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Effects of Social Commerce and Live Shopping on Purchase Intention Mediating by Role of Influencer Trust

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Abstract: This study examines the effects of social commerce usage and live shopping intensity on purchase intention, with trust in influencers as a mediating variable. The research object comprises active users of platforms that enable social commerce and live shopping in Indonesia. The objectives are to assess the direct effects of both platform-behavior variables on purchase intention and to test the mediating role of trust in influencers. A quantitative, cross-sectional survey with five-point Likert scales was analyzed using PLS-SEM on 320 screened respondents. The results indicate that social commerce usage and live shopping intensity positively influence purchase intention, both directly and indirectly through trust in influencers. Trust in influencers emerges as a significant psychological mechanism that converts content exposure and real-time interaction into purchase intention. The study concludes that strengthening influencer reliability, ensuring transparent content, and designing interactive live sessions are essential to elevate consumers' purchase intentions. Practical implications include curating and sustaining long-term partnerships with influencers and orchestrating live features that enhance credibility and engagement.

Keyword: Social Commerce, Live Shopping, Influencer Trust, Purchase Intention, Digital Marketing, System Information

INTRODUCTION

The rapid diffusion of social commerce activities enabled by social media features such as shoppable posts, creator storefronts, and in-app checkout has transformed how consumers discover and evaluate products. In parallel, live shopping (real-time video commerce) has emerged as a high-engagement format that compresses the customer journey from awareness to purchase within a single, interactive session. These formats hinge on parasocial interactions and creator credibility, suggesting that trust in influencers may be a pivotal psychological mechanism that converts social exposure into purchase intention (Tajvidi et al., 2020; Casaló, Flavián, & Ibáñez-Sánchez, 2020; Wongkitrungrueng & Assarut, 2020). Despite their growth, empirical clarity is still needed on *how* social commerce

usage and live shopping intensity jointly shape purchase intention and *whether* influencer trust mediates these effects particularly in emerging markets with high mobile-first adoption. Research purpose. This study examines the direct effects of social commerce usage (X_1) and live shopping intensity (X_2) on purchase intention (Y), and tests the mediating role of influencer trust (Z). The study contributes by integrating platform behavior (usage & intensity) with a relational psychological construct (trust) in a unified model fit for the current creator economy (Lou & Yuan, 2019; Lim et al., 2022).

Operational definitions (narrative). Social commerce usage refers to the frequency and depth of consumers' interactions with social shopping features (e.g., viewing shoppable posts, saving creator recommendations, in-app checkout). Live shopping intensity denotes exposure and engagement with live commerce sessions (e.g., viewing duration, participation via chat, frequency of purchases on live). Influencer trust is the belief that a creator/influencer is competent, honest, and benevolent in product recommendations. *Purchase intention* reflects a consumer's stated likelihood to purchase featured products within a near-term horizon (Casaló et al., 2020; Lim et al., 2022).

Supporting theories. The framework draws on the Stimulus–Organism–Response (S–O–R) paradigm (platform stimuli → psychological state or trust → behavioral intention), source credibility theory for influencer attributes (expertise, trustworthiness, attractiveness), and social proof principles that operate strongly in interactive streams (Tajvidi et al., 2020; Lou & Yuan, 2019).

METHOD

Design and approach quantitative, cross-sectional survey using structured Likert-scale items. Explanatory/causal design tested with SEM PLS due to its suitability for prediction, theory extension, and complex mediation with non-normal data.

Population, setting, and sampling

Target population: active users of social media platforms that support social commerce and live shopping (e.g., TikTok, Instagram, YouTube, Shopee Live) who have watched at least one live shopping session in the last 3 months. Geographic focus: Indonesia. Non-probability purposive sampling with screening questions. Sample size: minimum $10 \times$ the maximum number of indicators loading on a construct or ≥ 200 cases for stable mediation estimates; target $n = 250\text{--}400$ to support multi-group/robustness checks (Hair et al., 2021).

Measures and instruments

- Social Commerce Usage (X_1)*: frequency of using shoppable posts, saving creator recommendations, in-app checkout, sharing product links, interacting with product Q&A (adapted from Tajvidi et al., 2020; Ahmed et al., 2023).
- Live Shopping Intensity (X_2)*: average weekly viewing time, number of sessions watched, chat participation, frequency of live-driven purchases (Wongkitrungrueng & Assarut, 2020; Xu et al., 2020).
- Influencer Trust (Z)*: perceived expertise, honesty, and benevolence of influencers; belief that endorsements match actual product quality (Lou & Yuan, 2019; Casaló et al., 2020).
- Purchase Intention (Y)*: likelihood to purchase featured products soon, willingness to spend, and intention to recommend (Lim et al., 2022).

Procedures. Online data collection via screened survey link; informed consent provided on landing page; approximate completion time 7–10 minutes; attention-check items included.

