

THE EFFECT OF PRODUCT INFORMATION QUALITY, INTERACTIVITY, AND STREAMER CREDIBILITY ON PURCHASE DECISION MEDIATED BY CONSUMER TRUST IN SKINTIFIC OFFICIAL STORE LIVE STREAMING ON TIKTOK SHOP

Ibnu Nafi' Ahmad¹, Ida Aju Brahma Ratih², Siti Mujanah³

^{1,2,3}Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya

Corresponding Author: ibnunafi011@gmail.com¹

Abstract

This research investigates how product information quality, interactivity, and streamer credibility drive purchase decisions, with consumer trust serving as a mediating factor within the context of live-streaming broadcasts on the Skintific Official Store TikTok Shop channel. Adopting a quantitative design, primary data were gathered via structured questionnaires administered to consumers who had watched Skintific's live streams and subsequently purchased products through TikTok Shop. Given an infinite target population, the sample size was calculated using the Lemeshow formula, yielding 190 qualified participants selected through purposive sampling based on predetermined criteria. Data analysis was executed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. Findings show that information quality and streamer credibility significantly boost consumer trust, whereas interactivity does not. Furthermore, information quality, interactivity, and consumer trust directly enhance purchase decisions, while streamer credibility lacks a direct effect. Consumer trust successfully mediates the impacts of information quality and streamer credibility on purchase decisions, but fails to mediate interactivity. Ultimately, live-commerce brands should focus on accurate product information, credible hosts, and trust-building to drive sales.

Keywords: Product Information Quality, Interactivity, Streamer Credibility, Consumer Trust, Purchase Decision.

1. Introduction

Platforms such as TikTok Shop have transformed the e-commerce landscape in Indonesia, shifting from static catalog-based shopping toward a blend of shopping and entertainment (shoppertainment) (Sulistyaningsih & Ashidiqy, 2025). Understanding the factors that drive sales conversions in live-streaming broadcasts has become an urgent necessity in digital marketing studies. One of the most representative business phenomena in this landscape is the dominance of the Skintific brand. According to market research data from Kompas.co.id in the first quarter (Q1) of 2024, Skintific led the beauty category in Indonesia with sales exceeding IDR 70 billion. The largest portion of this



revenue IDR 64 billion was generated directly through transactions at the Skintific Official Store, where live streaming on TikTok Shop served as the spearhead of its promotional strategy. To maintain this dominance, Skintific adopts an aggressive live-streaming approach, frequently broadcasting non-stop for 24 hours with rotating streamers. Based on accessible FastMoss data, key performance indicators for Skintific Indonesia on TikTok Shop are presented below:

Table 1. Performance of Skintific Indonesia on TikTok Shop

Period	Indicator	Result
10 October 2024 (10.10 BIG SALE)	Total Live Viewers	177,500
	Total Live GMV	IDR 1.093 billion
	Live Duration	21 hours 25 minutes
	Average GMV per Live (28 days)	IDR 245 million
	Average Products Sold per Live	1,765 products
5.5 BIG SALE 2025	Number of Live Sessions (28 days)	28 sessions
	Total Live Viewers	668,900
	Total Live GMV	IDR 3 billion
	Live Duration	47 hours 59 minutes
	Number of Live Sessions (28 days)	30 sessions
	Average GMV per Live	IDR 820.6 million
	Average Products Sold per Live	6,700 products

Source: www.fastmoss.com

As shown in Table 1, the live streaming performance of the Skintific Official Store on TikTok Shop demonstrates significant growth. During the 10.10 Big Sale 2024, Skintific attracted approximately 177,500 viewers during its live streams, achieving a total Gross Merchandise Value (GMV) of around IDR 1.093 billion across 21 hours and 25 minutes of broadcasting. Furthermore, across 28 days of activity, Skintific conducted 28 live sessions, averaging IDR 245 million in GMV and 1,765 products sold per session. These figures illustrate that live-stream marketing effectively captivates consumers while generating high transaction volumes.

This momentum accelerated further during the 5.5 Big Sale 2025 period. According to FastMoss data, Skintific reached approximately 668,900 viewers with a total live GMV of IDR 3 billion. Over the 28-day period, Skintific completed 30 live sessions totaling 47 hours and 59 minutes of airtime. The average GMV per live session rose to IDR 820.6 million, with an average of 6,700 products sold per broadcast. This growth in viewership, sales value, and volume emphasizes that live streaming has become a critical digital marketing vehicle for strengthening consumer engagement and propelling buying decisions.



