

# **Analysis of Factors Influencing Purchase Intentions in Live Shopping in Batam**

Chrisderry<sup>1</sup>, Renny Christiarini<sup>2</sup>

2141313.chrisderry@uib.edu<sup>1\*</sup>, renny@uib.edu<sup>2</sup>

Graduate School of Batam International University, Indonesia <sup>1,2</sup>

## **Abstrak**

**Purpose:** This research aims to analyze the influence of argument quality, credibility of influencers and interactivity, kindness on consumer welfare and purchase intentions on live shopping broadcast from Batam. **Methodology/Approach:** The research approach is quantitative, by obtaining data through distributing questionnaires to 200 livestreaming shopping users in Batam City. Data analysis through the SMART-PLS statistical program, by carrying out validity, reliability tests, direct influence tests via path coefficients, coefficient of determination tests, and quality index tests.

**Findings:** The findings suggest that there is a significant influence between influencers and interactivity and credibility. Credibility and kindness also have a significant effect on consumer welfare. However, this research cannot prove a significant relationship from argument quality to credibility. Additionally, consumer well-being underscores its significant direct influence on purchase intentions. **Theoretical and Managerial Implications:** For academics, future researcher can discuss the influence of argument quality, credibility of influencers and interactivity, kindness to consumer welfare and purchase intentions on different research objects. For practitioners, the findings provide actionable insights for marketers to choose influencers with credibility, kindness and good quality arguments so that they can improve the consumer welfare felt by their customers, due to increase their intention to purchase their products.

**Research Limitations:** The study is limited to a specific geographic region within Batam and a sample size of 200 respondents, which may affect the findings generalizability. Future research should consider broader geographic and sectoral scopes due to validate as well as extend the applicability of this research construct.

**Keywords:** Influencer, Credibility, Kindness, Argument Quality, Consumer-Well-Being, Purchase Intention



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

## **INTRODUCTION**

Advanced technology and information systems that occur intensively in this modern era have had a crucial impact on changes in human life styles, where fulfilling human needs which was originally carried out physically has now become non-physical, as well as changing what was previously backward or traditional into modern (Chen et al., 2021). A concrete example of this action is the condition of individuals to interact face to face with individuals or groups in conventional times, now with the ease of technology it can enable users to interact and stay connected with others without needing face-to-face (Zhang et al., 2019).

Basically, the presence of electronic commerce has a very significant influence on the lifestyle and development of society. Electronic commerce (EC) is a concept that indicates the occurrence of buying and selling transactions on the internet/exchange of products via information networks, which include the internet, or what is also known as online shopping.

This EC can be implemented anywhere, anytime, and anyone without exception. This is in line with increasingly easy access to electronic commerce and applications on the internet (Chen et al., 2021).

Currently, the internet is not just a literal means of communication or information but can be used as a market to carry out business and trade activities as well as online buying and selling transactions. It is even believed that the e-commerce market is able to attract more potential buyers than conventional offline sales, where people can see a product being marketed and immediately purchase the product without leaving their residence, so that apart from saving time they can also save costs incurred for transport and so on. Sometimes, it is not uncommon for popular online electronic commerce platforms in Indonesia such as Shopee, Tokopedia, Blibli, Bukalapak, Lazada and so on to provide product prices that are cheaper compared to sales in offline shops, this is because the sellers do not incur rental costs. shop, employee salary costs and other operational costs needed to open an offline business office, whereas online, they can market and stock their products anywhere, including where they live more flexibly and efficiently, so that costs can be reduced and they use strategies that to do setting prices that are attractive to consumers.

In this context, many e-commerce have implemented live shopping activities, namely a sales phenomenon with live broadcasts via the marketplace application, which users can watch from various regions and cities, at the same time. In these live broadcasts, the presenter/host often displays various products which are given promotions and discounts in large quantities, which are in stock or in limited quantity and time so that only those who are lucky and have the opportunity to take part in the live shopping will be able to get the products at the same price. cheap. This can attract the attention of application users, to watch the event while choosing the items they want to buy.

According to a survey conducted by Polling Opinion (JakPat) in 2022 on 2,712 respondents, the results indicated that 83.7% of the public had been spectators of live shopping, both for live shopping held on the Shopee, Tiktok, Tokopedia, Facebook, Lazada applications. , Bukalapak, and JDID.

