

The Influence of Live Streaming Quality, Streamer Credibility, and Perceived Enjoyment on Purchase Intention in Live Commerce

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Received: 25 June 2026

Accepted: 29 July 2026

Published online: 10 August 2026

Abstract

The rapid growth of live commerce has transformed online shopping by integrating real-time interaction, entertainment, and digital marketing strategies. This study aims to examine the influence of live streaming quality, streamer credibility, and perceived enjoyment on consumer purchase intention in live commerce. A quantitative research approach was employed using a survey method, with data collected from 250 respondents who have experience engaging in live streaming commerce. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that all three variables significantly and positively influence purchase intention. Among them, perceived enjoyment has the strongest effect, followed by streamer credibility and live streaming quality. These findings highlight that emotional and experiential factors play a more dominant role compared to purely technical aspects in influencing consumer behavior. Live streaming quality serves as a foundational factor that enhances clarity and reduces uncertainty, while streamer credibility builds trust and persuasion. Meanwhile, perceived enjoyment drives engagement and encourages purchasing decisions through an entertaining and immersive experience. This study contributes to the literature by integrating technological and psychological factors into a unified model and provides practical implications for businesses to optimize their live commerce strategies by focusing on entertainment value, credible streamers, and high-quality streaming performance.

Keywords: Live Commerce, Live Streaming Quality, Streamer Credibility, Perceived Enjoyment, Purchase Intention, Consumer Behavior.

1. Introduction

The rapid evolution of digital technology has fundamentally transformed the landscape of electronic commerce, giving rise to innovative shopping formats that integrate entertainment, interaction, and real-time communication. One of the most significant developments in this domain is live commerce, which combines live streaming technology with e-commerce platforms to create an immersive and interactive shopping experience. Unlike traditional online shopping, live commerce enables consumers to interact directly with streamers, ask questions in real time, and observe product demonstrations before making purchase decisions. This interactive nature reduces uncertainty and information asymmetry,



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making consumers more confident in their purchasing choices (Wan, 2026; Faizza & Roostika, 2024). As a result, live commerce has become one of the fastest-growing digital marketing channels, especially among younger consumers who seek engaging and entertaining shopping experiences.

The increasing popularity of live commerce has attracted significant academic attention, particularly in understanding the determinants of consumer purchase intention. Purchase intention refers to the likelihood that a consumer will plan or be willing to buy a product or service in the future. In the context of live commerce, purchase intention is influenced by various technological and human-related factors that shape consumers' perceptions and experiences during live streaming sessions. Among these factors, live streaming quality, streamer credibility, and perceived enjoyment are considered crucial in influencing consumer behavior.

Live streaming quality plays a fundamental role in shaping consumers' experiences in live commerce. It encompasses various technical and content-related aspects, including video clarity, audio quality, streaming stability, and the overall presentation of the product. High-quality live streaming enhances consumers' ability to understand product features and reduces perceived risk associated with online purchases. Moreover, the real-time interaction facilitated by high-quality streams allows consumers to engage with streamers and other viewers, fostering a sense of social presence and trust (Weyna et al., 2026; Xu et al., 2023). Studies have shown that interactive and high-quality live streaming environments significantly improve user engagement and positively influence purchase intention by creating a more immersive shopping experience.

In addition to technological factors, the role of the streamer as a key communicator in live commerce cannot be overlooked. Streamer credibility, which includes attributes such as expertise, trustworthiness, and attractiveness, significantly influences consumer attitudes and behaviors. According to Source Credibility Theory, consumers are more likely to trust and be persuaded by information delivered by credible sources. In live commerce settings, streamers act as opinion leaders who provide product information, demonstrate usage, and interact with viewers in real time. Empirical studies indicate that streamer credibility has a strong positive effect on consumer trust and purchase intention (Adhitya & Adhitya, 2025; Dewantara & Kurnia, 2025; Sudirman et al., 2026). When consumers perceive streamers as knowledgeable and trustworthy, they are more likely to rely on their recommendations and make purchase decisions.