However, alongside the rapid expansion of live-streaming commerce, market reality exposes a paradox: not all live-stream viewers complete a purchase. Amidst rapid information flow and fast-paced broadcasts, consumer skepticism frequently emerges (Aisyah et al., 2022). Many prospective buyers remain hesitant regarding the accuracy and completeness of product information presented during live streams (Faizza & Roostika, 2024). Consumers regularly question streamer credibility, skincare product safety, skin compatibility, and the authenticity of testimonials delivered during live broadcasts (Prasetyo et al., 2025). Because consumers cannot physically inspect or sample products especially skincare items that carry risks of irritation and individual sensitivity purchasing decisions are no longer driven solely by price cuts or promotions (Syahron et al., 2024). Consequently, success in live-streaming commerce depends not merely on having live video capabilities, but heavily relies on product information quality, real-time interactivity, and streamer credibility to mitigate buyer hesitation (Februadi & Septiani, 2024).

In live-streaming commerce transactions, consumers' physical inability to test products directly makes consumer trust a vital bridge connecting digital marketing strategies to final purchase decisions (Ayu Purwati et al., 2025; Hidayat et al., 2021). This trust stems from a consumer's willingness to assume risk based on confidence in a seller's ability, integrity, benevolence, and competence (Mayer, Davis, & Schoorman, 1995:87; McKnight, Choudhury, & Kacmar, 2012:165). Consumer trust is cultivated by three primary drivers: product information quality, which encompasses accuracy, completeness, relevance, and ease of understanding to support effective decision-making (Park, Lee, & Han, 2007:95; DeLone & McLean, 2013:89); interactivity, defined as the media's capability to facilitate real-time, two-way communication (Liu & Shrum, 2022; McMillan & Hwang, 2022); and streamer credibility, which is established through the host's expertise, trustworthiness, and attractiveness (Hovland, Janis, & Kelley, 1953:89; Ohanian, 1990:123).

The synergy among these three variables through the formation of consumer trust ultimately drives the purchase decision the final stage in which consumers evaluate available alternatives and choose a specific brand (Kotler & Keller, 2016:90; Schiffman & Wisenblit, 2019). Within the fast-paced live-streaming environment, delivering clear information, responsive interactions, and communicator credibility effectively mitigates audience skepticism and accelerates purchasing decisions (Ayu Purwati et al., 2025; Hidayat et al., 2021). Consequently, integrating high product information quality, active interactivity, and streamer credibility to elevate consumer trust serves as the core foundation for optimizing purchase decisions in the live-streaming commerce ecosystem.

This research is driven by a distinct research gap and empirical inconsistencies (mixed results) in the 2021–2026 literature regarding the determinants of purchase decisions in live-streaming commerce. Prior studies have largely focused on macro-level live streaming, online customer reviews, or influencer marketing without simultaneously testing the effects of product information quality, interactivity, and streamer credibility through the mediating role of consumer trust (Manzil & Vania, 2023; Dewi & Fahma Auliya, 2025; Jumai Latte & Fatimah, 2025; Valerio et al., 2026; Irrawati & Isa, 2025; Rizki Ardiansyah et al., 2025). This ongoing academic debate includes product information



quality, which has been shown to enhance consumer trust and buying intent (Lee & Chen, 2021; Wang et al., 2022), but is contradicted by findings that information quality is often overlooked in favor of visual demonstrations and flash discounts (Larasati & Sugandini, 2021; Li et al., 2023; Susanto, 2024). Additionally, while some research suggests live streaming directly drives purchase decisions (Lubis, 2025), other studies contend that its impact must be mediated by trust (Anindasari & Tranggono, 2023). Similar inconsistencies surround interactivity, which is argued to foster trust and trigger impulse buys (Dai & Cui, 2022; Virda & Ida, 2024), yet deemed non-significant by other scholars due to the prevalence of passive "silent watchers" who purchase without interacting (Zhang et al., 2023; Pratama, 2025). Finally, while streamer credibility is considered a central driver of purchase conversions (Kim, 2022; Faizza & Roostika, 2024; Rizki Ardiansyah et al., 2025), this view is challenged by evidence that price-oriented consumers proceed to checkout during drastic price cuts regardless of streamer credibility (Putri et al., 2024; Viki et al., 2024).

This study offers research novelty by examining the integrated effects of Product Information Quality, Interactivity, and Streamer Credibility on Purchase Decisions, mediated by Consumer Trust, specifically within the live-streaming ecosystem of the Skintific Official Store on TikTok Shop. Its primary urgency lies in addressing conversion drops caused by consumer skepticism while providing an empirical foundation for strategic marketing budget allocation determining whether resources should be directed toward hiring prominent streamers, training internal staff to be more interactive, or enhancing visual product information clarity during broadcasts. In terms of contribution, these findings provide actionable strategic guidance for Skintific to reinforce buyer trust and market competitiveness within the skincare industry, while enriching literature on consumer behavior in social commerce.

2. Literature Review

1. Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory, originally developed by Woodworth (1929) and subsequently expanded by Mehrabian and Russell (1974) within environmental psychology, posits that human behavior results from internal processes triggered by environmental stimuli. According to Mehrabian and Russell (1974), Stimulus (*S*) represents external conditions or environmental cues; Organism (*O*) reflects an individual's internal psychological, cognitive, and affective states that process those stimuli; and Response (*R*) denotes the final action, attitude, or decision exhibited by the individual. Jacoby (2002) asserts that within digital marketing and e-commerce contexts, the S-O-R framework serves as a foundational model for understanding how platform elements (stimuli) influence consumer perceptions and emotions (organism), ultimately driving purchasing behavior (response). In live-streaming commerce research, elements such as product information quality, interactivity, and streamer credibility act as stimuli, consumer trust serves as the organism, and the purchase decision functions as the response.