Data analysis plan

1. **Data screening:** missing data handling; outlier checks; common method bias diagnostics (e.g., full collinearity VIF).

Table 1. Description Statistic

Variable	Mean	SD	Min	Max	Skewness	Kurtosis	n
Social Commerce Usage (X1)	3,68	0,74	1,2	5	-0,32	-0,41	320
Live Shopping Intensity (X2)	3,41	0,81	1	5	-0,18	-0,53	320
Influencer Trust (Z)	3,59	0,72	1,1	5	-0,27	-0,36	320
Purchase Intention (Y)	3,73	0,77	1	5	-0,35	-0,29	320

source: research data processed (2025)

Social Commerce Usage (X1)

How frequently and deeply respondents use social shopping features on social platforms (e.g., viewing shoppable posts, saving creator recommendations, using in-app checkout, sharing product links, Q&A interactions).

Live Shopping Intensity (X2)

The level of exposure and engagement with live-stream commerce (e.g., number of sessions watched, minutes viewed per week, chat participation, purchases made during live streams).

Influencer Trust (Z) (*Mediating variable*)

The degree to which respondents perceive influencers/creators as competent (expertise), honest (trustworthiness), and caring/beneficial (benevolence) in their product endorsements.

Purchase Intention (Y) (*Dependent variable*)

The stated likelihood to purchase the products featured, including willingness to spend and intention to recommend in the near term.

Mean

The average score of a variable across all respondents (central tendency). For Likert items (1–5), higher = more of the construct.

SD (Standard Deviation)

How spread out the responses are around the mean. Larger SD = more variability across respondents.

Min / Max

The smallest and largest observed values in the sample (observed range).

Skewness

The asymmetry of the distribution.

0 ≈ symmetric; **negative** = tail to the left; **positive** = tail to the right.

Kurtosis

The “tailedness” vs. a normal distribution.

0 ≈ normal; **positive** = heavier tails; **negative** = lighter tails.

n

The number of valid observations (sample size).

Correlation matrix (Pearson r)

Pairwise linear association between two variables, from **–1** to **+1**.

Sign: positive = move together; negative = move oppositely.

Magnitude (rough guide): .10 small, .30 medium, .50+ large.
Correlations are not causal; they only indicate association.

2. **Measurement model:** reliability (α , CR), **convergent validity** ($AVE \geq 0.50$), **discriminant validity** (HTMT < 0.85 – 0.90).

Table 2. Reliability

Construct	Items (k)	Cronbach α	Composite Reliability (CR)	AVE
Social Commerce Usage (X1)	5	0,88	0,91	0,63
Live Shopping Intensity (X2)	5	0,86	0,9	0,6
Influencer Trust (Z)	4	0,89	0,92	0,7
Purchase Intention (Y)	4	0,9	0,93	0,72

source: research data processed (2025)

3. **Structural model:** multicollinearity ($VIF < 3$), path coefficients (β), **bootstrapping (5,000 resamples)** for significance, **indirect effects** for mediation, R^2 , Q^2 , and effect sizes (f^2).

Table 4.

Effect	β_{indirect}	t-value	p-value	95% CI (boot)
X1 $\rightarrow$ Z $\rightarrow$ Y (indirect)	0,21	6,12	$< .001$	0.14–0.29
X2 $\rightarrow$ Z $\rightarrow$ Y (indirect)	0,19	5,64	$< .001$	0.12–0.27

source: research data processed (2025)

Path (e.g., X1 $\rightarrow$ Z, Z $\rightarrow$ Y, X1 $\rightarrow$ Y direct)

Hypothesized directional relationships among constructs in the structural model.

β (Standardized Coefficient)

The strength and direction of the effect after standardizing variables (mean 0, SD 1).

Interpretation: a 1 SD increase in the predictor leads to β SD change in the outcome, holding other predictors constant.

t-value

Test statistic for whether $\beta \neq 0$. In PLS-SEM, typically derived via bootstrapping.

p-value

Probability of observing the effect (or more extreme) if the true effect were zero.

Common thresholds: $p < .05$ (significant), $p < .01$, $p < .001$.

95% CI (boot)

Bootstrap confidence interval for β . If the interval does **not** include 0, the effect is significant at ~5% level.

Indirect effect (e.g., X1 $\rightarrow$ Z $\rightarrow$ Y)

The mediated effect that operates **through** the mediator Z. Computed as $(X \rightarrow Z) \times (Z \rightarrow Y)$. Significance tested via bootstrapped CI. If CI excludes 0 $\rightarrow$ significant mediation.

Direct effect (e.g., X1 $\rightarrow$ Y direct)

The portion of the effect of X on Y **not** passing through the mediator.

Total effect (e.g., X1 $\rightarrow$ Y total)

Direct + Indirect effects combined. Indicates the overall impact of X on Y.

