

# Impulse Purchase Behaviour on The Shopee Platform and The Role of Real-Time Commerce Marketing

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## ABSTRACT

*The objective of this research is to investigate the potential correlation, encompassing good and negative aspects, between individuals' purchasing decisions and Live Commerce events, which are presently prevalent among the Indonesian population. The present study used survey methodology to collect data from participants through the use of structured questionnaires, employing a quantitative research strategy. The research study is comprised of a sample size of 400 persons. The researcher employs a cross-sectional methodology. The data analysis technique employed in this study is descriptive analysis, utilising the SmartPLS 4 software. The research findings suggest that there is a notable and favourable impact of various factors, namely Anchor characteristic, Online Comment, Logistic Service Quality, and Promotion Incentive Information, on the perception of trust. Additionally, the findings also indicate that Anchor characteristic, Logistic Service Quality, and Promotion Incentive Information have a positive influence on the perceived value. Furthermore, the mediator Perceived Trust and Value has a beneficial impact on Impulse Buying Behaviour.*

## ABSTRAK

*Tujuan dari penelitian ini adalah untuk mengetahui potensi korelasi, yang mencakup aspek baik dan negatif, antara keputusan pembelian individu dan acara Live Commerce, yang saat ini lazim di kalangan masyarakat Indonesia. Penelitian ini menggunakan metodologi survei untuk mengumpulkan data dari partisipan melalui penggunaan kuesioner terstruktur, dengan menggunakan strategi penelitian kuantitatif. Studi penelitian ini terdiri dari ukuran sampel 400 orang. Peneliti menggunakan metodologi cross-sectional. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif dengan menggunakan software SmartPLS 4. Temuan penelitian menunjukkan bahwa terdapat dampak penting dan menguntungkan dari berbagai faktor, yaitu karakteristik Anchor, Komentar Online, Kualitas Layanan Logistik, dan Informasi Insentif Promosi, terhadap persepsi kepercayaan. Selain itu, temuan juga menunjukkan bahwa karakteristik Anchor, Kualitas Pelayanan Logistik, dan Informasi Insentif Promosi mempunyai pengaruh positif terhadap nilai yang dirasakan. Selanjutnya mediator Perceived Trust and Value mempunyai dampak menguntungkan terhadap Perilaku Pembelian Impulsif.*



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## INTRODUCTION

The use of the live commerce sales approach demonstrates significant potential, as evidenced by the numerous e-commerce platforms that offer sellers a platform to showcase their products through live demos, so enhancing their promotional appeal. Shopee is a platform that offers live commerce media services to its sellers. Shopee is a prominent e-commerce platform that has gained significant popularity among the Indonesian population, particularly among the younger demographic. The Shopee platform is renowned for its ability to offer products at affordable costs, along with its desired brand image as a provider of competitive pricing and advantageous features such as discounts, flash deals, cashback, and more, all aimed at benefiting its user base.

From the perspective of its application in conducting real-time sales, the process appears to be rather straightforward, as it primarily necessitates the utilisation of cameras and internet connectivity for live streaming purposes. However, it is important to note that the products we advertise may not always result in actual sales. During the course of its execution, vendors have the capability to engage in extended live streaming sessions; nevertheless, this does not ensure the successful sale of the product. The buying choice of individuals when observing a marketing live stream can be significantly influenced by a multitude of circumstances. Sellers should be attentive to the aspects that influence consumers' purchasing decisions regarding the products they directly exhibit.

Based on empirical study investigating the determinants of impulse buying behaviour. In a recent study conducted by Zhou and Wong (2020), the researchers discovered that individuals' inclination to engage in shopping activities is impacted by several stimuli present in the store environment, including music, fragrance, and visual display. These characteristics were proven to have a substantial influence on consumer behaviour related to impulsive buying. Similar findings were also reported by Hui et al. (2019), who conducted a study demonstrating the significant influence of store layout and design on consumer impulse purchase behaviour. Various factors, including product placement, aisle design, and promotional display, exert an influence on the propensity of customers to engage in impulse buying. In a recent study conducted by Zafar et al. (2021), the researchers found that variables related to Social Media Platform and Online Feedback have a significant influence in influencing customers' impulse purchase decisions within the context of e-commerce. Impulse buying decisions are frequently impacted by remarks pertaining to products, vendors, and discussions in online forums.

Live commerce influencers play a vital role in the realm of e-commerce. Influencers engage in direct interaction with consumers through live commerce platforms, serving as intermediaries between firms and consumers, with a focus on professionalism, popularity, interactivity, and personal compatibility (Zhang and Zhang, 2021). Live commerce influencers have a significant impact on psychological constructs, as customers tend to place considerable reliance on the initial information presented by these influencers when forming judgements or making decisions. The aforementioned initial knowledge serves as a crucial reference point that profoundly influences subsequent evaluations or decisions. Within the realm of marketing, organisations have the ability to deliberately employ anchoring attributes in order to mould consumer perceptions and exert an impact on their cognitive processes related to decision-making.

Online comments play a crucial role in assisting consumers in addressing the dearth of information available on product pages. According to Qi Huang (2021), online comments have a significant role in influencing customers' purchasing decisions on electronic commerce platforms, as they offer consumers the option to assess the quality of products. In the scholarly work of Herring (2019), it is posited that online comments refer to digitally published communications on online platforms, wherein users are afforded the opportunity to express their reactions or opinions in relation to preexisting content. Online comments refer to written expressions or feedback that users give in the digital domain, encompassing websites, social media platforms, and online forums, as stated by Bazarova and Choi (2020).