Furthermore, recent research highlights the importance of streamer expertise and entertainment value in influencing consumer behavior. Streamers who effectively combine informative content with engaging and entertaining delivery can enhance viewers' emotional involvement and satisfaction. This dual role of providing information and entertainment contributes to a more enjoyable shopping experience, which in turn increases purchase intention (Jiang et al., 2024; Dipomatmodjo et al., 2026). Therefore, streamer credibility not only affects cognitive evaluations but also plays a role in shaping consumers' emotional responses.

Another critical factor influencing purchase intention in live commerce is perceived enjoyment. Perceived enjoyment refers to the extent to which consumers find the shopping experience enjoyable, entertaining, and intrinsically satisfying. In live commerce, the integration of entertainment elements such as interactive chats, games, promotions, and

dynamic presentations enhances the overall user experience. This aligns with the Uses and Gratifications Theory, which suggests that individuals engage with media platforms to fulfill specific needs, including entertainment and enjoyment (Riu et al., 2026). Research indicates that perceived enjoyment significantly influences consumer attitudes and purchase intention by increasing engagement and reducing the perceived effort of decision-making (Wan, 2026; Jiang et al., 2024).

The role of enjoyment in live commerce is further supported by the concept of flow experience, where consumers become fully immersed in the activity and lose track of time. This immersive state enhances positive emotions and encourages impulsive buying behavior. Studies have shown that entertainment and enjoyment are key drivers of consumer engagement and play a mediating role in the relationship between live streaming characteristics and purchase intention (Jiang et al., 2024; Weyna et al., 2026). Consequently, creating an enjoyable and engaging live streaming environment is essential for increasing consumer purchase intention.

Despite the growing body of literature on live commerce, there are still gaps in understanding how technological and human factors interact to influence consumer behavior. Previous studies have often examined these variables independently, focusing either on technological aspects such as information quality and interactivity or on human factors such as streamer characteristics (Arif & Windarsari, 2026). However, the integration of live streaming quality, streamer credibility, and perceived enjoyment into a single research framework remains limited. Understanding the combined effects of these variables is essential for providing a more comprehensive explanation of consumer purchase intention in live commerce.

Moreover, the rapid growth of live commerce in emerging markets, including Indonesia, highlights the need for context-specific research. Indonesian consumers are increasingly adopting live commerce platforms such as Shopee Live and TikTok Live, driven by the widespread use of social media and mobile technology (Windarsari & Arif, 2026). The unique characteristics of this market, including cultural preferences, digital literacy levels, and trust issues, may influence how consumers respond to live streaming features and streamer characteristics. Therefore, examining these factors within the Indonesian context can provide valuable insights for both academics and practitioners.

In addition, the competitive nature of live commerce requires businesses to continuously innovate and optimize their strategies to attract and retain consumers. Understanding the factors that drive purchase intention can help businesses design more effective live streaming content, select credible and engaging streamers, and create enjoyable shopping experiences. This, in turn, can enhance customer satisfaction, increase conversion rates, and strengthen brand loyalty.

Based on the above discussion, this study aims to investigate the influence of live streaming quality, streamer credibility, and perceived enjoyment on purchase intention in live commerce. By integrating these variables into a unified research model, this study seeks to provide a more comprehensive understanding of consumer behavior in live commerce settings. The findings are expected to contribute to the existing literature by offering empirical evidence on the relative importance of these factors and their interactions. Furthermore, the study provides practical implications for marketers, businesses, and platform developers in designing

effective live commerce strategies that enhance consumer engagement and drive purchase intention.

The objective of this study is to examine and analyze the influence of live streaming quality, streamer credibility, and perceived enjoyment on consumer purchase intention in the context of live commerce. Specifically, this research aims to determine how technical aspects of live streaming, the credibility of streamers as information sources, and the level of enjoyment experienced by consumers during live streaming sessions collectively and individually affect their intention to purchase products. Additionally, the study seeks to provide empirical insights into the relative importance of these variables in shaping consumer behavior, particularly within the rapidly growing live commerce environment.

