of product information (Tedjakusuma et al., 2025). This is in line with research (Faizza & Roostika, 2024) which states that in live streaming commerce, streamer attractiveness is one dimension of source credibility that can influence consumer trust and purchase intention. Furthermore, research (Marcelita Weyna et al., 2026) found that streamer attractiveness has a positive and significant effect on trust in the context of livestream commerce in Indonesia. These findings indicate that the higher the streamer's attractiveness, the greater consumer trust in the streamer and the product information conveyed. Based on this description, the hypotheses proposed in this study are as follows:

H1 : Attractiveness has a positive effect on consumer trust in live streaming commerce.

Humor is a streamer's ability to create a fun and entertaining atmosphere during live streaming, thereby increasing trust and strengthening relationships with consumers

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(Li & Xia, 2025). Humorous streamers are able to create a fun and interactive atmosphere during live streaming. Humor can increase audience engagement, strengthen the relationship between streamers and consumers, and build trust, which ultimately encourages repurchase intentions and consumer purchase intentions (Li & Xia, 2025; Tian et al., 2023). Furthermore, research (Li & Xia, 2025) shows that humor displayed by streamers plays a positive role in building consumer trust during live streaming interactions. These findings indicate that the greater the streamer's ability to create humorous and enjoyable interactions, the higher consumer trust in the streamer and the information conveyed. Based on this description, the hypothesis proposed in this study is as follows:

H2 : Humor has a positive effect on consumer trust in live streaming commerce.

Furthermore, expertise refers to the level of knowledge and competence a streamer possesses in conveying product information and providing explanations that can answer questions and alleviate consumer concerns (Jiang et al., 2024). This finding aligns with research (Marcelita Weyna et al., 2026) which states that streamer expertise contributes to building consumer trust through the delivery of accurate, convincing, and easy-to-understand product information. In line with this, research (Marcelita Weyna et al., 2026) found that streamer expertise positively influences consumer trust in the context of livestream commerce. These findings indicate that the greater the knowledge and competence a streamer possesses in conveying product information, the higher consumer trust in the streamer and the information conveyed. Based on this description, the hypotheses proposed in this study are as follows:

H3: Expertise has a positive influence on consumer trust in live streaming commerce.

Meanwhile, warmth is a characteristic that reflects the streamer's good intentions as perceived by consumers, such as friendliness, sincerity, and trustworthiness. These characteristics help build positive relationships with consumers and increase trust in the context of live streaming commerce (M. Zhang et al., 2022; S. Zhang et al., 2022). Furthermore, previous research has shown that warmth displayed by communicators can increase positive perceptions and consumer trust. In the context of live streaming commerce, streamers who are perceived as friendly, sincere, and have good intentions tend to be able to build closer relationships, thereby increasing consumer trust (M. Zhang et al., 2022; S. Zhang et al., 2022). These findings indicate that the higher the warmth consumers perceive from a streamer, the higher their trust in the streamer and the information conveyed. Based on this description, the hypotheses proposed in this study are as follows:

H4 : Warmth has a positive effect on consumer trust in live streaming commerce.

Product quality is a key factor in building consumer trust in a product. Consumer perceptions of good product quality can reduce uncertainty and increase confidence in

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making a purchase (Sung et al., 2023). Furthermore, product quality influences consumers' psychological evaluations before making a purchase, which ultimately impacts purchase intention (Kurz et al., 2023). In line with this, (Tohari et al., 2025) examined the effect of product quality on trust in the context of live streaming e-commerce in Indonesia. This study showed that product quality is a key factor in shaping consumer trust. Good product quality can increase consumer confidence because the product is perceived to meet expectations and provide the benefits promised. Therefore, the higher the product quality perceived by consumers, the higher the consumer's trust in the product offered.

Based on this description, the hypothesis proposed in this study is as follows:

H5 : Product Quality has a positive influence on consumer trust in live streaming commerce.

Kurz et al. (2023) explain that price perception influences consumer evaluation of a product before making a purchase. Perceived fairness in prices (price fairness) can increase consumer confidence because it reflects transparency and honesty from the seller. In line with this, Tohari et al. (2025) found that price has a positive and significant effect on consumer trust in the context of live streaming e-commerce. These findings indicate that positive price perceptions can increase consumer confidence in the product and seller. Therefore, the better the consumer perception of the offered price, the higher the consumer trust in the product in live streaming commerce. Based on this description, the hypothesis proposed in this study is as follows:

H6: Price has a positive effect on consumer trust in live streaming commerce.