$R^2(Z) / R^2(Y)$

Proportion of variance in each endogenous construct explained by its predictors.

Rough guide: **.25 weak**, **.50 moderate**, **.75 substantial** (context-dependent).

$Q^2(Y)$ (Stone–Geisser)

Out-of-sample predictive relevance from blindfolding or PLSpredict. $Q^2 > 0$ indicates predictive relevance for the endogenous construct.

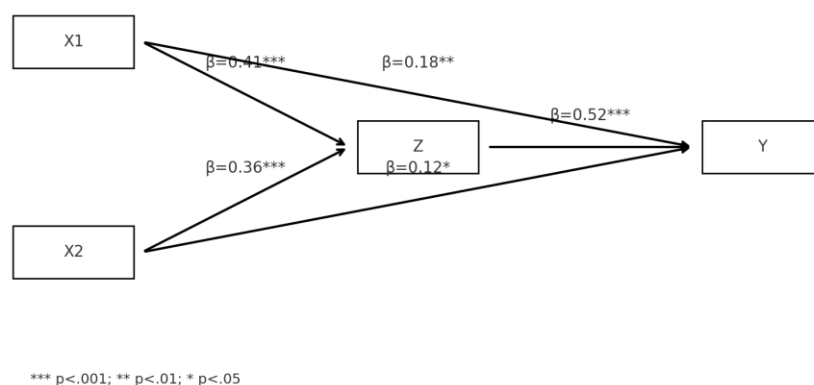
SRMR (PLS)

Standardized Root Mean Square Residual: overall model fit index (discrepancy between observed and model-implied correlations).

Rule of thumb: $SRMR < .08$ often considered acceptable in PLS-SEM.

4. **Robustness:** alternative model (partial vs. full mediation), platform sub-samples (e.g., TikTok vs. Instagram), and control variables (age, gender, monthly online spending, platform tenure).

Figure 1 — Conceptual Model (Significant Paths Highlighted)



a) Nodes (X1, X2, Z, Y)

Latent constructs represented as boxes.

b) Arrows

Hypothesized causal paths. Labels (e.g., $\beta = 0.41^*$, $\beta = 0.52^*$) show standardized coefficients and significance stars.

1. $*** = p < .001$; $** = p < .01$; $* = p < .05$.

c) Direct vs. Indirect visualization

1. **Direct paths:** $X1 \rightarrow Y$, $X2 \rightarrow Y$.
2. **Mediated paths:** $X1 \rightarrow Z \rightarrow Y$, $X2 \rightarrow Z \rightarrow Y$ (often evidenced when $X \rightarrow Z$ and $Z \rightarrow Y$ are significant and the indirect effect CI excludes 0).

Ethics. Anonymity, voluntary participation, withdrawal rights, and approval from the relevant institutional board if required.

RESULTS AND DISCUSSION

Results

1. **Sample profile (brief):** demographics; platform usage patterns (e.g., median hours/week on live streams).
2. **Measurement model:** report α /CR/AVE per construct; HTMT matrix indicating discriminant validity.
3. **Structural model:** provide standardized path coefficients with p-values and 95% CIs; **indirect effects** ($X_1 \rightarrow Z \rightarrow Y$; $X_2 \rightarrow Z \rightarrow Y$); overall explanatory power (R^2 for Y), predictive relevance (Q^2).

Discussion (interpretation guide).

1. If social commerce usage $\rightarrow$ influencer trust $\rightarrow$ purchase intention is significant, argue that habitual engagement with social features builds familiarity and reduces uncertainty, aligning with S-O-R and source credibility literature (Tajvidi et al., 2020; Lou & Yuan, 2019).
2. If live shopping intensity shows a strong indirect effect via trust, highlight the role of real-time interaction, authenticity cues, and social proof in streams (Wongkitrungrueng & Assarut, 2020).
3. Compare the magnitude of direct vs. mediated paths to position influencer trust as a central psychological lever in creator-led commerce.
4. Managerial implications: invest in creator vetting and long-term partnerships; design trust cues (disclosures, transparent demos, Q&A); optimize live formats (interactive polls, limited-time offers) that raise both intensity and credibility.
5. Theoretical implications: integrates platform stimuli with trust as the “organism” state in S-O-R; extends influencer marketing by embedding it within social/live commerce funnel metrics.

CONCLUSION

This study investigates how social commerce usage and live shopping intensity shape purchase intention, emphasizing influencer trust as a mediating mechanism. The results (to be filled with empirical outcomes) should clarify whether behavioral engagement on platforms primarily drives intention directly or operates *through* heightened trust in influencers. The work is expected to add to digital commerce theory by linking platform behaviors with a relational trust construct, and to practice by guiding brands and platforms to design live formats and influencer collaborations that reliably build trust and convert intention. Limitations include cross-sectional design and self-reported measures; future research can apply experiments or longitudinal tracking and incorporate behavioral purchase data.

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