According to Liu (2021), the significance of logistics services in facilitating the advancement of direct trade cannot be overstated. Online shopping serves as both a fundamental cornerstone and a crucial final step in facilitating digital transactions. According to the research conducted by Roger W. S. et al. (2020), logistics service quality refers to the

provision of logistics services that not only meet but also beyond customer expectations in various aspects. These aspects include the punctual delivery of products, the preservation of product conditions, the dependability of delivery, efficient communication, and the capability to address any delivery-related issues that may arise. Service quality encompasses a broad spectrum of elements, such as punctual delivery, precision, the capacity to trace orders, careful handling of products, promptness in addressing customer needs, and the provision of extensive customer support. The provision of high-quality logistics services guarantees the timely delivery of items, meeting the exacting demands of discerning customers.

According to Prasilowati et al. (2021), e-commerce organisations employ promotional incentive material to promote their promotional activities and disseminate product information prior to and during live commerce. This approach is particularly effective in emphasising the benefits of rebates. According to Kotler and Keller (2019), promotion incentives refer to specific offers or incentives provided to clients or prospects in order to stimulate the desired purchase or activity. According to the scholarly perspectives of Peter R and Robert Claxton (2022), the concept of promotion incentive refers to a marketing technique or plan that employs economic incentives or rewards in order to stimulate customer purchasing behaviour or engagement. The promotional incentive information encompasses precise particulars and offers offered to clients as an integral component of a promotional campaign.

A promotional time limit denotes a predetermined duration within which a promotional offer or discount remains accessible to clients. According to Hong (2021), firms employ the strategy of establishing a definitive deadline or expiration date in order to cultivate a sense of urgency among clients, so motivating them to promptly seize promotional prospects. The utilisation of promotional deadlines functions as a catalyst for prompt customer reaction, hence enhancing customer involvement through the strategic exploitation of perceived scarcity elements. Live commerce serves as a marketing tactic that aims to inspire consumers to promptly make purchase decisions by using exclusive deals that are restricted in terms of both quantity and duration.

Perceived trust refers to the degree of confidence and assurance experienced by consumers regarding the dependability, honesty, and competence of a brand or enterprise in fulfilling its stated commitments. The perception of an entity is shaped by various elements, such as its brand reputation, level of openness, promptness in addressing concerns, and overall shown credibility. The impact of perceived trust is significant in enhancing customer connections, fostering loyalty, and promoting repeat purchasing behaviours (Lu Cy, 2019). customer trust is widely recognised as a crucial determinant in shaping customer behaviour and influencing online shopping decisions. Trust is widely seen as a fundamental pillar in the realm of electronic commerce, serving to mitigate uncertainties inherent in the purchasing journey while concurrently fostering consumer loyalty and acceptance.

According to Bettman (2018), the concept of perceived value pertains to the subjective assessment made by consumers on the anticipated benefits or advantages they anticipate receiving from a product or service, relative to the corresponding expenses. The assessment of the product is contingent upon the customer's subjective interpretation of its quality, features, functionality, brand reputation, and anticipated level of satisfaction. The perception of value exerts a significant impact on customers' buying choices and determines their willingness to invest resources accordingly. The concept of perceived value is commonly employed by customers as a crucial determinant in their utilisation and engagement with social media platforms. According to Kotler (2020), perceived value refers to the subjective evaluation made

by consumers on the benefits they derive from products or services in relation to the expenses or sacrifices incurred to acquire them.

According to Basari (2021), impulse buying behaviour pertains to the inclination of customers to engage in unplanned or spontaneous purchases, typically without extensive contemplation or assessment of available alternatives. This behaviour is elicited by impulsive stimuli, such as product displays, promotional incentives, or emotional cues, which prompt customers to make immediate purchasing decisions. Impulse purchase behaviour is frequently linked to emotional compulsion and the desire for rapid fulfilment.

### ***The Relationship between Anchor Characteristics and Perceived Trust***

Lan, K & Lao Hwang (2020) conducted a study to examine the impact of anchor features on trust perceptions within the context of online retail platforms. The findings of the study indicate that the presence of positive and believable anchor features has the potential to enhance customer confidence in online platforms. The study conducted by Guo and Luo (2021) revealed that anchor features have a significant impact on trust and purchase intent within the realm of social commerce. The authors emphasise the significance of persuasive anchor attributes in fostering consumer trust and stimulating their inclination to engage in a purchase. In the study conducted by Hossain and Quazi (2020), an investigation was carried out to analyse the impact of anchor features on trust and buying intent within the realm of e-commerce. The findings of the study indicate that consumer confidence is significantly influenced by positive anchor traits, such as knowledge and reliability.

**H1:** The features of an anchor have a statistically significant and beneficial influence on the perceived trust of users.

### ***The correlation between online comments and perceived trust***

According to a study conducted by Chen and Xie (2020), it was discovered that online comment evaluations significantly influence trust judgements within the context of e-commerce transactions. The findings of the study indicate that the presence of positive and pertinent feedback from fellow consumers can enhance the level of trust and assurance that individuals have in engaging in online transactions. The study conducted by Kim and Jang (2021) investigated the impact of online comments on trust and purchase intention within the context of online buying. The findings indicated that the presence of favourable feedback from fellow consumers can enhance consumer trust and foster their inclination to make a purchase of a product or service. The study conducted by Zervas, Proserpio, and Byers (2021) centres its attention on the influence of online comments in the formation and development of trust. The researchers discovered that online reviews posted on platforms such as Airbnb have a significant impact on consumers' trust perceptions towards hosts and therefore influence their choices towards reserving rooms.

**H2:** The features of anchors exert a substantial beneficial influence on consumers' perceived value.

### ***The correlation between the quality of logistic services and the perception of trust***

The study conducted by Lee and Lin (2019) examined the impact of logistics service quality on consumer trust in the context of e-commerce. The findings of the study indicate that there is a significant relationship between the quality of logistic services and the establishment of client trust in e-commerce transactions. In their study, Yang and Jun (2020) discovered a significant relationship between logistic service quality and customer trust and loyalty in the

context of online buying. The significance of maintaining high-quality logistic services is underscored as a critical factor in establishing trust and fostering client loyalty. Li, Jiang, and Guo (2019) conducted a study that investigated the relationship between logistics service quality and consumer trust within the e-commerce setting of Tmall.com, a platform operated by Alibaba Group. The findings of the study indicate that there is a noteworthy correlation between the quality of logistical services and the level of trust that consumers place in e-commerce platforms.