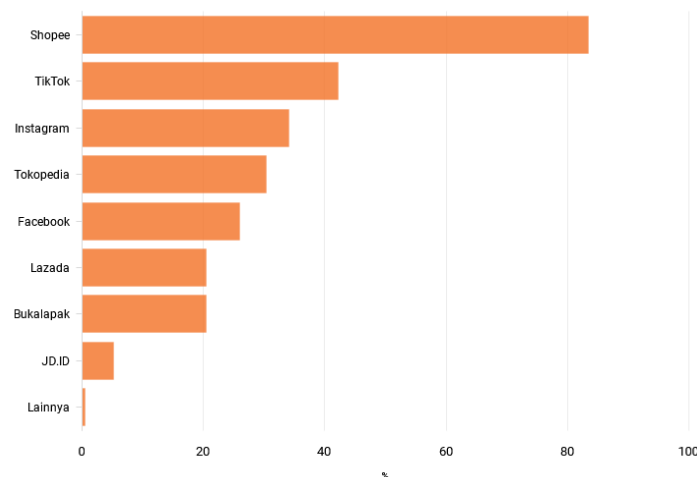


Figure 1. The Most-Watched Liveshopping platform by Indonesian people  
Source: Katadata.co.id (2023)

Based on the image above, it can be interpreted that the largest number of live shopping viewers in Indonesia are on the applications marked at 83.4%. This is followed by TikTok which is in the second tier with a percentage of 42.2%. Then, 34.1% of respondents said they chose to use Instagram to support live shopping activities.

Meanwhile, the Tokopedia and Facebook applications are ranked 4th and 5th, with 30.4% of respondents using Tokopedia and 25.9% using Facebook. This was followed by 20.5% who

watched live shopping broadcasts via Bukalapak and Lazada, and the remaining 5.2% of respondents carried out live shopping on JD.ID and 0.5% on other platforms. Furthermore, the survey also found that the products most watched during live shopping activities were mostly clothing, namely 82.6%. Then for household appliances, beauty products, food, plants, and so on. In this context, 55.5% of people make purchases during live shopping and 44.5% of people do not buy (databoks.katadata.co.id, 2020).

However, the problem found in live shopping in Indonesia is due to intense competition, considering that the ease of carrying out live broadcasts has resulted in more and more people opening live broadcasts on e-commerce applications at the same time. However, in general the most common and most visible broadcasts are broadcasts from large companies or partners who have sold tens or even hundreds of thousands of products, or what are known as super sellers. This can make it increasingly difficult for small-scale sales partners to compete in online media, because customers can switch to large and more secure/trusted partners. As a result, partners who do not have large capital are increasingly eroding their position in competition in the marketplace world (Ahmadi & Hudrasyah, 2022). In order to increase competitive advantage and achieve high sales levels, presenters or marketers pay attention to purchase intention strategies (Yu & Zheng, 2022). Purchase intention or a person's intention to purchase an item/service is influenced by several factors, including influencer, interactivity, argument quality, credibility, kindness, and customer well-being.

Influencers are a group of people who have a large number of followers and audiences on social media, and have a significant effect on followers including artists, Instagram celebrities, YouTubers (Chan et al., 2022). In this context, a high number of followers on social media such as Instagram implies that there are several people interested in following a particular person, for example because they are interested in following his updates. In addition, many people also rely on signals to assess popularity as users who are trustworthy, attractive, approachable, and have socially desirable characteristics. Influencers who have many followers are characterized as being more trusted by customers because they have high credibility (Lim & Nuangjamnong, 2022).

Apart from influencers, credibility can also be influenced by interactivity. Interactivity indicates a situation where communication activities can be established between one party and another party. The interactive relationship created between consumers and companies/marketers certainly determines how interested consumers are in repurchasing a product (Ko, 2023). They will be able to trust the information conveyed by the information carrier/marketer and consider it as credible and factual information. With credible and correct information based on facts, consumer well-being can be formed or an emotional condition that appears in consumers' feelings, related to their experience in organizing shopping activities through live shopping (Liu et al., 2023).

Another factor is argument quality. Argument quality is the quality of the arguments conveyed by the presenter or live shopping host regarding the products they offer or promote (Jamil et al., 2023). The better the quality of the arguments presented, the more it can influence consumers' emotional side of the experience of watching live shopping, which can later influence their awareness of buying the product (Ahmadi & Hudrasyah, 2022). Not only that, consumer well-being can also be influenced by kindness, which is a form of humility possessed by the presenter so that it can create emotional sympathy in the audience of the event, so that an emotional effect is formed (Song & Liu, 2021).

In this case, consumer well-being can influence the intention to make a purchase (purchase intention). In this context, consumers who have a positive emotional effect on presenters and influencers who promote products/services through live shopping will be more likely to intend to purchase the product (Jamil et al., 2023). In accordance with the background, researchers are interested in analyzing the influence of argument quality, credibility of

influencers and interactivity, kindness towards consumer well-being and purchase intention on live shopping broadcast from Batam.