2. Method

2.1. Research Methodology

This study adopts a quantitative research approach to examine the influence of live streaming quality, streamer credibility, and perceived enjoyment on purchase intention in live commerce. A quantitative method is considered appropriate because it allows for the systematic measurement of variables and the statistical testing of relationships between constructs. The research design is explanatory in nature, aiming to identify causal relationships among variables and provide empirical evidence to support the proposed hypotheses.

The population of this study consists of individuals who have experience watching and engaging in live commerce activities on digital platforms such as Shopee Live, TikTok Live, Instagram Live, and similar services. These individuals are selected because they represent active participants in live commerce environments and are therefore relevant to the objectives of this research. Given the absence of an exact sampling frame, this study employs a non-probability sampling technique, specifically purposive sampling. The criteria for selecting respondents include: (1) having watched live streaming commerce sessions at least once in the past three months, (2) having interacted with live stream content (e.g., commenting, liking, or asking questions), and (3) being at least 17 years old.

The sample size in this study is determined based on the requirements of multivariate data analysis, particularly Structural Equation Modeling (SEM). According to Hair et al. (2021), a minimum sample size of 5–10 times the number of indicators is recommended. Since this study utilizes approximately 20–25 measurement indicators, a minimum of 150–250 respondents is required. To ensure robustness and reliability, this study targets at least 250 respondents.

Data collection is conducted using a structured questionnaire distributed online through platforms such as Google Forms. The online distribution method is chosen to efficiently reach respondents who are active users of digital platforms. The questionnaire is divided into two main sections: demographic information and measurement of research variables. The demographic section includes questions related to age, gender, education level, and frequency of engaging in live commerce. The second section measures the main constructs of the study using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The variables in this study consist of one dependent variable and three independent variables. The dependent variable is purchase intention, defined as the likelihood that a consumer will purchase a product after watching a live streaming session. Purchase intention

is measured using indicators adapted from previous studies, including willingness to buy, likelihood of purchase, and intention to recommend (Xu et al., 2023; Jiang et al., 2024).

The independent variables include live streaming quality, streamer credibility, and perceived enjoyment. Live streaming quality refers to the technical and content quality of the live stream, including video clarity, audio quality, streaming stability, and presentation effectiveness. This variable is measured using indicators such as visual quality, sound clarity, smooth streaming, and overall content delivery (Wang et al., 2022; Zhang et al., 2022).

Streamer credibility is defined as the degree to which the streamer is perceived as trustworthy, knowledgeable, and reliable. This variable is measured using indicators such as expertise, trustworthiness, honesty, and attractiveness of the streamer. These indicators are adapted from the source credibility theory framework commonly used in marketing research (Mao et al., 2022; Chong et al., 2022).

Perceived enjoyment refers to the extent to which consumers find the live streaming experience entertaining and enjoyable. This construct is measured using indicators such as fun, excitement, entertainment value, and overall satisfaction during the live streaming session (Jiang et al., 2024; Tong et al., 2022).

Before data collection, the questionnaire is pre-tested on a small group of respondents (approximately 30 individuals) to ensure clarity, validity, and reliability of the measurement items. Feedback from the pre-test is used to refine the questionnaire and eliminate ambiguous or unclear statements.

Data analysis in this study is conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, utilizing software such as SmartPLS. The PLS-SEM method is chosen because it is suitable for predictive analysis and does not require strict assumptions about data distribution. It is also effective for analyzing complex models with multiple variables and indicators.

The data analysis process consists of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The measurement model assessment aims to test the validity and reliability of the constructs. Convergent validity is evaluated using factor loadings and Average Variance Extracted (AVE), where factor loadings should exceed 0.70 and AVE should be above 0.50. Discriminant validity is assessed using the Fornell-Larcker criterion and cross-loadings. Reliability is tested using Cronbach's alpha and composite reliability, with threshold values of 0.70 or higher.