Trust is a crucial factor influencing consumer purchase intention in live streaming commerce. Research (Tuncer, 2021) shows that consumer trust in sellers is influenced by the ease of obtaining information and guidance during the shopping process, which subsequently increases purchase intention. In the context of live streaming shopping, (Wongkitrungrueng & Assarut, 2020) explain that direct interaction between streamers and consumers plays a role in building trust during the purchasing process. Furthermore, (Jiang et al., 2024) show that trust in streamers increases consumer confidence in the information conveyed, thereby encouraging the intention to follow the streamer and the intention to purchase the promoted product. According to (Yang et al., 2024), trust is a crucial factor in live streaming commerce that mediates the influence of live streaming characteristics on purchase intention. The study shows that the higher consumer trust in the streamer, product, and live streaming environment, the higher the consumer's purchase intention. Consistent with this, (Faizza & Roostika, 2024) found that trust has a positive and significant effect on purchase intention in the context of live streaming commerce. These findings indicate that the higher consumer trust in the streamer,

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information, and products offered, the higher their purchasing interest. Based on this description, the hypotheses proposed in this study are as follows:

H7: Trust has a positive influence on consumer purchasing interest in live streaming commerce.

Based on the hypothesis development, the following is the research model. Figure 1 illustrates the relationship between attractiveness, humor, expertise, warmth, product quality, and price on trust. Furthermore, the relationship between trust and purchase intention in live streaming commerce in Indonesia was also tested in this study.

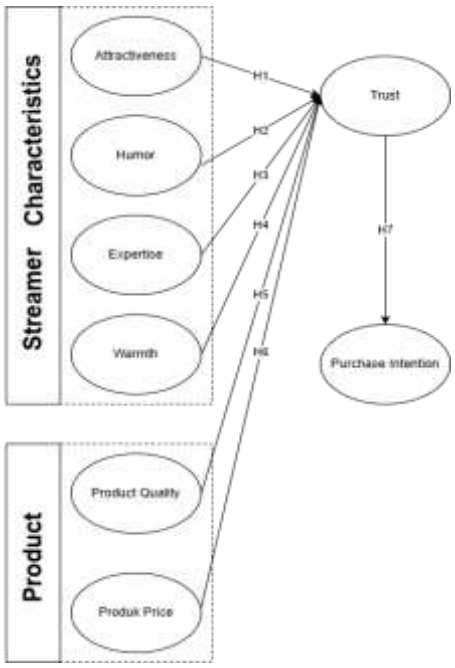


Figure 1. Research Model
Source: Author's Work (2026)

METHOD

This study uses a quantitative method by conducting a survey through distributing online questionnaires via Google forms to consumers in Indonesia who have watched or made purchases on e-commerce platforms, such as TikTok Shop live, Shopee live, and similar platforms. Respondents have the following criteria: (1) minimum age 18 years, (2) have watched or made purchases on live streaming commerce, (3) minimum education of vocational school/equivalent high school and (4) willing to fill out the questionnaire. The number of samples is determined based on the number of indicators in the study. This study uses 32 indicators consisting of eight constructs, namely attractiveness, humor, expertise, warmth, product quality, price, trust, and purchase intention. Referring

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to the book (Hair et al, 2019), the number of samples in quantitative research is recommended to be 5 to 10 times the number of indicators used. Thus, the minimum number of samples required in this study is 160 respondents (32 × 5). This study collected responses from 210 respondents from July to August 2026.

Data analysis in this study used SmartPLS 4 (Partial Least Squares) based on Structural Equation Modeling (SEM-PLS) to examine the influence of streamer characteristics, product factors, and trust on consumer purchasing interest in live streaming commerce in Indonesia. Model testing was conducted through outer model evaluation which included convergent validity testing using outer loading and Average Variance Extracted (AVE) values, discriminant validity using the Fornell-Larcker method, and reliability testing using Composite Reliability and Cronbach's Alpha values. Furthermore, hypothesis testing was conducted through path coefficient values and bootstrapping based on t-statistics and p-values to determine the significance of the influence between variables.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1 presents the demographic profile of the respondents used in this study. It shows that the majority of respondents were female (69.5%), while 30.5% were male. Most respondents were in the 18-25 age range (39%), followed by those aged 25-30 (32.9%) and those aged over 30 (26.9%), indicating a dominant productive age group. In terms of education, the majority of respondents had a Bachelor's degree (S1) (59.8%), followed by high school/vocational high school (36.9%), thus reflecting a relatively highly educated sample. Based on occupation, students (28.5%) and private sector employees (22.5%) constituted the largest groups. Meanwhile, the majority of respondents had a monthly income of Rp2,000,000-Rp5,000,000 (55%), followed by those with incomes below Rp2,000,000 (30.9%). Overall, the demographic profile of respondents shows the characteristics of productive age consumers that are relevant to the context of live streaming commerce research in Indonesia. The most frequently purchased product category via live streaming commerce was fashion, with 191 purchases (44.2%), followed by beauty products, with 102 purchases (23.6%). Within the product category, respondents were allowed to select more than one product type purchased via live streaming commerce. Therefore, the total frequency of product categories exceeds the number of respondents.