2. Consumer Behavior Theory

Consumer behavior theory investigates the internal and external processes that individuals or groups undergo when selecting, purchasing, using, and evaluating products or services. According to Schiffman and Wisenblit (2019), consumer behavior is the study of how individuals make decisions to allocate their available resources such as time, money, and effort on consumption related items. Kotler and Keller (2016) explain that consumer behavior is influenced by cultural, social, personal, and psychological factors that simultaneously shape consumers' perceptions of market offerings. Meanwhile, Solomon (2020) highlights that consumer behavior is an ongoing, dynamic process encompassing pre-purchase, purchase, and post-purchase stages, wherein interactions among affect, cognition, and external environments dictate how consumers respond to corporate marketing strategies.

3. Purchase Decision

A purchase decision represents the integration stage of the consumer decision-making process wherein alternatives are evaluated and a final choice is established. Kotler and Keller (2016) define a purchase decision as the stage in the decision-making process where consumers actually purchase the most preferred product or brand among available alternatives. According to Schiffman and Wisenblit (2019), a purchase decision is the culmination of consumers' mental and evaluative processes involving problem recognition, information search, and evaluation of alternatives, all heavily influenced by psychological factors and marketing stimuli. Peter and Olson (2010) add that purchase decisions encompass an integration process that combines consumers' cognitive knowledge to evaluate two or more alternative behaviors and select one to fulfill specific needs or desires. According to Kotler and Keller (2016:90), indicators of purchase decisions include:

1. Certainty in Product Purchase: Reflects the consumer's level of conviction and confidence in selecting and buying a specific product after gathering necessary information.
2. Product Purchasing Habit: Describes the consumer's inclination to repeatedly purchase the same product due to prior positive experiences.
3. Recommending the Product to Others: Indicates the consumer's willingness to endorse and recommend the purchased product to peers based on a positive evaluation.
4. Repurchase Intention: Represents the consumer's likelihood or commitment to buy the same product again in the future.
5. Product-Need Fit: Reflects the degree of alignment between product attributes, functions, and benefits with consumer needs, desires, and expectations.

4. Consumer Trust

Consumer trust serves as a critical foundation in digital business relationships, given the inherent risks and uncertainties of online transactions. Mayer, Davis, and Schoorman (1995) define trust as the willingness of a party (trustor) to be vulnerable to the actions of another party (trustee), based on the expectation that the trustee will



perform a particular action important to the trustor, irrespective of the ability to monitor or control them. In online marketing contexts, McKnight, Choudhury, and Kacmar (2002) state that consumer trust comprises trusting beliefs that a vendor possesses positive traits such as ability, integrity, and benevolence and trusting intentions, reflecting the willingness to depend on the vendor in a transaction. Morgan and Hunt (1994) emphasize that trust arises when one party has confidence in an exchange partner's reliability and integrity, which in live-streaming environments serves as a vital bridge to alleviate audience skepticism. According to McKnight et al. (2022), consumer trust indicators consist of:

1. Benevolence: Reflects consumers' belief that the seller genuinely cares about their well-being and seeks to deliver value, rather than acting solely for opportunistic profit.
2. Integrity: Refers to consumers' perception that the seller is honest, truthful, and consistent in fulfilling promised commitments.
3. Competence: Indicates the seller's capacity and skill to deliver high-quality products and services that effectively fulfill consumer needs.
4. Predictability: Describes the consistency of the seller's behavior in delivering services and meeting consumer expectations over time.
5. Reliability: Represents consumers' confidence that the seller can dependably supply products and services as promised.

5. Product Information Quality

Product information quality describes the extent to which the product data and descriptions delivered by a seller satisfy consumers' evaluative needs. According to DeLone and McLean (2003, 2013), information quality is an output characteristic of an information system, measured through dimensions such as accuracy, timeliness, completeness, relevance, and ease of understanding. Park, Lee, and Han (2007) explain that in online shopping, product information quality refers to the degree of clarity, completeness, and reliability of the information consumers receive to evaluate a product's physical attributes and benefits. Wixom and Todd (2005) add that information quality directly impacts perceived usefulness and ease of use, as transparent and detailed information reduces cognitive uncertainty when consumers evaluate products indirectly. According to Wang and Strong (2016), indicators of product information quality include:

1. Accuracy: Indicates the extent to which the provided information is correct, precise, and error-free, rendering it reliable and trustworthy to consumers.
2. Completeness: Refers to the thoroughness of the information delivered such as product benefits, ingredients, usage instructions, pricing, and specifications ensuring consumers gain a comprehensive understanding of the product.
3. Relevance: Reflects the degree of alignment between the information provided and consumers' specific needs and interests during the purchase decision-making process.
4. Timeliness: Refers to the capability of the information system or seller to provide current, up-to-date, and readily available data when needed by consumers.