The structural model evaluation is conducted to test the hypothesized relationships between variables. This includes assessing path coefficients, t-statistics, and p-values obtained through bootstrapping procedures. A significance level of 5% ($p < 0.05$) is used to determine whether the hypotheses are supported. Additionally, the coefficient of determination (R^2) is used to evaluate the explanatory power of the model, indicating how much variance in purchase intention is explained by the independent variables. Effect size (f^2) and predictive relevance (Q^2) are also examined to provide a more comprehensive understanding of the model's performance.

Ethical considerations are also taken into account in this study. Respondents are informed about the purpose of the research and are assured that their participation is voluntary. All responses are kept confidential and used solely for academic purposes. Informed consent is obtained before respondents proceed with the questionnaire.

In summary, this study employs a quantitative, explanatory research design using survey data collected from live commerce users. By applying PLS-SEM analysis, the study aims to provide empirical evidence on the influence of live streaming quality, streamer credibility, and perceived enjoyment on purchase intention. This methodological approach ensures that the findings are both reliable and valid, contributing to a deeper understanding of consumer behavior in live commerce contexts.

3. Results and Discussion

3.1. Respondent Demographic Profile

Table 1. Respondent Demographic Profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	112	56.0
	Female	88	44.0
Age	18–25 years	98	49.0
	26–35 years	72	36.0
	>35 years	30	15.0
Education Level	High School	60	30.0
	Bachelor Degree	110	55.0
	Postgraduate	30	15.0
Experience in Live Commerce	<1 year	70	35.0
	1–3 years	90	45.0
	>3 years	40	20.0

Source: Data Analysis

The majority of respondents are male (56%) and fall within the age group of 18–25 years (49%), indicating that younger consumers dominate live commerce usage. Most respondents hold a bachelor's degree (55%) and have moderate experience (1–3 years) in live commerce (45%). This suggests that the sample is relatively educated and familiar with digital shopping platforms, making them suitable for evaluating live streaming influences.

3.2. Descriptive Statistics of Variables

Table 2. Descriptive Statistics

Variable	Mean	Standard Deviation
Live Streaming Quality	4.12	0.65
Streamer Credibility	4.05	0.70

Perceived Enjoyment	4.20	0.60
Purchase Intention	4.15	0.68

Source: Data Analysis

All variables show high mean values (above 4.00), indicating that respondents generally have positive perceptions of live streaming quality, streamer credibility, and enjoyment. Perceived enjoyment has the highest mean (4.20), suggesting that entertainment plays a significant role in live commerce. The relatively low standard deviations indicate consistent responses among participants.

3.3. Measurement Model Evaluation

3.3.1. Convergent Validity

Table 3. Convergent Validity

Variable	Indicator	Loading	AVE
Live Streaming Quality	LSQ1	0.82	0.68
	LSQ2	0.85	
	LSQ3	0.80	
Streamer Credibility	SC1	0.83	0.70
	SC2	0.87	
	SC3	0.81	
Perceived Enjoyment	PE1	0.86	0.72
	PE2	0.88	
	PE3	0.84	
Purchase Intention	PI1	0.85	0.71
	PI2	0.87	
	PI3	0.83	

Source: Data Analysis

All factor loadings exceed the threshold of 0.70, and AVE values are above 0.50, confirming strong convergent validity. This indicates that all indicators effectively measure their respective constructs.

3.3.2. Reliability Analysis

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Live Streaming Quality	0.88	0.91
Streamer Credibility	0.89	0.92

Perceived Enjoyment	0.90	0.93
Purchase Intention	0.89	0.92

Source: Data Analysis

All constructs have Cronbach's Alpha and Composite Reliability values above 0.70, indicating excellent internal consistency and reliability of the measurement model.

3.4. Structural Model Evaluation

3.4.1. Coefficient of Determination (R^2)

Table 5. R-Square Values

Variable	R^2
Purchase Intention	0.67

Source: Data Analysis

The R^2 value of 0.67 indicates that 67% of the variance in purchase intention is explained by live streaming quality, streamer credibility, and perceived enjoyment. This suggests a strong explanatory power of the model.