**H3:** The presence of online comments has a notable and favourable influence on the perceived trustworthiness of users.

#### *The correlation between Promotion Incentive Information and Perceived Trust*

Liao and Liu (2020) conducted a study to investigate the impact of promotion incentive information on consumer confidence and purchase intent within the context of online group purchasing. The findings of the study indicate that the provision of transparent and pertinent promotional incentives might enhance consumer trust and stimulate their inclination to engage in a transaction. In a study conducted by Wang et al. (2019), it was determined that the provision of explicit and easily comprehensible details on promotional incentives has the potential to enhance consumer trust in e-commerce transactions. Consumers have a propensity to place trust in offers that furnish comprehensive information regarding the rewards they stand to get. According to the findings of Liu and Wang (2021), the study demonstrates that promotional incentive information exerts an influence on customer confidence in the context of online group purchases. However, it is important to note that the impact of this influence may differ depending on the specific type of product being sold. Products that possess a high level of complexity necessitate more comprehensive incentive information in order to establish confidence among consumers.

**H4:** The presence of online comments has a notable and favourable influence on users' perception of value.

#### *The correlation between anchor characteristics and the perception of value*

In a study conducted by Zhwang, J et al. (2018), it was shown that anchor features with a significant presence, such as renowned brands or elevated initial pricing, exert a favourable impact on consumers' impression of value. Consumers commonly attribute greater value to things that possess robust anchor features. According to the findings of Kim and Park (2018), the results of this study indicate that anchor traits that are both relevant and reliable have a favourable impact on consumers' impression of value. Consumers exhibit a tendency to attribute greater value to things that possess anchor traits that are perceived as trustworthy. Li and Chen (2018) discovered that the impact of anchor qualities on value perception can be contingent upon the consumer's level of expertise. Consumers possessing a significant level of expertise in a specific product or category are inclined to be more susceptible to the impact of anchor features when forming their sense of value.

**H5:** The quality of logistics services has a statistically significant and favourable influence on the level of trust experienced by users.

#### *The correlation between online comments and perceived value*

Liu and Tsu Ji (2017) demonstrate that online comments exert a favourable impact on consumers' sense of value. Consumers exhibit a tendency to assign greater value to things that receive favourable evaluations from fellow consumers. Based on the findings of a study

conducted by Wang and Sun (2020), it has been determined that online comments have a favourable impact on the impression of customer value. Consumers commonly exhibit a tendency to attribute greater value to products that have received positive reviews. The study conducted by Yeji and colleagues (2020) discovered that some attributes of online comments, such as their trustworthiness and relevancy, play a moderating role in shaping the impact of reviews on individuals' impression of value. Consumers exhibit a tendency to assign greater value to products that receive reviews deemed to be more dependable and pertinent.

**H6:** The quality of logistics services has a notable beneficial influence on the perceived value of users.

#### *The correlation between logistic service quality and perceived value*

In their study, Li et al. (2019) demonstrate a favourable correlation between the quality of logistics services and customers' impression of value. In both online and offline retail settings, shoppers have a propensity to assign greater significance to products that are supported by logistics services of superior quality. According to Yang and Li (2019), there is a favourable correlation between the quality of logistics services and customer value perception in the retail industry. In both traditional brick-and-mortar retail and e-commerce, consumers tend to attribute greater importance to products that are accompanied by reliable and efficient logistics services. According to the research conducted by Tsai, W.-H., et al. (2019), it has been found that the quality of logistics services has a significant role in shaping the perception of value and enhancing consumer satisfaction within the realm of e-commerce. Customers generally assign a greater level of importance to products that are accompanied by sufficient quality logistical services.

**H7:** The provision of promotional incentives significantly enhances the level of trust experienced by users.

#### *The Correlation between Promotion Incentive Information and Perceived Value*

Chen and Lin (2015) present findings indicating that the provision of explicit and pertinent marketing incentives can enhance consumers' perception of value in the context of online buying. Consumers exhibit a tendency to attribute greater value to a product or service when they possess extensive knowledge pertaining to the promotional incentives being provided. In a study conducted by Wang and Guo (2018), it was observed that the provision of explicit and comprehensive promotional incentives can enhance the perceived value of consumers within the realm of electronic commerce. Consumers exhibit a propensity to attribute greater value to items or services that offer sufficient information regarding the promotional incentives that are accessible. Yan and Wang (2021) conducted a study on the impact of promotion incentive information on consumer value perception in the context of online group purchases. The researchers found that this influence may be contingent upon the specific type of product being given. Products that possess a high level of complexity necessitate more comprehensive incentive information in order to enhance the perceived value by consumers.

**H8:** The provision of promotional incentives significantly enhances the perceived value of the user.

#### *The correlation between the duration of promotional time limits and the perception of value*

Zeng, X., Luo, X., and Hwasa, J (2019) conducted a study which revealed that the imposition of a time limit on promotions has a favourable impact on consumers' impression of

value and their intention to make a purchase. Consumers commonly have a tendency to attribute greater value to a product or service when a time constraint is imposed, so generating a perception of restricted availability and heightened urgency or opportunity. According to a study conducted by Ha and Lennon (2016), the implementation of a promotion time limit generates an impression of scarcity or constraint, leading to an enhanced perception of consumer value. The perception of value for consumers is often heightened when they are faced with a restricted timeframe to avail themselves of a product or service. According to the research conducted by Luxi Li and Sharang (2020), it was discovered that the implementation of a promotion time limit has a positive impact on consumers' impression of value. Nevertheless, the impact of its effect can be contingent upon the specific product and promotional strategy employed.

**H9:** The imposition of a time limit for promotions has a noteworthy and favourable influence on the perceived value of the user.