## **LITERATURE REVIEW**

### **The Influence of Influencer on Credibility**

Influencers are a group of people who are characterized by having a large number of followers and an audience categorized as large on social media, and have a crucial effect on followers, where they are usually celebrities, celebs, vloggers and so on (Chan et al., 2022). In this context, a high number of followers on social media such as Instagram implies that some people are interested in following a particular person, for example because they are interested in following their updates (Apasrawirote & Yawised, 2022). In addition, many people also rely on cues to assess popularity as users who are trustworthy, attractive, approachable, and have socially desirable characteristics (Zhou & Tong, 2022; Zhong et al, 2022). Influencers who have many followers are characterized as being more trusted by customers because they have high credibility (Lim & Nuangjamnong, 2022). The hypothesis raised is:

H1: Influencers have a significant effect on Credibility

### **The Influence of Interactivity on Credibility**

Interactivity indicates a situation where communication activities can be developed between one party and another party (Li et al, 2022; Zhong et al, 2022). The interactive relationship created between consumers and companies/marketers certainly determines how interested consumers are in repurchasing a product (Ko, 2023). They will be able to trust the information conveyed from the information carrier/marketer and consider it as credible and factual information (Yu & Zheng, 2022). With credible and correct information based on facts, it can create a consumer well-being or emotional condition that consumers obtain related to gaining experience in carrying out shopping activities through live shopping (Liu et al., 2023). The hypothesis raised is:

H2: Interactivity has a significant effect on Credibility

### **The Influence of Credibility on Consumer Well-Being**

Credibility is something that refers to the capacity, quality, or strength to generate trust among customers (Chan et al, 2022; Chan & Asni, 2022). With credible and correct information based on facts, consumer well-being can be formed or the emotional state that consumers face and feel regarding their experience in carrying out shopping activities through live shopping (Liu et al., 2023; Zhang et al, 2023; Tan et al, 2023). The hypothesis raised is:

H3: Credibility has a significant effect on consumer well-being

### **The Influence of Argument quality on Consumer Well-Being**

Argument quality is the quality of the arguments conveyed by the presenter or live shopping host regarding the products they offer or promote (Jamil et al., 2023; Lin & Nuangjamnong, 2022; Song & Liu, 2021). The better the quality of the arguments presented, the more it can influence the emotional side of consumers regarding the experience of watching live shopping, which can later influence their awareness of buying the product (Ahmadi & Hudrasyah, 2022; Sun et al, 2019). The hypothesis raised is:

H4: Argument quality has a significant effect on consumer well-being

### **The Influence of Kindness on Consumer Well-Being**

Kindness is a form of humility possessed by the presenter so that it can create feelings of emotional sympathy in the audience of the event (Li & Peng, 2021). This can produce an emotional effect that is formed (Song & Liu, 2021; Yu & Zheng, 2022). This is because with the kindness or humility that customers can feel about the presenter, they can believe more

in this as a consumer welfare, which they can get through live streaming (Liu et al., 2023; Zhang et al, 2020). The hypothesis raised is:

H5: Kindness has a significant effect on consumer well-being

### **The Influence of Consumer Well-Being on Purchase Intention**

Consumer well-being is characterized as a condition where consumers can feel a sense of happiness, satisfaction, have low levels of stress, are mentally and physically healthy, and have a good emotional state (Sun et al, 2019; Widyanto & Agusti, 2020). Consumers have a positive emotional effect on hosts and influencers who promote products/services through live shopping (Liu et al, 2023). This makes it more likely for them to intend to purchase the product (Jamil et al., 2023; Tan et al, 2023). The hypothesis raised is:

H6: Consumer well-being has a significant effect on Purchase Intention

### **Research Model**

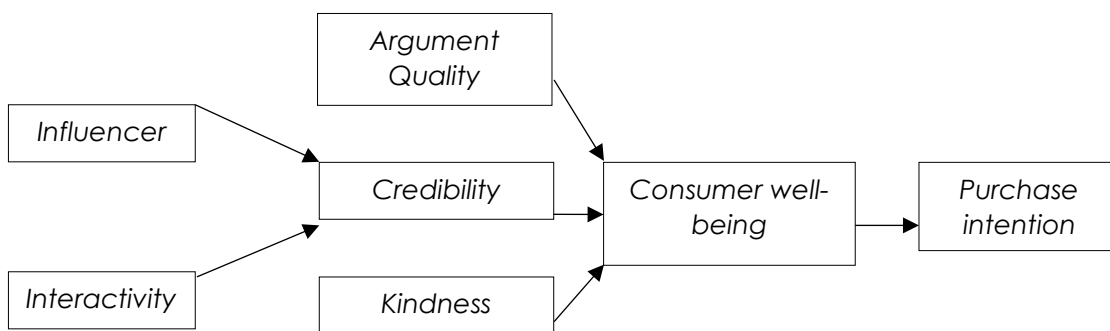


Figure 2. Research Model  
Source: Researcher Thoughts (2024).

## **METHODOLOGY**

In essence, the research approach is a scientific approach to collecting for a specific use or purpose (Sugiyono, 2018). This research adopts a quantitative method by emphasizing its focus on associativity. This type of research is for hypothesis testing, where its presence is to test whether a theory is true or not, or as evidence to strengthen the theory. The aim of this research is none other than to test the validity of the hypothesis which analyzes the relationship between influencers, interactivity, credibility, the influence of argument quality and kindness on consumer well-being and the influence of consumer well-being on purchase intention.

The type of data used is primary questionnaire data, namely by distributing questions in the form of a Google form and distributing them to respondents who are asked to answer the questions through a series of answers that have been prepared by researchers to 200 sample respondents in the form of live streaming shopping users in Batam City. This is supported by secondary data obtained from literature study activities.