5. Understandability: Indicates the ease with which information can be comprehended by consumers through clear, simple, and unambiguous language

6. Interactivity

Interactivity in digital media refers to the capability for continuous, responsive, two-way communication. Liu and Shrum (2002, 2022) define interactivity as the extent to which two or more communicating parties can participate in two-way communication that mutually influences each other in real time and responsively. Steuer (1992) posits that interactivity is the degree to which users can participate in modifying the form and content of a mediated environment in real time. Meanwhile, McMillan and Hwang (2002, 2022) propose that media interactivity encompasses three primary components: two-way communication, user control, and responsiveness. In live-streaming contexts, interactivity manifests when viewers ask questions in the chat section and receive immediate verbal responses or product demonstrations from the streamer. According to McMillan and Hwang (2020), interactivity indicators include:

1. Responsiveness: Reflects the streamer's or seller's ability to promptly address questions, comments, or information requests submitted by consumers during live broadcasts.
2. Two-Way Communication: Describes a reciprocal communication process between the streamer and consumers. Interaction is not merely unidirectional from seller to consumer, but actively affords consumers opportunities to participate through live inquiries, comments, and discussions.
3. Active Control: Represents the level of control consumers exercise over the communication process and their search for information during live streaming.
4. Synchronicity: Refers to the communication system's capacity to enable real-time, instantaneous exchange of information without significant time lag.
5. Personalization: Reflects the streamer's or seller's ability to customize communication, product demonstrations, or recommendations according to the individual needs, preferences, and questions of distinct consumers during the broadcast.

7. Streamer Credibility

Streamer credibility is rooted in source credibility theory. Hovland, Janis, and Kelley (1953) define source credibility as the degree of expertise and trustworthiness perceived by message recipients toward a communicator, which significantly determines audience acceptance or attitude change. Ohanian (1990) operationalizes communicator credibility into three core dimensions: expertise (the degree of knowledge and competence possessed), trustworthiness (perceptions of honesty and objectivity), and attractiveness (physical or personal appeal). In the live-streaming commerce ecosystem, Cheung et al. (2008) and Kim (2022) explain that streamer credibility reflects the extent to which a host is perceived to possess deep product knowledge, deliver unmanipulated and honest reviews, and foster positive emotional connections with viewers throughout the broadcast. Streamer characteristics significantly influence consumer behavior (Liu et al., 2023). Indicators of Streamer Credibility include:



1. Expertise: Represents the streamer's level of product knowledge, experience, and capability in explaining and demonstrating promoted items.
2. Trustworthiness: Refers to the streamer's degree of honesty, integrity, and perceived dependability when conveying product information.
3. Attractiveness: Encompasses the streamer's overall appeal, including physical presentation, communication style, personality, and ability to build positive rapport with the audience.
4. Professionalism: Reflects the streamer's ability to deliver information systematically, communicatively, and responsibly throughout the live-streaming session.
5. Similarity (Homophily): Describes the degree of perceived shared traits, values, lifestyle, preferences, or communication style between the consumer and the streamer.

3. Research Method

This study employs a quantitative research method using an explanatory approach to examine the influence of Product Information Quality, Interactivity, and Streamer Credibility on Purchase Decision through Consumer Trust among consumers of Skintific Official Store Live Streaming on TikTok Shop.

The population consists of all consumers who have watched the Skintific Official Store live streaming and purchased Skintific products through TikTok Shop. Since the exact number of consumers is unknown, the population is categorized as an infinite population. A non-probability purposive sampling technique was applied using the following criteria:

1. Respondents are at least 17 years old.
2. Have a TikTok account.
3. Have watched Skintific Official Store live streaming at least once within the last six months.
4. Have purchased Skintific products through TikTok Shop at least once.

The sample size was determined using the Lemeshow formula for an unknown population. Based on a 95% confidence level and a 7% margin of error, the minimum sample size was 191.87, which was rounded to 190 respondents. Primary data were collected through an online questionnaire using a five-point Likert scale, ranging from Strongly Disagree to Strongly Agree. Data analysis began with descriptive statistics to describe respondent characteristics and research variables. Subsequently, the proposed hypotheses were tested using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4, including evaluation of the measurement model (outer model), structural model (inner model), and bootstrapping to assess both direct and indirect effects.