### *The Correlation Between Individuals' Perceived Trust And Their Tendency To Engage In Impulse Buying Behaviour*

Trust plays a key role in the process of conducting transactions or engaging in sales. In the context of digital transactions, the establishment of complete consumer trust is particularly crucial in facilitating successful purchase transactions. Research findings indicate that Perceived Trust exerts a significant impact on the inclination to seek favourable influences on Impulse Buying Behaviour. According to a study conducted by Nayak et al. (2021), it was observed that there exists a positive correlation between these two factors. This discovery aligns with the research conducted by RUA Fauzi (2021) and Hammouri et al. (2021).

**H10:** perceived trust has a strong beneficial influence on impulse buying decisions.

### *The correlation between perceived value and impulse buying behaviour*

Buyers must see the value of a product as being worthy of acquisition. The marketability of a thing is contingent upon its perceived worth. In the contemporary digital world, characterised by intense competition, sellers bear the responsibility of effectively showcasing the value of their items to capture the attention of consumers. According to a study conducted by Dewiana, it was found that there exists a positive relationship between Perceived Value and Impulse Buying Behaviour. This finding aligns with the research findings presented by Feng Yang et al. (2021) and Juwaini et al. (2022).

**H11:** The perception of value is believed to exert a substantial favourable influence on the decision to engage in impulse buying.

Based on the results of the variable description and the development of hypotheses, this study's conceptual framework is as follows:

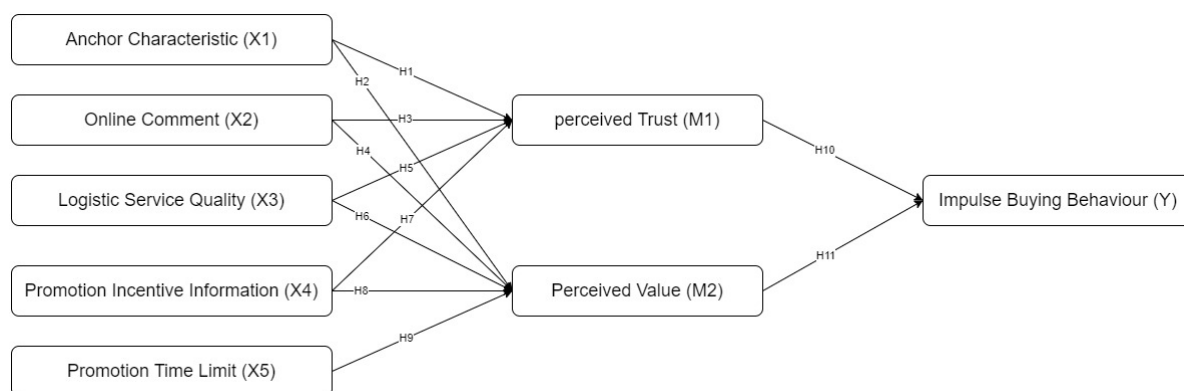


Figure 1. Conceptual Framework

## RESEARCH METHOD

This study employed a quantitative methodology and causal methods. This study includes independent variables, such as Anchor Characteristics (X1), Online Comment (X2), Logistics Service Quality (X3), Promotional Incentive Information (X4), and Promotional Time Limit (X5), as well as mediation variables, such as Perceived Trust (M1) and Perceived Value (M2), and dependent variables, such as Impulse Buying Behaviour (Y). Sugiyono (2022; 105) explains that population refers to all elements or individuals with similar characteristics pertinent to the current research. This population may include the research's target groups, organisations, geographic regions, or individuals. In this study, the population comprises all Shopee platform users who engage in real-time commerce. The purpose of pre-testing is to assess the dependability and consistency of the indicators used as measuring instruments for each variable. Cronbach's Alpha was measured and compared to a critical value of  $> 0.60$  for the reliability test, as described by Sugiyono (2011). Pearson Product Moment was used for the validity test, with the requirement that the correlation value ( $r$ ) be  $> 0.05$ .

In this investigation, the Partial Least Square Structural Equation Model (PLS-SEM) analysis method was utilised. PLS-SEM utilises two primary evaluations, the outer model and the inner model. In evaluating the outer model, convergent and discriminant validity are examined. The loading factor measurement, which represents an individual's reflective measurement, is deemed significant if its correlation with the questioned construct exceeds 0.70. However, a loading factor between 0.50 and 0.60 is also acceptable during scale development. Convergent validity is determined using Average Variance Extracted (AVE), and the resulting value must be greater than 0.50. The discriminant's validity is determined using the Fornell-Larcker Criterion, which compares cross-loading values between indicators and their respective constructs. A larger correlation with the indicator itself indicates that the latent construct predicts certain indicators more accurately than indicators of other variables. Checking Cronbach's Alpha and Composite Reliability (CR) values, which are deemed reliable if they exceed 0.70, is the next step in determining the reliability of all constructs. SRMR (Standardised Root Mean Residual) 0.1, Chi-square  $> 0.05$ , and NFI (Normed Fit Index) 0.9 are utilised to evaluate the internal model (Ghozali, 2016). In addition, a conformity test can be conducted using an f-square test, where a value  $> 0.35$  indicates a large effect, 0.15 - 0.35 indicates a moderate effect, and 0.15 indicates a small effect at the structural level. The analysis concludes with an examination of the coefficient of determination ( $R^2$ ) and a test of the hypothesis by comparing the t-test results to the t-table at a 5% significance level.



## RESULTS AND DISCUSSION

From the results of the questionnaire collection, respondents' personal information was obtained. This information can be used as a reference for determining the characteristics of the survey respondents. The following is an overview of demographic information from survey respondents.