The analysis process will be carried out on people in the city of Batam who are live streaming shopping customers using a cross-sectional method where the research data is collected only once, but over a long period of research time in order to provide answers to the researcher's questions. Testing is carried out using the PLS-SEM technique, which utilizes the SMART PLS statistical program to carry out a series of test steps, including external model

tests which include discriminant and convergent validity, composite reliability tests, as well as tests of the influence of the inner model through path coefficients, coefficient of determination tests, and quality index test.

## RESULT AND DISCUSSION

### 1. Results

#### Respondents Descriptive Analysis

The researcher provided a description of the data in the form of gender, age, occupation and latest education, as presented in table 4.2. The data collected indicates that the majority of respondents were male, 60%, with a frequency of 120 people. This is followed by women as much as 40%. In terms of age, the largest group of respondents was 15-20 years old with a percentage of 42.5%, followed by 31% of respondents aged 21-25 years, 21.5% aged 26-30 years, and another 5% aged more than 30 years.

Based on their job aspect, exactly half of the total respondents, or 100 people, were students, with a percentage of 50%. This is followed by 27.5% of respondents being employees, 19.5% being self-employed, 4% not having a job, and the remaining 1.5% or 3 people being housewives. The majority of them had a high school/vocational education, of which there were 142 people or a percentage of 71%. Then, 17.5% had a bachelor's degree, 8% had a diploma, and the remaining 6% had a master's degree.

Table 1. Respondents Descriptive

Criteria	Category	Frequency	Percentage
Gender	Male	120	60%
	Female	80	40%
	Total	200	100.0%
Age	15-20 years old	85	42.5%
	21-25 years old	62	31%
	26-30 years old	43	21.5%
	>30 years old	10	5%
	Total	200	100.0%
Job	College Student	100	50%
	Employee	55	27,5%
	Entrepreneur	39	19,5%
	Housewife	3	1,5%
	Unemployed	8	4%
	Total	200	100.0%
Education Status	SMA/SMK	142	71%
	Diploma	16	8%
	S1	35	17,5%
	S2	12	6%
	Total	200	100.0%

Source: Primary data processed by researcher, 2024

#### Outer Model Testing



## Convergent Validity Testing

### 1. Outer Loading

Verification of data validity is carried out using the outer loading method. Outer loading is the process of assessing how significant the factors are related to each variable indicator. Evaluation in the table below shows that all questions related to this research variable have an outer load value of more than 0.6, indicating their validity, and no indicators need to be deleted.

Table 2. Outer Loading Results

Indicator	Outer Loading	Conclusion
INF_1	0.740	Valid
INF_2	0.763	Valid
INF_3	0.704	Valid
INT_1	0.732	Valid
INT_2	0.780	Valid
INT_3	0.770	Valid
AQ_1	0.742	Valid
AQ_2	0.748	Valid
AQ_3	0.740	Valid
AQ_4	0.741	Valid
CR_1	0.782	Valid
CR_2	0.799	Valid
CR_3	0.770	Valid
CR_4	0.758	Valid
KD_1	0.801	Valid
KD_2	0.791	Valid
KD_3	0.776	Valid
KD_4	0.702	Valid
CWB_1	0.761	Valid
CWB_2	0.734	Valid
CWB_3	0.755	Valid
PL_1	0.732	Valid
PL_2	0.743	Valid
PL_3	0.798	Valid

Source: Primary data processed by researcher, 2024

### 2. Average Variance Extracted (AVE)

Convergent validity is met if the AVE value is  $> 0.5$  (Hair Jr et al, 2019). By referring to these criteria, it can be interpreted that this research has met the standards of validity because all AVE items are more than 0.5. In this study, the AVE value was greater than 0.5 for all constructs. This means that the entire item construct is valid.

Table 3. AVE Results

Variable	AVE	Description
Influencer	0.540	Valid
Interactivity	0.584	Valid
Argument Quality	0.539	Valid
Credibility	0.611	Valid
Kindness	0.573	Valid

Consumer Well-Being	0.556	Valid
Purchase Intention	0.591	Valid

Source: Primary data processed by researcher, 2024

## Discriminant Validity

### 1. Cross Loadings

Cross loading was carried out to assess the discriminant validity of the indicators. An indicator is declared valid if the indicator's cross-loading value on the construct (latent variable) with which it is associated is greater than the cross-loading on other constructs (latent variables). Based on these criteria, all variables are valid because the construct indicator value in measuring the variable itself is greater than the construct correlation with other variables.