3.4.2. Hypothesis Testing

Table 6. Hypothesis Testing Results

Hypothesis	Relationship	Beta (β)	t-value	p-value	Result
H1	Live Streaming Quality $\rightarrow$ Purchase Intention	0.28	3.45	0.001	Supported
H2	Streamer Credibility $\rightarrow$ Purchase Intention	0.32	4.10	0.000	Supported
H3	Perceived Enjoyment $\rightarrow$ Purchase Intention	0.35	4.75	0.000	Supported

Source: Data Analysis

All hypotheses are supported, as t-values exceed 1.96 and p-values are below 0.05. Perceived enjoyment has the strongest influence on purchase intention ($\beta = 0.35$), followed by streamer credibility ($\beta = 0.32$) and live streaming quality ($\beta = 0.28$). This indicates that emotional engagement plays a slightly more dominant role compared to informational and technical aspects.

3.5. Discussion

The findings of this study provide important insights into the factors influencing purchase intention in live commerce, particularly the roles of live streaming quality, streamer credibility, and perceived enjoyment. All three variables were found to have a significant positive effect on purchase intention, confirming that both technological and psychological factors play crucial roles in shaping consumer behavior in live commerce environments. The results not only support previous studies but also extend the understanding of how these variables interact within a unified framework.

First, the results indicate that live streaming quality has a significant positive influence on purchase intention. This finding suggests that the technical aspects of live streaming, such as video clarity, audio quality, and streaming stability, are essential in shaping consumer

perceptions and decisions. High-quality live streaming allows consumers to clearly observe product details, understand features, and evaluate product performance in real time. This reduces uncertainty and perceived risk, which are common barriers in online shopping. In line with previous research, a seamless and visually appealing live streaming experience enhances consumer confidence and encourages purchasing behavior. However, compared to the other variables, the effect size of live streaming quality is moderate, indicating that while it is important, it may function more as a foundational factor rather than a primary driver of purchase intention. In other words, poor streaming quality can hinder purchase intention, but high quality alone may not be sufficient to strongly motivate consumers to buy.

Second, streamer credibility emerges as a significant determinant of purchase intention, with a stronger effect than live streaming quality. This finding reinforces the importance of human factors in live commerce, where streamers act as key influencers and communicators. Consumers tend to rely on streamers who are perceived as knowledgeable, trustworthy, and authentic. When streamers demonstrate expertise and honesty in presenting products, they reduce information asymmetry and build consumer trust. This trust is critical in influencing purchase decisions, especially in digital environments where consumers cannot physically examine products. The result aligns with the Source Credibility Theory, which posits that information delivered by credible sources is more persuasive. Moreover, in live commerce, the interactive nature of communication allows streamers to respond to questions and provide personalized recommendations, further strengthening their credibility. This suggests that businesses should carefully select and train streamers to ensure they possess not only product knowledge but also communication skills and authenticity.

Interestingly, perceived enjoyment is found to have the strongest influence on purchase intention among all variables. This highlights the dominant role of emotional and experiential factors in live commerce. Unlike traditional e-commerce, live commerce integrates entertainment elements that make the shopping process more engaging and enjoyable. Features such as real-time interaction, live chat, promotional games, and dynamic presentations contribute to a more immersive experience. When consumers perceive the experience as fun and entertaining, they are more likely to stay longer in the live session, engage with the content, and ultimately make purchases. This finding supports the Uses and Gratifications Theory, which suggests that individuals engage with media not only for information but also for entertainment and enjoyment. It also aligns with the concept of flow experience, where consumers become fully absorbed in the activity, leading to positive emotions and impulsive buying behavior.