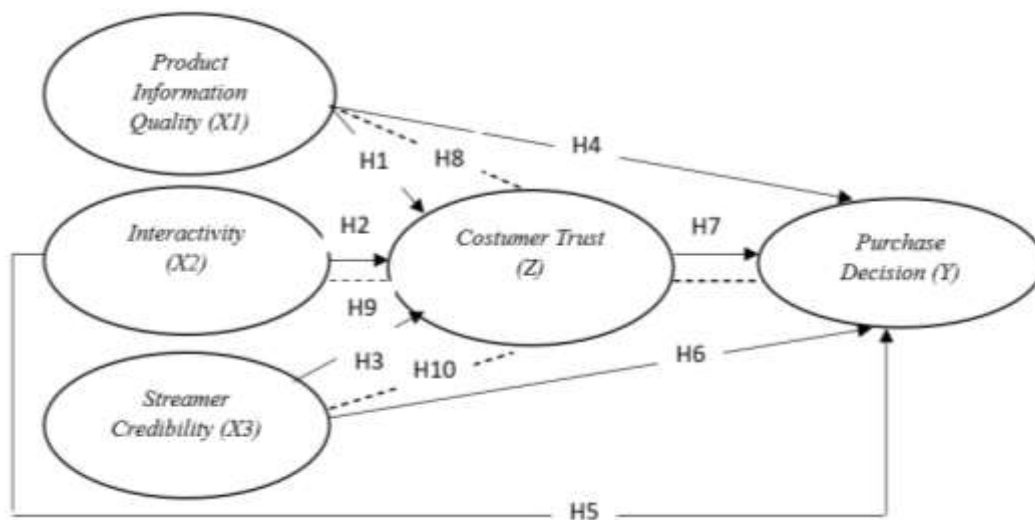


Figure 1. Conceptual Framework

4. Result

Respondent Profile

The respondent data used as the research sample are presented through a descriptive analysis of respondent characteristics. A total of 190 respondents participated in this study, all of whom met the established research criteria, namely being at least 17 years old, having a TikTok account, having watched the Skintific Official Store live streaming on TikTok Shop, and having purchased Skintific products through TikTok Shop. The respondents' characteristics were classified based on gender, age, educational level, occupation, and frequency of purchasing Skintific products through TikTok Shop.

Table 2. Respondent Profile

Karakteristik	Kategori	Frekuensi	Persentase (%)
Jenis Kelamin	Laki-laki	58	30.5
	Perempuan	132	69.5
Usia	17-20 tahun	67	35.3
	21-25 tahun	83	43.7
	26-30 tahun	20	10.5
	31-35 tahun	9	4.7
	>35 tahun	10	5.3

	Tidak menjawab	1	0.5
Pendidikan	SMA/SMK	48	25.3
	Diploma	6	3.2
	Sarjana (S1)	131	68.9
	Magister (S2)	5	2.6
	Doktor (S3)	0	0.0
Pekerjaan	Mahasiswa	106	55.8
	Karyawan Swasta	53	27.9
	ASN	3	1.6
	Wirausaha	6	3.2
	Lain-lain	22	11.5
Frekuensi Pembelian Skintific melalui TikTok Shop	1 kali	68	35.8
	2–3 kali	76	40.0
	4–5 kali	20	10.5
	>5 kali	11	5.8
	Tidak menjawab	15	7.9

Source: Processed primary data (2026).

The respondent profile consisted of 190 consumers who met the research criteria, including being at least 17 years old, having a TikTok account, having watched the Skintific Official Store Live Streaming on TikTok Shop, and having purchased Skintific products through the platform. Female respondents accounted for the majority of the sample (69.5%), indicating that Skintific products are primarily purchased by women. Most respondents were aged 21–25 years (43.7%), followed by those aged 17–20 years (35.3%), reflecting the dominance of young consumers who actively engage with social media and live streaming commerce.

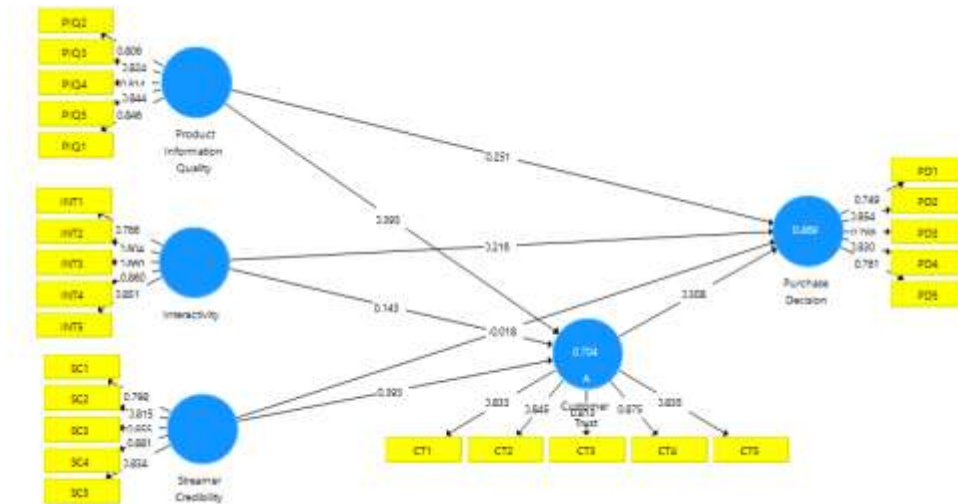
Regarding educational background, most respondents held a bachelor's degree (68.9%), while the largest occupational group was students (55.8%), followed by private-sector employees (27.9%). In terms of purchasing experience, the majority had purchased Skintific products through TikTok Shop 2–3 times (40.0%), indicating that most respondents had sufficient experience to evaluate Product Information Quality,



Interactivity, Streamer Credibility, Consumer Trust, and Purchase Decision within the context of live streaming commerce.