**Table 1. Overview of respondents' personal data**

| No. | Category              | Information     | Sum | Percentage |
|-----|-----------------------|-----------------|-----|------------|
| 1   | Gender                | Man             | 156 | 39 %       |
|     |                       | Woman           | 244 | 61%        |
| 2   | Age                   | >18             | 8   | 1.9%       |
|     |                       | 18-29           | 268 | 67.7%      |
|     |                       | 30-39           | 115 | 28.4%      |
|     |                       | 40-49           | 9   | 2.0%       |
|     |                       | 50<             | 0   | 0 %        |
| 3   | Education             | SD              | 14  | 2.8%       |
|     |                       | SMP             | 43  | 10.1%      |
|     |                       | SMA             | 267 | 68.2%      |
|     |                       | Bachelor        | 76  | 18.9%      |
| 4   | Work                  | Students        | 167 | 41.25%     |
|     |                       | Private Workers | 12  | 3 %        |
|     |                       | Businessman     | 11  | 2.75%      |
|     |                       | Pension         | 14  | 3.5 %      |
|     |                       | Not Working     | 146 | 36%        |
|     |                       | State Officer   | 25  | 5.75%      |
|     |                       | Other           | 25  | 5.75%      |
| 5   | Income                | > 1 JT          | 335 | 84.3%      |
|     |                       | 1 - 3 JT        | 61  | 14.6 %     |
|     |                       | 4 - 6 JT        | 4   | 1.1 %      |
|     |                       | 7 - 10 JT       | 0   | 0 %        |
|     |                       | 10+             | 0   | 0 %        |
| 6   | Online Shopping Rates | > 200rb         | 28  | 6.8%       |
|     |                       | 200 - 400rb     | 43  | 10.6%      |
|     |                       | 400 - 600rb     | 85  | 21.3%      |
|     |                       | 600 - 800rb     | 195 | 63.8 %     |
|     |                       | 800rb +         | 49  | 12.1 %     |

Source: Primary Data Processed, 2023

Based on the findings from the analysis of the respondents' demographic data, it is evident that a majority of the respondents, specifically 244 individuals (61%), were women who actively participated in the survey. The age group of 18-29 years accounted for the bulk of responses, comprising a total of 268 individuals (67.7%). At the educational level, a significant proportion of individuals, specifically 267 people (68.2%), have completed their education at the high school level. In terms of the employment type of the respondents, it was observed that a significant majority consisted of students, with a total of 167 individuals, accounting for 41.25% of the sample population. The survey results indicate that a significant proportion of respondents, specifically 335 individuals (equivalent to 84.3% of the sample), reported an income falling into the bracket of either greater than 1 million or less than 1 million. In the category of Online Shopping Level, it was observed that a majority of respondents, including 63.8% or 195

individuals, typically engage in shopping activities amounting to a range of approximately 600-800k.

Based on the conducted validity and reliability tests, the findings of the validity test indicate that all indicators are deemed valid. This is evidenced by the computed correlation value (r-values) surpassing the crucial value (t-table) at a significance level of 5% (0.334). Consequently, all employed indicators exhibit a notable level of precision in assessing the pertinent constructs. Furthermore, the variables underwent validity tests, resulting in Cronbach's Alpha values of 0.936, 0.958, 0.861, 0.964, 0.819, 0.875, 0.968, and 0.828, respectively. These values surpassed the essential barrier of 0.6. Therefore, it may be inferred that all employed indicators exhibit coherence and dependability.

***The outer model of the test measurement model.***

The evaluation of the measurement model is conducted in order to ascertain the association between each indicator and its related latent variable. The test findings demonstrate that the indicators for each variable satisfy the convergent validity criteria, as evidenced by the outer load value above 0.70. Furthermore, it is worth noting that all variables in the study had Average Variance Extracted (AVE) values that surpass the established criterion of 0.50. Moreover, when employing the Fornell-Larker Criterion approach to assess discriminant validity, it was observed that the coefficients representing the measurement of Anchor Characteristics (0.728), Online Comment (0.822), Logistics Service Quality (0.773), Promotional Incentive Information (0.763), Promotional Time Limit (0.884), Perceived Trust (0.735), Perceived Value (0.844), and Impulse Buying Behaviour (0.758) exhibited larger magnitudes in comparison to their correlations with other variables. Furthermore, all variables displayed Cronbach's Alpha and CR values that surpassed the established criterion of 0.70. Based on the aforementioned facts, it may be inferred that all study constructs exhibit both validity and reliability. The overall findings of the evaluation of the measuring model are displayed in Table 1 below.

**Table 2. Measurement Model Results**

| Variable                        | Indicator | Loading Factor | AVE   | Cronbach's Alpha | CR    |
|---------------------------------|-----------|----------------|-------|------------------|-------|
| Anchor Characteristics          | AND 1     | 0.897          | 0.816 | 0.936            | 0.926 |
|                                 | AND 2     | 0.923          |       |                  |       |
|                                 | AC 3      | 0.937          |       |                  |       |
|                                 | AC 4      | 0.942          |       |                  |       |
|                                 | AC 5      | 0.721          |       |                  |       |
| Online Comment                  | OC 1      | 0.846          | 0.637 | 0.958            | 0.958 |
|                                 | OC 2      | 0.814          |       |                  |       |
|                                 | OC 3      | 0.756          |       |                  |       |
|                                 | OC 4      | 0.823          |       |                  |       |
| Logistic Service Quality        | LSQ 1     | 0.913          | 0.648 | 0.861            | 0.941 |
|                                 | LSQ 2     | 0.864          |       |                  |       |
|                                 | LSQ 3     | 0.836          |       |                  |       |
|                                 | LSQ 4     | 0.815          |       |                  |       |
| Promotion Incentive Information | PII 1     | 0.726          | 0.765 | 0.964            | 0.951 |
|                                 | PII 2     | 0.915          |       |                  |       |
|                                 | PII 3     | 0.926          |       |                  |       |
|                                 | PII 4     | 0.922          |       |                  |       |