Table 4. Cross Loadings Results

Variable	Influencer	Interactivity	Argument Quality	Credibility	Kindness	Consumer Well-Being	Purchase Intention
INF_1	0.740	0.498	0.466	0.464	0.477	0.429	0.444
INF_2	0.763	0.454	0.498	0.414	0.433	0.355	0.314
INF_3	0.704	0.374	0.441	0.383	0.251	0.446	0.411
INT_1	0.732	0.391	0.428	0.400	0.330	0.393	0.319
INT_2	0.467	0.780	0.458	0.501	0.502	0.362	0.362
INT_3	0.474	0.770	0.543	0.494	0.419	0.329	0.329
AQ_1	0.399	0.742	0.456	0.589	0.605	0.437	0.437
AQ_2	0.430	0.428	0.748	0.443	0.370	0.428	0.428
AQ_3	0.452	0.490	0.740	0.449	0.410	0.396	0.396
AQ_4	0.435	0.434	0.662	0.502	0.434	0.416	0.416
CR_1	0.510	0.512	0.782	0.448	0.438	0.421	0.421
CR_2	0.444	0.553	0.495	0.799	0.524	0.442	0.442
CR_3	0.456	0.563	0.527	0.770	0.490	0.408	0.408
CR_4	0.392	0.506	0.411	0.758	0.504	0.348	0.348
KD_1	0.474	0.521	0.513	0.801	0.508	0.328	0.328
KD_2	0.342	0.488	0.382	0.512	0.791	0.360	0.360
KD_3	0.381	0.496	0.402	0.416	0.776	0.344	0.344
KD_4	0.426	0.499	0.477	0.532	0.702	0.434	0.434
CWB_1	0.366	0.264	0.432	0.276	0.268	0.761	0.761
CWB_2	0.373	0.315	0.370	0.286	0.319	0.734	0.734
CWB_3	0.451	0.461	0.413	0.468	0.457	0.755	0.761
PI_1	0.440	0.385	0.465	0.395	0.440	0.732	0.781
PI_2	0.426	0.499	0.477	0.532	0.702	0.434	0.434
PI_3	0.366	0.264	0.432	0.276	0.268	0.761	0.761

Source: Primary data processed by researcher, 2024

### 2. Fornell-Lacker Criterion

The Fornell-Lacker criterion is carried out by comparing the roots of the AVE (square root AVE) with the correlations of the latent variables. The Fornell-Lacker criterion determines whether the AVE value is above the squared correlation with other constructs by squaring each outer loading, getting the total of each outer loading of the indicator, and calculating the average value. In this context, all seven variables studied have met the Fornell lacker criteria.



Table 5. Fornell Lacker Criterion Results

Variable	Influencer	Interactivity	Argument Quality	Credibility	Kindness	Consumer Well-Being	Purchase Intention
Influencer	0.735						
Interactivity	0.587	0.764					
Argument Quality	0.624	0.637	0.734				
Credibility	0.567	0.686	0.626	0.782			
Kindness	0.513	0.657	0.563	0.647	0.757		
Consumer Well-Being	0.551	0.487	0.565	0.488	0.507	0.746	
Purchase Intention	0.561	0.601	0.565	0.599	0.578	0.622	0.751

Source: Primary data processed by researcher, 2024

### 3. Heterotrait-Monotrait Ratio (HTMT Ratio)

HTMT is the ratio between the correlation between traits/traits (between-trait correlation) and the correlation within traits/traits (within-trait correlation) which estimates the real correlation between two constructs if both constructs are measured perfectly. HTMT is measured by the average of all correlations of existing indicators along constructs that measure different constructs (as heterotrait-heteromethod correlations) relative to the average (geometric) of the average correlations of indicators that measure the construct that tends to the same (monotrait-heteromethod correlations). In this context, there are still HTMT ratios on the influence between certain variables that are not yet valid, because the values obtained are  $> 0.9$ .

Table 6. Heterotrait-Monotrait Ratio (HTMT Ratio) Results

Variable	Influencer	Interactivity	Argument Quality	Credibility	Kindness	Consumer Well-Being	Purchase Intention
Influencer							
Interactivity	0.854						
Argument Quality	0.869	0.933					
Credibility	0.749	0.967	0.832				
Kindness	0.745	1.037	0.828	0.912			
Consumer Well-Being	0.752	0.699	0.778	0.626	0.721		
Purchase Intention	0.814	1.013	0.828	0.918	0.873	0.851	

Source: Primary data processed by researcher, 2024

From the three evaluations of discriminant validity, it was stated that the tests for cross loadings and the Fornell-Lacker Criteria met the standards and were considered valid. However, it is not valid for HTMT, it is considered invalid because there is a correlation value that exceeds 0.9. However, considering that there are 2 approaches that are considered valid, the question item is declared valid.

### Reliability Testing

Reliability means being trustworthy. Reliability testing means a measuring tool or instrument that can be used reliably and can provide stable and consistent results if the measurement is repeated. In PLS, the reliability indicator shows the proportion of the indicator variance explained by the latent variable. Based on the findings in table 7, it can be seen that the

overall value for each variable of composite reliability is  $> 0.7$ , meaning that all variables can be confirmed to be reliable.