Instrument Validity Test

Convergent validity was assessed using outer loadings (loading factors), which measure the correlation between each indicator and its corresponding latent construct. An outer loading value greater than 0.70 indicates that an indicator is valid and suitable for measuring the construct. The analysis was conducted using SmartPLS 4.



Source: Processed primary data (2026).

Figure 2. presents the outer loading results, showing that all indicators exceeded the recommended threshold of 0.70. Therefore, all measurement indicators demonstrated satisfactory convergent validity and were considered valid for further analysis.

Instrument Reliability Test

Reliability tests are conducted to determine the level of consistency of indicators in measuring research variables. According to Hair et al. (2022), a construct is considered reliable if its Cronbach's Alpha and Composite Reliability values are greater than 0.70.

Table 3. Construct Reliability and Validity Results

Construct	Cronbach's Alpha	pa (rho_A)	Composite Reliability	Average Variance Extracted (AVE)	Status
Consumer Trust	0.896	0.900	0.923	0.706	Reliable & Valid
Interactivity	0.887	0.897	0.916	0.687	Reliable & Valid

Product Information Quality	0.884	0.886	0.915	0.684	Reliable & Valid
Purchase Decision	0.856	0.867	0.897	0.636	Reliable & Valid
Streamer Credibility	0.893	0.895	0.921	0.701	Reliable & Valid

Source: Processed primary data (2026).

Based on Table 3, all constructs satisfied the reliability and convergent validity criteria for SEM-PLS analysis. The results show that Cronbach's Alpha, rho_A, and Composite Reliability values for all variables exceeded the recommended threshold of 0.70, while the Average Variance Extracted (AVE) values were all above 0.50. These findings indicate that the measurement indicators demonstrate strong internal consistency and adequately represent their respective latent constructs. Therefore, all research variables are considered reliable and valid, confirming that the measurement model is suitable for subsequent structural model analysis and hypothesis testing.

Discriminant Validity

Discriminant validity evaluates whether each construct is empirically distinct and unique from other constructs in the model. This assessment is conducted using two approaches: (1) the Fornell-Larcker criterion (where the square root of the AVE must exceed the correlations between constructs) and (2) the Heterotrait-Monotrait (HTMT) ratio.

Table 4. Discriminant Validity Test Results (Fornell-Larcker Criterion)

Construct	Consumer Trust	Interactivity	Product Information Quality	Purchase Decision	Streamer Credibility
Consumer Trust	0.840				
Interactivity	0.689	0.829			
Product Information Quality	0.769	0.684	0.827		
Purchase Decision	0.636	0.587	0.623	0.797	
Streamer Credibility	0.772	0.707	0.709	0.550	0.837

Source: Processed primary data (2026).

Based on Table 4, the square root of the Average Variance Extracted ($\sqrt{AVE}$) for every construct (presented on the diagonal) is greater than its correlation values with any other construct in the model. According to Hair et al. (2022), this indicates that the indicators of each variable explain their respective constructs better than they explain



competing constructs. Therefore, all variables successfully meet the Fornell-Larcker criterion for discriminant validity.

Table 5. HTMT Ratio Test Results

Construct Relationship	HTMT	Status
Interactivity – Consumer Trust	0.760	Satisfied
Product Information Quality – Consumer Trust	0.859	Satisfied
Product Information Quality – Interactivity	0.764	Satisfied
Purchase Decision – Consumer Trust	0.712	Satisfied
Purchase Decision – Interactivity	0.660	Satisfied
Purchase Decision – Product Information Quality	0.706	Satisfied
Streamer Credibility – Consumer Trust	0.857	Satisfied
Streamer Credibility – Interactivity	0.788	Satisfied
Streamer Credibility – Product Information Quality	0.800	Satisfied
Streamer Credibility – Purchase Decision	0.624	Satisfied

Source: Processed primary data (2026).

As shown in Table 5, all HTMT values for the relationships between constructs are below the maximum threshold of 0.90. The highest recorded value is between Product Information Quality and Consumer Trust (0.859), which remains well within the acceptable limit, confirming that these constructs are empirically distinct despite having a strong relationship.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) assesses the proportion of variance in the endogenous constructs explained by the exogenous constructs. Based on Cohen (1988), R^2 values of 0.19, 0.33, and 0.67 represent weak, moderate, and substantial predictive power, respectively.