|                                 |       |       |       |       |       |
|---------------------------------|-------|-------|-------|-------|-------|
|                                 | PII 5 | 0.965 |       |       |       |
| <b>Promotion Time Limit</b>     | PTL 1 | 0.983 |       | 0.819 | 0.963 |
|                                 | PTL 2 | 0.815 | 0.792 |       |       |
|                                 | PTL 3 | 0.735 |       |       |       |
|                                 | PT 1  | 0.952 |       | 0.875 | 0.928 |
| <b>Perceive Trust</b>           | PT 2  | 0.983 |       |       |       |
|                                 | PT 3  | 0.861 | 0.737 |       |       |
|                                 | PT 4  | 0.945 |       |       |       |
|                                 | PV 1  | 0.953 |       | 0.968 | 0.948 |
| <b>Perceive Value</b>           | PV 2  | 0.845 | 0.748 |       |       |
|                                 | PV 3  | 0.891 |       |       |       |
|                                 | PV 4  | 0.981 |       |       |       |
|                                 | IBB 1 | 0.735 |       | 0.828 | 0.953 |
| <b>Impulse Buying Behaviour</b> | IBB 2 | 0.815 |       |       |       |
|                                 | IBB 3 | 0.765 | 0.822 |       |       |
|                                 | IBB 4 | 0.944 |       |       |       |

Source: Primary Data Processed, 2023

Structural model evaluation is effective for looking at links and predictive forces between latent variables or constructs based on substantive theory. The results acquired from the Goodness of Fit test conducted on the structural model utilised yielded appropriate outcomes. Specifically, the SRMR value of 0.056 was found to be less than the recommended threshold of 0.10. Additionally, the Chi-square value of 762,037 was determined to be greater than 0.05. However, the NFI value of 0.728 fell below the desired threshold of 0.90. The f-square test reveals that the AC variable has a medium influence on PT with a coefficient of 0.247. Similarly, the OC variable has a medium influence on PT with a coefficient of 0.335. The PII variable has a large influence on PT with a coefficient of 0.358. The LSQ variable has a medium influence on PT with a coefficient of 0.258. Moving on to the PV variable, the AC variable has a medium effect with a coefficient of 0.324, while the OC variable has a medium influence with a coefficient of 0.268. The PII variable has a medium influence on PV with a coefficient of 0.219. The PTL variable has a medium influence on PV with a coefficient of 0.225. The LSQ variable has a medium influence on PV with a coefficient of 0.326. Furthermore, the PT variable has a large influence on IBB with a coefficient of 0.372, and the PV variable has a medium influence on IBB with a coefficient of 0.346.

Moreover, based on the R-Square analysis, it can be observed that the Perceived Trust variable, with a value of 0.571 or 57%, exhibits a level of explanation by the X variables of around 57%. The R-Square value of the Perceived Value variable is 0.478, about 47%. This suggests that 47% of the variability in the Perceived Value variable can be accounted for by the variables X1, X2, X3, and X4. The R-Square score for Impulse Buying Behaviour is 0.534, indicating that approximately 53% of the variance in this behaviour can be accounted for by the variables X and M. In summary, the outcomes of the model conformance assessment indicate that further methodologies, such as hypothesis testing and coefficient estimates, can be executed with a high level of confidence. The structural model's path diagram for this study is depicted in Figure 2.

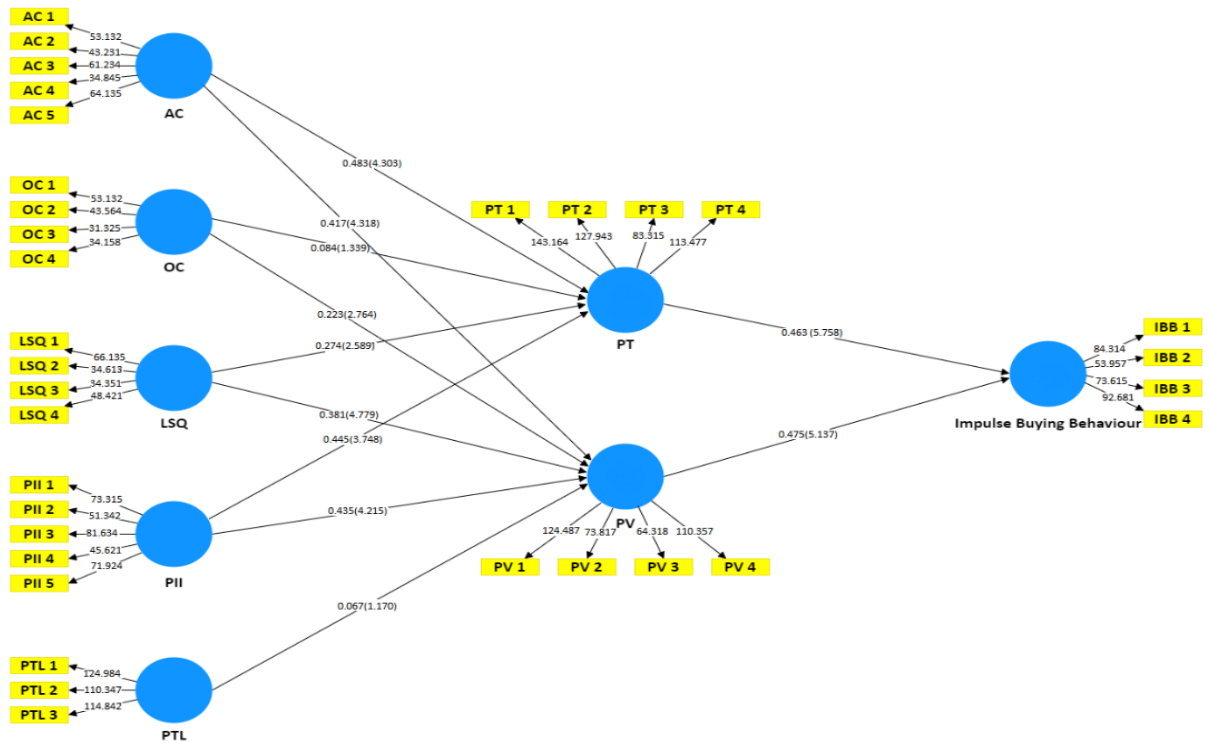


Figure 2. Path Chart (T Value)