Table 7. Reliability Statistics Results

Variable	Composite Reliability
Influencer	0.824
Interactivity	0.808
Argument Quality	0.824
Credibility	0.863
Kindness	0.801
Consumer Well-Being	0.834
Purchase Intention	0.849

Source: Primary data processed by researcher, 2024

## Inner Model Testing

### 1. Path Coefficients

Path coefficients are estimates obtained for relationships in structural models through the SEM-PLS algorithm. The path coefficient value has a standardized value that ranges from -1 to +1. A path coefficient value that is close to +1 indicates a strong, positive, and significant relationship, and close to -1 means negative, weak, between latent variables in the structural model (Hair Jr et al., 2019).

Table 8. Path Coefficients Results

Path	T Statistics	P Values	Hypothesis	Description
Influencer -> Credibility	5.450	0.000	H1	Signifikan
Interactivity -> Credibility	3.131	0.002	H2	Signifikan
Credibility -> Consumer Well-Being	3.123	0.000	H3	Signifikan
Argument Quality -> Consumer Well-Being	1.341	0.103	H4	Tidak Signifikan
Kindness -> Consumer Well-Being	2.193	0.031	H5	Signifikan
Consumer Well-Being -> Purchase Intention	5.719	0.000	H6	Signifikan

Source: Primary data processed by researcher, 2024

#### a. H1 Test Results

The results of H1 testing show that Influencers have a significant influence on Credibility. This is because the T statistic value is 5.450 and P Values 0.000.

#### b. H2 Test Results

The results of H2 testing show that Interactivity shows a significant influence on Credibility. This is because the T statistic value is 3.131 and P Values 0.002.

#### c. H3 Test Results

The results of testing H3 show that Credibility has a significant influence on Consumer Welfare. This is because the T statistic value is 3.123 and P Values 0.000.

#### d. H4 Test Results

The results of testing H4 show that Argument Quality does not have a significant influence on Consumer Welfare. This is because the T statistic value is 1.341 and P Values 0.103.

e. H5 Test Results

The results of the H5 test show that Kindness has a significant influence on Consumer Welfare. This is because the T statistic value is 2.193 and P Values 0.031.

f. Test Results H6

The results of the H6 test show that Consumer Welfare shows a significant influence on Purchase Intention. This is because the T statistic value is 5.719 and P Values 0.000.

## 2. R-Square

R<sup>2</sup> measures the predictive power of a model, which is the amount of variability in endogenous variables that can be explained by exogenous variables. The statistical value R<sup>2</sup> is written in the variable circle. The normalized value is 0 < R<sup>2</sup> < 1 where a larger value indicates better predictive accounting or path model estimation (Hair Jr et al., 2019).

Table 9. R-Square Results

Variable	R-Square	Adjusted R-Square
Credibility	0.463	0.454
Consumer Well-Being	0.390	0.387
Purchase Intention	0.422	0.411

Source: Primary data processed by researcher, 2024

The adjusted R-Square credibility value obtained is 0.454, indicating that the independent variable can explain the credibility variable by 45.4%, which means its influence is moderate. Meanwhile, the Adjusted R-Square Consumer Wellbeing value is 38.7%, meaning that other variables are able to explain this variable with a value of 38.7% (moderate influence), and for the influence of purchase intention 41.1% is explained by the variables in this study, meanwhile The remaining 58.9% was obtained from other variables.

## 3. Quality Index Testing

In order to test the predictive relevance of a model, it can be estimated from the Goodness of Fit test. Q<sup>2</sup> is used to calculate the contribution of exogenous constructs to the Q<sup>2</sup> value of the endogenous latent variable. The Q<sup>2</sup> value has a range of 0 < Q<sup>2</sup> < 1. The Q<sup>2</sup> value indicates that the exogenous construct is predictively relevant, which is stated as small if it starts from 0.02-0.14, medium between 0.15 – 0.34, and large if it is above 0.35 for certain endogenous constructs. So, if the Q<sup>2</sup> value is getting closer to 1, it means that the relevant predictive value in the model is getting better. For the calculation, use the following formula:

$$GoF\ Index = \sqrt{Average\ AVE \times Average\ R^2}$$

$$Average\ AVE = \frac{0.540+0.584+0.539+0.611+0.573+0.556+0.591}{7} = 0.571$$

$$Average\ R^2 = \frac{0.454+0.387+0.411}{3} = 0.417$$

$$GoF\ Index = \sqrt{0.571 \times 0.417}$$

$$GoF\ Index = 0.488$$

## 2. Discussion

### The Influence of Influencer on Credibility

The research results indicate that there is a significant influence of Influencers on credibility. This is proven by the findings of the T statistics value of 5,450 and P Values of 0.000. In this context, a high number of followers on social media such as Instagram implies that some

people are interested in following a particular person, for example because they are interested in following their updates (Apasrawirote & Yawised, 2022; Chan et al, 2022). This is in line with research results (Zhou & Tong, 2022; Zhong et al, 2022) that many customers also rely on cues to assess popularity as users who are trustworthy, attractive, approachable, and have socially desirable characteristics. Influencers who have many followers are characterized as being more trusted by customers because they have high credibility (Lim & Nuangjamnong, 2022). Therefore, hypothesis H1 is accepted.