Table 6. Coefficient of Determination (R^2) Results

Endogenous Variable	R2	R2 Adjusted	Interpretation
Consumer Trust (Z)	0.704	0.696	Substantial / Moderate to High
Purchase Decision (Y)	0.469	0.450	Moderate

Source: Processed primary data (2026).

1. Consumer Trust (Z): Product Information Quality (X_1), Interactivity (X_2), and Streamer Credibility (X_3) collectively account for 70.4% of the variance in Consumer Trust ($R^2 = 0.704$), while the remaining 29.6% is explained by unmodeled factors. This indicates strong predictive explanatory power for consumer trust in live-streaming commerce.
2. Purchase Decision (Y): Combined with Consumer Trust (Z), the three exogenous variables explain 46.9% of the variance in Purchase Decision ($R^2 = 0.469$),



leaving 53.1% to external variables (e.g., pricing, promotions, e-WOM, brand image). This reflects moderate explanatory capacity.

Effect Size (f^2)

The f^2 effect size measures the incremental contribution of a specific exogenous construct to an endogenous construct's R^2 . Following Cohen (1988) and Ghazali (2014), threshold values are categorized as: $f^2 < 0.02$ (negligible), $0.02 \leq f^2 < 0.15$ (small), $0.15 \leq f^2 < 0.35$ (medium), and $f^2 \geq 0.35$ (large).

Table 7. Effect Size (f^2) Results

Structural Path	f^2	Effect Size
Consumer Trust → Purchase Decision	0.053	Small
Interactivity → Consumer Trust	0.030	Small
Interactivity → Purchase Decision	0.037	Small
Product Information Quality → Consumer Trust	0.224	Medium
Product Information Quality → Purchase Decision	0.042	Small
Streamer Credibility → Consumer Trust	0.211	Medium
Streamer Credibility → Purchase Decision	0.000	Negligible / None

1. Product Information Quality ($f^2 = 0.224$) and Streamer Credibility ($f^2 = 0.211$) exert medium effect sizes in driving Consumer Trust.
2. Streamer Credibility → Purchase Decision ($f^2 = 0.000$) demonstrates a negligible direct effect, indicating that streamer credibility influences buying decisions almost exclusively through indirect pathways (i.e., mediated by Consumer Trust).
3. All remaining direct relationships display small effect sizes ($0.030 \leq f^2 \leq 0.053$).

Hypothesis Testing (Path Coefficients & Bootstrapping)

Hypothesis testing was conducted via 5,000-resample bootstrapping in SmartPLS 4.0. Hypotheses are supported at a 5% significance level if the T -statistic > 1.96 and the p -value < 0.05 .

Table 8. Structural Model Hypothesis Testing Results

Hyp.	Structural Relationship	Path (β)	T-Statistic	p-Value	Result
H1	Product Info Quality → Consumer Trust	0.393	3.127	0.002	Supported
H2	Interactivity → Consumer Trust	0.143	1.739	0.082	Not Supported
H3	Streamer Credibility → Consumer Trust	0.393	2.883	0.004	Supported
H4	Product Info Quality → Purchase Decision	0.251	2.002	0.045	Supported



H5	Interactivity → Purchase Decision	0.216	1.982	0.048	Supported
H6	Streamer Credibility → Purchase Decision	-0.018	0.144	0.885	Not Supported
H7	Consumer Trust → Purchase Decision	0.308	2.387	0.017	Supported
H8	Product Info Quality → Consumer Trust → Purchase Decision	0.121	3.719	0.000	Supported
H9	Interactivity → Consumer Trust → Purchase Decision	0.044	2.881	0.004	Supported
H10	Streamer Credibility → Consumer Trust → Purchase Decision	0.121	3.509	0.004	Supported

5. Discussion

1. The Effect of Product Information Quality on Consumer Trust

The empirical results demonstrate that Product Information Quality has a positive and statistically significant effect on Consumer Trust. This finding indicates that delivering complete, accurate, relevant, understandable, and transparent product information during live streaming effectively mitigates the perceived risk experienced by consumers in digital transactions. Theoretically, these results reinforce the Stimulus–Organism–Response (SOR) framework proposed by Mehrabian and Russell (1974), wherein information quality acts as an external stimulus processed cognitively by consumers (*organism*) to generate trust (*response*). Furthermore, this finding aligns with Consumer Behavior Theory (Kotler & Keller, 2022), which emphasizes the role of information processing in mitigating perceived risks associated with online shopping in the absence of physical product evaluation. Empirically, this outcome is supported by Faizza and Roostika (2024), Sun et al. (2023), Cai and Wohn (2024), Wongkitrungrueng and Assarut (2023), and Li et al. (2023), who confirmed that transparency and information quality serve as primary determinants of consumer trust in live commerce and social commerce ecosystems.