**Hypothesis Test Results**

**Table 3. Variable Calculation Results**

| Hypothesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic ( O/STDEV ) | P values |
|------------|---------------------|-----------------|----------------------------|-------------------------|----------|
| AC > PT    | 0.483               | 0.419           | 0.092                      | 4.303                   | 0.006    |
| AC > PV    | 0.417               | 0.413           | 0.083                      | 4.318                   | 0.002    |
| OC > PT    | 0.084               | 0.085           | 0.081                      | 4.739                   | 0.075    |
| OC > PV    | 0.223               | 0.214           | 0.072                      | 2.764                   | 0.001    |
| LSQ > PT   | 0.274               | 0.234           | 0.085                      | 2.589                   | 0.003    |
| LSQ > PV   | 0.381               | 0.374           | 0.078                      | 4.779                   | 0.004    |
| PII > PT   | 0.445               | 0.439           | 0.087                      | 3.748                   | 0.008    |
| PII > PV   | 0.435               | 0.436           | 0.079                      | 4.215                   | 0.004    |
| PTL > PT   | 0.067               | 0.068           | 0.098                      | 4.870                   | 0.085    |
| PT > IBB   | 0.463               | 0.458           | 0.071                      | 5.758                   | 0.010    |
| PV > IBB   | 0.475               | 0.421           | 0.078                      | 5.758                   | 0.008    |

Source: Primary Data Processed, 2023

Explanation of calculation results and hypotheses:

- AC to PT has a significant positive impact with a coefficient of 0.483 and a p value of 0.006 < 0.05 (**Hypothesis Accepted**)
- AC to PV has a significant positive impact with a coefficient of 0.417 and a p value of 0.002 > 0.05 (**Accepted Hypothesis**)

3. OC on PT did not have a significant positive impact with a coefficient of 0.084 and a p value of  $0.075 > 0.05$  (**Hypothesis Rejected**)
4. OC to PV has a significant positive impact with a coefficient of 0.223 and a p value of  $0.001 < 0.05$  (**Accepted Hypothesis**)
5. LSQ on PT has a significant positive impact with a coefficient of 0.274 and a p value of  $0.003 < 0.05$  (**Hypothesis Accepted**)
6. LSQ on PV has a significant positive impact with a coefficient of 0.381 and a p value of  $0.004 < 0.05$  (**Accepted Hypothesis**)
7. PII on PT has a significant positive impact with a coefficient of 0.445 and a p value of  $0.008 < 0.05$  (**Hypothesis Accepted**)
8. PII on PV has a significant positive impact with a coefficient of 0.435 and a p value of  $0.004 < 0.05$  (**Hypothesis Accepted**)
9. PTL against PT has no significant positive impact with a coefficient of 0.067 and a p value of  $0.085 > 0.05$  (**Hypothesis Rejected**)
10. PT against IBB has a significant positive impact with a coefficient of 0.463 and a p value of  $0.010 < 0.05$  (**Hypothesis Accepted**)
11. PV against IBB has a significant positive impact with a coefficient of 0.475 and a p value of  $0.008 < 0.05$  (**Hypothesis Accepted**)

### *Discussion*

The characteristics of an anchor exhibit a noteworthy and favourable impact on the perceived trust of consumers, as evidenced by a coefficient value of 0.483 and a statistically significant p-value of 0.006, which is lower than the predetermined significance level of 0.05. Based on the findings of these computations, it may be concluded that the hypothesis is supported. The study conducted by Lan, K & Lao Hwang (2020) examined the impact of anchor features on trust perceptions within the context of online retail platforms. It has been verified that within the live commerce marketing model, influencers offer extensive and expert elucidations pertaining to product details and promotional information, drawing upon their professional expertise and sales acumen to provide consumers with a more profound understanding of the things being offered. They possess the capability to establish a sense of trust between consumers and products. The Second Anchor Characteristics exhibit a noteworthy and favourable impact on customers' Perceived Value, as indicated by a coefficient of 0.417 and a significant P value of 0.002, which is lower than the accepted threshold of 0.05. Based on the outcomes of these computations, it may be concluded that the hypothesis is supported. In a study conducted by Zhwang et al. (2018), it was observed that the strength of anchor characteristics positively affects consumers' impression of value. The significance of Live Commerce lies in the manner in which merchants or sellers promote their products, as perceived by consumers. There is a perceived need to enhance consumer value by prioritising the product being offered and effectively communicating its features, as these factors play a crucial role in persuading consumers to make a purchase.

The influence of the three Online Comments on Perceived Trust was found to be neither positive nor significant, as indicated by a coefficient of 0.084 and a P value of 0.075, which above the threshold of 0.05. Based on the outcomes of these computations, it may be concluded that the hypothesis is not supported. This finding diverges from the study conducted by Kim and Jang (2021), which investigated the impact of online comments on trust and buy intention in the

context of online shopping. This implies that consumers of Shopee Indonesia are impervious to the influence of comments made in the live commerce comment section, which may otherwise impact their faith in the host or vendor. There are two primary factors contributing to this phenomenon. Firstly, the broadcast room accommodates a substantial number of participants, resulting in a rapid pace of online comments. Consequently, consumers encounter challenges in effectively capturing the information disseminated during the live stream. Conversely, the comments section is also susceptible to the presence of detrimental remarks originating from rival enterprises, so leading to a confluence of unreliable information.

Furthermore, it is worth noting that online comments exert a noteworthy and constructive impact on the perceived value of consumers. This effect is quantified by a coefficient of 0.223, which is statistically significant with a P value of 0.001, indicating its significance at a level below the conventional threshold of 0.05. Based on the outcomes of the aforementioned computations, it may be concluded that the hypothesis is supported. Liu and Tsu Ji (2017) demonstrate that online comments exert a favourable impact on consumers' sense of value. The findings indicate that individuals who engage with the Shopee platform exhibit a propensity to assign elevated ratings to products that receive favourable evaluations on live commerce, as provided by fellow consumers.