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Table 1. Respondent Profile

Parameter		Frequency	Percentage
Gender	Man	64	30.5%
	Woman	146	69.5%
Age	< 18 years	3	1.2%
	18-25 years old	82	39%
	25-30 years	69	32.9%
	> 30 years	56	26.9%
Education	High School/Vocational School	77	36.9%
	Diploma (D3)	2	0.8%
	Master's degree (S1)	126	59.8%
	Pascasarjana (S2/S3)	5	2.4%
Work	Students	60	28.5%
	Housewife	41	19.7%
	civil servant	25	12%
	Private	47	22.5%
	businessman	31	14.9%
	Other	6	2.4%
Income	< Rp. 2,000,000	65	30.9%
	Rp.2,000,000-5,000,000	116	55%
	> Rp. 10,000,000	29	14.1%
Product Categories	Fashion	191	44.2%
	Beauty Products	102	23.6%
	Food and drinks	45	13.2%
	Household Appliances	35	10.4
	Electronic	57	8.1%
	Other	2	0.5%

Source: Respondent Survey

Analysis

This study uses a measurement model to test the validity and reliability of the data. The results of the convergent validity and construct reliability tests are presented in Table 2. Convergent validity was evaluated through the outer loading value and Average Variance Extracted (AVE). Based on the test results, all indicators have an outer loading value above 0.70 and the AVE value of each construct exceeds 0.50. Referring to (Hair et al., 2019) these values have met the criteria for convergent validity, so the indicators

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used are declared valid and able to represent the research constructs, namely streamer characteristics, product factors, trust, and purchase intention.

Table 2. Validity and Reliability Analysis

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Attractive	0.851	0.900	0.692
Expert	0.922	0.945	0.810
Humor	0.896	0.928	0.763
Warmth	0.899	0.929	0.767
Product Quality	0.898	0.929	0.766
Price	0.896	0.927	0.762
Trust	0.940	0.957	0.847
Purchase Intention	0.888	0.922	0.748

Source : Smart PLS 4

Table 3 shows the results of the discriminant validity test using the Fornell-Larcker criteria. Based on the test results, the square root of the Average Variance Extracted (AVE) value for each construct is greater than the correlation value with other constructs. Referring to (Hair et al., 2019), these results indicate that all constructs have met the discriminant validity criteria. Thus, each construct in this study—attractiveness, expertise, humor, warmth, product quality, price, trust, and purchase intention—has distinct characteristics and is able to accurately measure the intended concept.

Table 3. Criteria Fornell Larcker

Variables	Attractive	Expert	Humor	Price	Product Quality	Purchase Intention	Trust	Warmth
Attractive	0.832							
Expert	0.669	0.900						
Humor	0.581	0.492	0.873					
Price	0.564	0.673	0.426	0.876				
Product Quality	0.634	0.769	0.486	0.755	0.875			
Purchase Intention	0.629	0.620	0.531	0.718	0.700	0.873		
Trust	0.605	0.664	0.451	0.795	0.759	0.694	0.921	
Warmth	0.650	0.790	0.521	0.676	0.769	0.693	0.685	0.865

Source : Smart PLS 4

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Table 4 demonstrates a collinearity test to determine the presence or absence of multicollinearity among the predictor variables in the structural model. Based on the test results, all Variance Inflation Factor (VIF) values range from 1,000 to 3,666. Referring to Hair et al. (2019), all VIF values are below the threshold of 5, thus concluding that the research model does not experience multicollinearity among these variables. Therefore, the relationships between variables in the structural model are worthy of further testing.

Based on the results of the hypothesis testing in Table 5, the determination of hypothesis acceptance refers to the criteria proposed by (Hair et al., 2019), namely t-statistics values of more than 1.96 and p-values less than 0.05. The test results show that only four hypotheses are supported, namely the influence of attractiveness on trust, price on trust, product quality on trust, and trust on purchase intention. Meanwhile, the influence of expertise, humor, and warmth on trust is not proven significant because it has a t-statistics value of less than 1.96 and p-values more than 0.05. Thus, the results of the study show that price is the strongest factor in building consumer trust, followed by product quality and Attractive, while expertise, humor, and Warmth do not have a significant influence on consumer trust in the context of live streaming commerce in Indonesia.