### **The Influence of Interactivity on Credibility**

The research results indicate that there is a significant influence of interactivity on credibility. This is proven by the finding of a T statistics value of 3.131 and P Values of 0.002. This is in line with research (Li et al, 2022; Zhong et al, 2022; Ko, 2023), which indicates that the interactive relationship created between consumers and companies/marketers certainly determines how interested consumers are in repurchasing a product. They will be able to trust the information conveyed from the information carrier/marketer and consider it as credible and factual information (Yu & Zheng, 2022). Then, Li et al (2022) also emphasized that information that is credible and correct according to facts can form consumer well-being or the emotional condition that consumers obtain related to the experience of carrying out shopping activities through live shopping. Therefore, hypothesis H2 is accepted.

### **The Influence of Credibility on Consumer Well-Being**

The research results show that there is a significant influence of credibility on consumer welfare. This is proven by the finding of a T statistical value of 3.123 and P Values 0.000. Credibility is something that refers to the capacity, quality and strength to generate trust among customers (Chan et al, 2022; Chan & Asni, 2022). This is in line with research by (Liu et al., 2023; Zhang et al, 2023; Tan et al, 2023) which reveals that through the presence of credible and correct information according to facts, it can form a consumer's well-being or emotional state. faced and felt by consumers regarding their experience in carrying out shopping activities through live shopping. Therefore, hypothesis H3 is accepted.

### **The Influence of Argument quality on Consumer Well-Being**

The research results show that there is no significant effect of quality arguments on consumer welfare. This is proven by the finding of a T statistical value of 1.341 and P Values 0.103. Although the quality of the argument is the quality of the arguments conveyed by the presenter or host of the live shopping show regarding the products they offer or promote (Jamil et al., 2023; Lin & Nuangjamnong, 2022; Song & Liu, 2021), there are other factors that are more important. marked impact on consumer welfare. This is contrary to previous research which stated that the better the quality of the arguments presented, the more it influences the emotional side of consumers regarding the experience of watching live shopping, which in turn can influence their awareness of buying the product (Ahmadi & Hudrasyah, 2022; Sun et al, 2019). Therefore hypothesis H4 is rejected.

### **The Influence of Kindness on Consumer Well-Being**

The research results show that there is a significant influence of kindness on consumer welfare. This is proven by the finding of a T statistical value of 2.193 and P Values 0.031. Kindness is a form of humility possessed by the presenter so that it can create feelings of emotional sympathy in the audience of the event (Li & Peng, 2021). This can produce an emotional effect that is formed (Song & Liu, 2021; Yu & Zheng, 2022). This is in line with research (Liu et al., 2023; Zhang et al, 2020) which suggests that with the nature of kindness or humility that customers can feel about the presenter, they can trust this more as a matter of consumer welfare, which they can get through the live streaming. Therefore, hypothesis H5 is accepted.

### **The Influence of Consumer Well-Being on Purchase Intention**

The research results show that there is a significant influence of consumer welfare on purchasing intentions. This is proven by the finding of a T statistical value of 5.719 and P Values 0.000. This is in line with research (Sun et al, 2019; Widyanto & Agusti, 2020) that consumer welfare is characterized as a condition where consumers can feel a sense of happiness, satisfaction, have low levels of stress, are mentally and physically healthy, and have an emotional state. the good one. Consumers have a positive emotional effect on hosts and influencers who promote products/services through live shopping (Liu et al, 2023). This tends to make it more likely for them to intend to purchase the product (Jamil et al., 2023; Tan et al, 2023). Therefore, hypothesis H6 is accepted.

## **Theoretical and Practical Implications**

### **Theoretical Implications:**

1. This research broadens the traditional understanding of strategic marketing theory, especially which highlights the digital marketing through live streaming platforms. It provide implications related to the variables influencing the purchase intention on livestreaming platforms.
2. Future researchers can discuss the influence of argument quality, credibility of influencers and interactivity, kindness to consumer welfare and purchase intentions on different research objects.

### **Managerial Implications:**

1. Marketers in live streaming shopping can choose influencers with credibility, kindness and good quality arguments so that they can improve the consumer welfare felt by their customers, to increase their intention to purchase their products.
2. Marketers able to employ an effective strategy in boosting purchase intention by maintaining and improving the customer-well-being by offering products/services oriented to customers' needs and satisfaction.

## **Limitations and Future Research Directions**

### **Research Limitations:**

1. Geographical Limitations: The study is limited to Batam citizens, limiting the possibility of generalizing findings.
2. Although the sample size (200 respondents) is considered adequate for SEM-Amos analysis, it still limits the ability to explore variability in the data more deeply.

### **Future Research Directions:**

1. Future research could target a wider and more diverse geographical area to understand how different geographical area can effects the generalization of results.
2. Future research could target more sample to improve the validity and acceptance of the data analysis.

## **CONCLUSION**

Based on the research results that have been described, it can be concluded that there is a significant influence between influencers and interactivity and credibility. Credibility and kindness also have a significant effect on consumer welfare. However, this research cannot prove a significant relationship from argument quality to credibility. Additionally, consumer well-being underscores its significant direct influence on purchase intentions.