Furthermore, it is seen that the quality of logistics services has a noteworthy and positive impact on the level of trust perceived by consumers. This relationship is supported by a coefficient of 0.274, indicating a substantial influence. The statistical analysis further confirms the significance of this relationship, as evidenced by a p-value of 0.003, which is below the commonly accepted threshold of 0.05. Based on the outcomes of these computations, it may be concluded that the hypothesis is supported. In their study, Yang and Jun (2020) discovered a significant relationship between logistic service quality and customer trust and loyalty in the context of online buying. The findings of this research underscore the significance of high-quality logistic services in fostering trust and client retention inside the Shopee platform.

In the sixth instance, it can be shown that Logistics Service Quality exerts a favourable and substantial impact on Consumer Perceived Value, as evidenced by a coefficient of 0.381 and a statistically significant P value of 0.004, which is lower than the predetermined threshold of 0.05. Based on the obtained results of the computations, it may be concluded that the hypothesis is supported. Li et al. (2019) demonstrate that there exists a favourable correlation between the quality of logistics services and the sense of customer value. This study revealed that the delivery services offered by Shopee and facilitated by sellers in their live commerce platform have a significant impact on the purchasing decisions of Shopee consumers.

The seventh finding of this study reveals that Promotion Incentive Information exerts a positive and statistically significant impact on Consumer Perceived Trust. This relationship is supported by a coefficient of 0.445, indicating a moderate effect size. Furthermore, the statistical significance is confirmed by a P value of 0.008, which is below the conventional threshold of 0.05. Based on the outcomes of these computations, it may be inferred that the hypothesis is supported. In a study conducted by Wang et al. (2019), it was discovered that the provision of explicit and easily comprehensible details regarding promotional incentives can enhance consumer trust in e-commerce transactions. This phenomenon is also observed in a study, wherein the provision of incentives by the host or seller has been found to enhance the purchasing confidence of Shopee users.

The eighth finding of the study reveals that Promotion Incentive Information has a noteworthy and positive impact on Consumer Perceived Value, as indicated by a coefficient of

0.435. Furthermore, this relationship is statistically significant, with a P value of 0.004, which is lower than the conventional threshold of 0.05. Based on the findings of the aforementioned computations, it may be inferred that the hypothesis is supported. Chen and Lin (2015) present findings indicating that the provision of clear and pertinent promotion incentive information has the potential to enhance consumers' perception of value in the context of online buying. This phenomenon is also observed in a study, wherein the provision of incentives such as discounts, sales, or gifts by the host or seller has the potential to exert an influence on the purchasing choices made by consumers on the Shopee platform.

The results indicate that the ninth Promotion Time Limit does not have a statistically significant positive affect on Consumer Perceived Value. The coefficient value is 0.067, and the associated P value is 0.085, which is greater than the conventional significance level of 0.05. Based on the outcomes of these computations, it can be concluded that the hypothesis is invalidated. Zeng, X., Luo, X., and Hwasa, J (2019) conducted a study which revealed that the imposition of a time limit on promotions has a favourable impact on consumers' impression of value and their intention to make a purchase. This study yielded diverse findings, indicating that restricted promotions did not have a significant impact on the purchasing behaviour of Shopee users in the context of live commerce.

The study found that the ten Perceived Trusts exhibit a statistically significant positive influence on Consumer Impulse Buying Behaviour. The coefficient of 0.463 indicates the strength of this influence, while the P value of 0.010, which is less than the significance level of 0.05, confirms the statistical significance of the relationship. Based on the findings of these computations, it may be concluded that the hypothesis is supported. In a recent study conducted by Nayak et al. (2021), it was determined that there exists a favourable correlation between Perceived Trust and Impulse Buying Behaviour. This finding aligns with the outcomes of the aforementioned study, which indicate that consumers of Shopee platform exhibit a preference for establishing a sense of confidence in live commerce merchants before to making purchase decisions. Consumer trust plays a crucial role in the efficacy of the live commerce model, given the absence of physical interaction between buyers, sellers, and the commodities being traded during transactions.

The eleventh dimension of Perceived Value demonstrates a statistically significant positive impact on Consumer Impulse Buying Behaviour, as indicated by a coefficient of 0.475 and a P value of 0.008, which is lower than the conventional significance level of 0.05. Based on the outcomes of these computations, it may be concluded that the hypothesis is supported. The author of this work is Dewiana Novitasari (2022). According to Dewiana's research, it was found that there exists a favourable correlation between Perceived Value and Impulse Buying Behaviour. This study, similar to Haasil's findings, reveals that consumers of Shopee express their inclination towards making purchases through live commerce when they perceive the value received as suitable or satisfactory.

## CONCLUSION

The findings of the study analysed the influence of live stream marketing techniques on impulsive purchasing behaviour inside the Shopee platform. Out of the 11 hypotheses investigated, 9 hypotheses demonstrated a favourable effect, while 2 hypotheses exhibited an adverse effect. Additionally, Based on the findings derived from the data presentation, it can be inferred that the live commerce sales method has garnered a favourable response among individuals. This conclusion is drawn from the substantial proportion of respondents who

possess awareness of the method and actively engage with its features. The utilisation of live commerce elements can be characterised by Indonesian individuals perceiving these features solely as a means to engage in direct transactions. Consequently, they do not perceive them as unfamiliar, given that the live commerce approach closely resembles in-person shopping, albeit conducted through digital means. The present study reveals that there are five X factors and mediator factors that exert influence on impulse buying decisions within Indonesian society. Notably, a majority of these factors demonstrate positive and statistically significant outcomes, with the exception of two specific factors outlined in points number 3 and 8. Consequently, it can be inferred that the live commerce method appears to hold potential profitability for online merchants.

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