Table 4. Collinearity Test Results

Variables	Attractive	Expert	Humor	Price	Product Quality	Purchase Intention	Trust	Warmth
Attractive							2.265	
Expert							3.467	
Humor							1.601	
Price							2.507	
Product Quality							3.666	
Purchase Intention								
Trust						1.000		
Warmth							3.427	

Source : Smart PLS 4

Table 5. Estimation Results in SEM-PLS

Variables	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
Attractive→Trust	0.110	2.034	0.042	H1 Significant
Humor→Trust	0.015	0.299	0.765	H2 Not Significant
Expert→Trust	-0.010	0.092	0.926	H3 Not Significant
Warmth→Trust	0.093	1.141	0.254	H4 Not Significant

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Product Quality→Trust	0.259	2.368	0.018	H5 Significant
Price→Trust	0.475	6.291	0.000	H6 Significant
Trust→Purchase Intention	0.694	10.727	0.000	H7 Signifikan

Source : Smart PLS 4

Structural Model Assessment

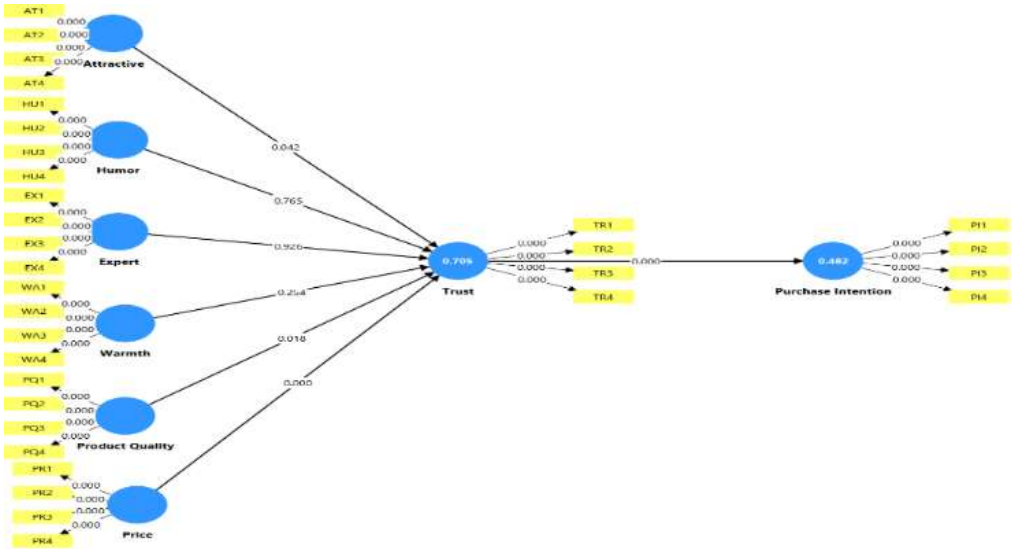


Figure 2. Bootstrapping results
Source: Smart PLS 4

DISCUSSION

Based on the results of the SEM-PLS analysis, the study shows that only four hypotheses are supported, namely the influence of Attractive on trust, Price on Trust, Product Quality on Trust, and Trust on Purchase Intention, while the influence of humor, expertise, and warmth on trust is not proven to be significant. The First Hypothesis (H1) which states that attractiveness has a positive effect on trust This is in line with research (Faizza & Roostika, 2024) which states that streamer attractiveness is one dimension of source credibility that can increase consumer trust. This finding indicates that consumers in live streaming commerce make the appearance and attractiveness of the streamer the main consideration in building trust.

Furthermore, the second hypothesis (H2), which stated that humor has a positive effect on trust, was also not significantly proven. This is inconsistent with research by Li & Xia, 2025 and Tian et al., 2023, which found that humor can create an interactive atmosphere, increase engagement with consumers, and build trust. In this study,

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consumers were suspected of prioritizing the functional aspects of the product over the entertainment elements provided by the streamer.

The third hypothesis (H3), regarding the effect of expertise on trust, was also not significantly supported. This finding differs from research (Jiang et al., 2024), which stated that a streamer's ability and knowledge in explaining a product can increase consumer trust. The results of this study indicate that streamer expertise is not a primary factor influencing trust.