## **References**

- Ahmadi, F., & Hudrasyah, H. (2022). Factors Influencing Product Purchase Intention in TikTok Live Streaming Shopping. *International Journal of Accounting*, 7(43), 571-586.
- Apasrawirote, D., & Yawised, K. (2022). Factors influencing the behavioral and purchase intention on live-streaming shopping. *Asian Journal of Business Research*, 12(1), 39.
- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185.
- Chan, S., & Asni, K. (2022). The Role of Sequence Mediation on The Influence of Live-Streaming Shopping Attribute on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(4), 950-962.
- Chan, L. Q., Kong, Y. M., Ong, Z. Y., Toh, J. X., Von, Y. H., Lee, V. H., ... & Tan, G. W. H. (2022). Driving factors towards live-stream shopping in Malaysia. In *Proceedings of International Conference on Emerging Technologies and Intelligent Systems: ICETIS 2021 (Volume 1)* (pp. 580-591). Springer International Publishing.
- Chen, H., Zhang, S., Shao, B., Gao, W., & Xu, Y. (2022). How do interpersonal interaction factors affect buyers' purchase intention in live stream shopping? The mediating effects of swift guanxi. *Internet Research*, 32(1), 335-361.
- Chen, L. Y. (2019). The effects of livestream shopping on customer satisfaction and continuous purchase intention. *International Journal of Advanced Studies in Computers, Science and Engineering*, 8(4), 1-9.
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention. *Sustainability*, 13(22), 12770.
- Chin, S. L., & Goh, Y. N. (2017). Consumer Purchase Intention Toward Online Grocery Shopping: View from Malaysia. *Global Business & Management Research*, 9.
- Elsholih, H. D., Najib, M. F., & Amalia, F. A. (2023). The Influence of Live-Streaming Shopping Activities on Attitude Toward Purchase Intention. *Journal of Marketing Innovation (JMI)*, 3(2).
- Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2019). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107.
- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2023). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*.
- Kit-fong, A., Wenyue, L. I. A. O., & Zhaole, L. I. U. (2022). The Future of e-Commerce: Live Stream Shopping and Purchase Intention Post-COVID-19. *International Journal of Electronic Commerce Studies*, 13(3), 147-184.
- Ko, H. C. (2023). Factors affecting continued purchase intention in live streaming shopping: parasocial relationships and shared communication networks. *Behaviour & Information Technology*, 1-23.
- Li, Y., Xu, Z., & Xu, F. (2018). Perceived control and purchase intention in online shopping: The mediating role of self-efficacy. *Social Behavior and Personality: an international journal*, 46(1), 99-105.
- Li, B., Guan, Z., Chong, A. Y. L., & Hou, F. (2018). What drives people to purchase virtual gifts in live streaming? The mediating role of flow.
- Li, G., Jiang, Y., & Chang, L. (2022). The influence mechanism of interaction quality in live streaming shopping on consumers' impulsive purchase intention. *Frontiers in Psychology*, 13, 918196.



- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence & Planning*, 39(7), 960-978.
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian journal of business research*, 7(2), 19-36.
- Lin, Q., & Nuangjamnong, C. (2022). Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping. Available at SSRN 4295862.
- Liu, Z., Li, J., Wang, X., & Guo, Y. (2023). How search and evaluation cues influence consumers' continuous watching and purchase intentions: An investigation of live-stream shopping from an information foraging perspective. *Journal of Business Research*, 168, 114233.
- Song, C., & Liu, Y. L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic commerce research and applications*, 37, 100886.
- Tan, K. L., Hii, I. S., Lim, X. J., & Wong, C. Y. (2023). Enhancing purchase intentions among young consumers in a live-streaming shopping environment using relational bonds: are there differences between "buyers" and "non-buyers"? *Asia Pacific Journal of Marketing and Logistics*.
- Widyanto, H. A., & Agusti, C. R. (2020). Beauty influencer in the digital age: How does it influence purchase intention of generation Z?. *Jurnal Manajemen dan Pemasaran Jasa*, 13(1), 1-16.
- Yu, F., & Zheng, R. (2022). The effects of perceived luxury value on customer engagement and purchase intention in live streaming shopping. *Asia Pacific Journal of Marketing and Logistics*, 34(6), 1303-1323.
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *The Service industries journal*, 40(9-10), 656-681.
- Zhang, S., Guo, D., & Li, X. (2023). The rhythm of shopping: How background music placement in live streaming commerce affects consumer purchase intention. *Journal of Retailing and Consumer Services*, 75, 103487.
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K. L., & Yap, S. S. N. (2022). I give discounts, I share information, I interact with viewers: a predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449-467.
- Zhou, R., & Tong, L. (2022). A study on the influencing factors of consumers' purchase intention during livestreaming e-commerce: the mediating effect of emotion. *Frontiers in Psychology*, 13, 903023.