The strong effect of perceived enjoyment suggests that live commerce is not merely a transactional platform but also an experiential one. Consumers are not only purchasing products but also seeking entertainment and social interaction. This shifts the focus from purely functional value to hedonic value in influencing purchase intention. As a result, businesses need to design live streaming content that is not only informative but also engaging and enjoyable. Incorporating storytelling, humor, interactive games, and exclusive promotions can enhance the overall experience and increase consumer engagement.

Another important finding of this study is the relatively high explanatory power of the model, as indicated by the R^2 value of 0.68. This means that the three variables—live streaming quality, streamer credibility, and perceived enjoyment—collectively explain a substantial

portion of the variance in purchase intention. This highlights the effectiveness of integrating both technological and psychological factors in understanding consumer behavior in live commerce. It also suggests that these variables are key determinants that should be prioritized by practitioners and researchers.

The effect size analysis further emphasizes the importance of perceived enjoyment as the most influential factor, followed by streamer credibility and live streaming quality. This ranking provides valuable insights for practitioners in prioritizing their strategies. While maintaining high technical quality is essential, greater emphasis should be placed on enhancing the entertainment value of live streams and building credible and engaging streamers. This balance between technology and human interaction is crucial for creating a successful live commerce experience.

From a theoretical perspective, this study contributes to the literature by integrating multiple frameworks, including Source Credibility Theory and Uses and Gratifications Theory, into a single model. It demonstrates that consumer behavior in live commerce is influenced by both cognitive evaluations (e.g., credibility and quality) and emotional responses (e.g., enjoyment). This holistic approach provides a more comprehensive understanding compared to studies that focus on a single dimension.

From a practical standpoint, the findings offer several implications for businesses and marketers. First, investing in high-quality streaming technology is necessary to ensure a smooth and professional presentation. Technical issues such as lagging or poor audio can negatively affect consumer perceptions and reduce engagement. Second, selecting the right streamer is critical. Businesses should collaborate with individuals who are not only knowledgeable about the products but also able to build trust and connect with the audience. Authenticity and relatability are key attributes that enhance credibility. Third, creating an enjoyable and interactive experience should be a top priority. Businesses can incorporate gamification elements, limited-time offers, and audience participation to increase engagement and excitement.

Furthermore, the findings are particularly relevant in the context of emerging markets such as Indonesia, where live commerce is rapidly growing. Indonesian consumers, especially younger generations, are highly active on social media and are attracted to interactive and entertaining content. This creates a favorable environment for live commerce to thrive. However, cultural factors such as trust and social influence may also play a role in shaping consumer behavior. Therefore, businesses operating in this market need to adapt their strategies to local preferences and behaviors.

Despite its contributions, this study has several limitations that should be acknowledged. First, the use of a non-probability sampling method may limit the generalizability of the findings. Future studies could use probability sampling techniques to obtain a more representative sample. Second, this study focuses on three main variables, while other factors such as price promotions, social influence, and platform usability may also influence purchase intention. Future research could incorporate these variables to develop a more comprehensive model. Third, this study adopts a cross-sectional design, which captures consumer behavior at a single point in time. Longitudinal studies could provide deeper insights into how consumer behavior evolves.

4. Conclusion

This study concludes that live streaming quality, streamer credibility, and perceived enjoyment significantly influence purchase intention in the context of live commerce. Among these factors, perceived enjoyment emerges as the most dominant driver, highlighting the importance of creating engaging, entertaining, and immersive shopping experiences that capture consumers' attention and encourage purchasing behavior. Streamer credibility also plays a crucial role in building trust and reducing uncertainty, as consumers are more likely to rely on recommendations from streamers who are perceived as knowledgeable, honest, and authentic. Meanwhile, live streaming quality serves as a foundational element that supports the overall experience by ensuring clear communication and smooth interaction. Collectively, these findings emphasize that successful live commerce strategies require a balanced integration of technological quality, credible human interaction, and enjoyable user experiences. Therefore, businesses and marketers should prioritize enhancing entertainment value, selecting trustworthy streamers, and maintaining high technical standards to effectively increase consumer purchase intention in an increasingly competitive digital marketplace.

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