Similarly, the fourth hypothesis (H4), which states that warmth has a positive effect on trust, was not supported. This result differs from research (S. Zhang et al., 2022), which found that streamer friendliness, sincerity, and attentiveness can increase consumer trust. This suggests that streamer interpersonal characteristics are not yet a primary consideration in building trust in the context of live streaming commerce in Indonesia.

Conversely, the fifth hypothesis (H5) states that product quality has a positive effect on trust. This aligns with research (Sung et al., 2023), which states that good product quality can reduce consumer uncertainty and increase trust in the product being offered.

Furthermore, the sixth hypothesis (H6) regarding the effect of price on trust was also significantly supported, indicating that the perception of appropriate prices can increase consumer trust. This finding supports research (Tohari et al., 2025) which states that price has a positive and significant influence on consumer trust. Prices perceived as reasonable and commensurate with product quality can reduce perceived risk in online shopping, thereby increasing consumer confidence in products promoted through live streaming.

Furthermore, the seventh hypothesis (H7), which states that trust has a positive effect on purchase intention, is significantly supported. This result aligns with research (Jiang et al., 2024; Wongkitrungrueng & Assarut, 2020; Yang et al., 2024) and (Faizza & Roostika, 2024), which states that trust is a key factor driving consumer purchase intention in live streaming commerce. The higher consumer trust in the product, the information conveyed, and the transaction process during live streaming, the higher consumer interest in making a purchase.

Overall, the results of this study indicate that in the context of live streaming commerce in Indonesia, consumer trust is influenced by attractiveness and product factors, which have been shown to have a significant influence on trust. Meanwhile, expertise, humor, and warmth do not show a significant influence. Meanwhile, product factors, namely price and product quality, play a greater role in building consumer trust. This finding also supports the Stimulus-Organism-Response (S-O-R) theory, where streamer characteristics and product factors act as the Stimulus (S), trust as the

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Organism (O), and purchase intention as the Response (R). The insignificant influence of expertise, humor, and warmth is thought to be due to this study covering various product categories, such as fashion, beauty products, household appliances, food and beverages, and electronics. The differences in characteristics of each product category cause consumers' assessment of streamer characteristics to depend on the product context, so that characteristics considered important can vary across product categories. Nevertheless, trust built through streamer attractiveness, price, and product quality has been shown to increase consumer purchase intention. Future research is expected to focus on a specific product category so that the influence of streamer characteristics on consumer trust can be analyzed more specifically according to the product context.

CONCLUSION

This study aims to analyze the role of streamer characteristics and product factors in building trust and consumer purchase intention in live streaming commerce in Indonesia. Based on the results of the analysis using the SEM-PLS method, it was found that of the four streamer characteristic variables, only attractiveness had a positive and significant effect on trust, while expertise, humor, and warmth did not have a significant effect. Meanwhile, product factor variables consisting of price and product quality were proven to have a positive and significant effect on trust. Furthermore, trust also had a positive and significant effect on purchase intention, so consumer trust is proven to be an important factor in increasing purchase intention in live streaming commerce in Indonesia.

The findings of this study indicate that in the context of live streaming commerce in Indonesia, consumer trust is influenced not only by streamer characteristics but also by product factors. Streamer attractiveness is able to attract attention and build consumer trust, while competitive prices and good product quality are more dominant factors in increasing this trust. This finding supports the Stimulus-Organism-Response (S-O-R) theory, where streamer characteristics and product factors act as Stimuli that influence the Organism, namely consumer trust, which then produces a Response in the form of increased purchase interest. Thus, consumer trust is an important mechanism that connects the influence of streamer characteristics and product factors on purchase interest in live streaming commerce in Indonesia.

This study has several limitations. First, the study involved various product categories, so consumer assessments of streamer characteristics may differ depending on the product context. Second, the study did not differentiate between celebrity and non-celebrity streamers, which may have led to differences in consumer responses. Third, the study was conducted only in the Indonesian context, so the results cannot necessarily be generalized to other countries with different consumer and cultural characteristics.

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Therefore, further research is recommended to focus on specific product categories, differentiate streamer types, and conduct research in other countries or conduct cross-country comparisons.

AI DISCLOSURE STATEMENT

The authors declare that they have used AI solely as an aid for grammar checking and to improve the clarity of the manuscript. AI was not used in the formulation of research ideas, hypothesis formulation, method development, data collection or analysis, interpretation of results, or drawing conclusions. All intellectual contributions and the final content of the manuscript are solely the responsibility of the authors. This manuscript has been reviewed and revised by the authors to ensure accuracy, originality, and compliance with publication ethics.

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