2. The Effect of Interactivity on Consumer Trust

Empirically, this study reveals that Interactivity does not have a statistically significant effect on Consumer Trust. Although two-way communication features and prompt host responses create a dynamic shopping experience, they do not automatically foster consumer trust in either the product or the store. Grounded in SOR Theory (Mehrabian & Russell, 1974) and Consumer Behavior Theory (Kotler & Keller, 2022), while interactivity serves as a stimulus that enhances customer engagement, it is insufficient to evoke trust (*organism*) if consumers remain passive observers (*lurkers*) or harbor lingering doubts regarding product quality and brand reputation. Digital consumers tend to validate their trust through external reviews and brand reputation rather than relying solely on the intensity of live Q&A interactions. This finding contrasts with studies by Wang et al. (2023) and Nirmala et al. (2025), which reported a positive



relationship between interactivity and trust; however, it supports literature asserting that the efficacy of interactivity in building trust depends heavily on the underlying reliability of the information and communicator credibility.

3. The Effect of Streamer Credibility on Consumer Trust

This study confirms that Streamer Credibility has a positive and statistically significant effect on Consumer Trust. High streamer credibility reflected in expertise, honesty, professionalism, and the capacity to act as a beauty consultant effectively instills consumer confidence in the offered products. From the perspective of Source Credibility Theory (Ohanian, 1990), marketing communication effectiveness is heavily determined by the communicator's expertise, trustworthiness, and attractiveness. Within the SOR framework (Mehrabian & Russell, 1974) and Consumer Behavior Theory (Kotler & Keller, 2022), these streamer qualifications serve as a competency stimulus that consumers evaluate affectively (*organism*) to generate Consumer Trust (*response*). This result reinforces previous empirical findings by Amarullah et al. (2025), Hamidah et al. (2024), and Liu et al. (2023), confirming that a streamer's personality and integrity serve as critical pillars in minimizing perceived risk and building trust relationships in live streaming commerce.

4. The Effect of Product Information Quality on Purchase Decision

The findings indicate that Product Information Quality has a positive and statistically significant effect on Purchase Decisions. Comprehensive information regarding specifications, benefits, active ingredients, and real-time usage demonstrations facilitates alternative evaluation and accelerates consumer decision-making. Under SOR Theory (Mehrabian & Russell, 1974), high-quality information acts as a stimulus triggering cognitive evaluation (*organism*), which ultimately drives purchasing action (*response*). This aligns with the decision-making stages outlined in Consumer Behavior Theory (Kotler & Keller, 2022), where clear and relevant information enhances information-search efficiency, thereby encouraging quicker transactions. This outcome receives consistent empirical support from Faizza and Roostika (2024), Sun et al. (2023), and Wongkitrungrueng and Assarut (2020), who concluded that clear product information during live broadcasts serves as a major driver of consumer buying behavior.

5. The Effect of Interactivity on Purchase Decision

Hypothesis testing proves that Interactivity has a positive and statistically significant effect on Purchase Decisions. Real-time, two-way interaction such as immediate responses to viewer inquiries, fast host feedback, and requested product demonstrations creates a personal, engaging, and persuasive shopping environment. Drawing upon digital media interactivity concepts (Liu & Shrum, 2002) and SOR Theory (Mehrabian & Russell, 1974), this active communication experience functions as a stimulus that heightens consumer comfort and emotional engagement (*organism*), directly culminating in a purchase decision (*response*). Consistent with Consumer Behavior Theory (Kotler & Keller, 2022), an interactive shopping experience effectively eliminates doubt during the evaluation stage. This finding reinforces empirical research



by Weyna et al. (2025) and Azzahra et al. (2025), demonstrating that high interactivity in live commerce directly triggers consumer buying actions.

6. The Effect of Streamer Credibility on Purchase Decision

The empirical results demonstrate that Streamer Credibility does not have a direct and statistically significant effect on Purchase Decisions. Although streamers possess commendable expertise, honesty, and professionalism, these qualifications do not serve as the primary driver prompting consumers to make instant purchase transactions. Grounded in the Stimulus–Organism–Response (SOR) Theory by Mehrabian and Russell (1974), streamer credibility functions as a positive stimulus; however, this stimulus does not directly trigger a purchase response. Instead, it is first processed within the consumer (*organism*) through evaluations of personal needs, price, promotions, and perceived risk. This aligns with Consumer Behavior Theory (Kotler & Keller, 2022) and Source Credibility Theory (Ohanian, 1990), which assert that communicator credibility plays a greater role in shaping consumer perceptions and trust levels rather than directly inducing purchase transactions. Consumers act rationally by factoring in brand reputation and product reviews. This finding contrasts with studies by Amarullah et al. (2025) and Hamidah et al. (2024), which identified a direct positive effect of streamer credibility on purchase decisions.

7. The Effect of Consumer Trust on Purchase Decision

Empirically, this study proves that Consumer Trust has a positive and statistically significant effect on Purchase Decisions. Consumer confidence in product quality, information accuracy, and transaction security effectively mitigates uncertainty (*perceived risk*) in online shopping. Within the SOR framework (Mehrabian & Russell, 1974), Consumer Trust represents an internal psychological state (*organism*) formed from various marketing stimuli, which ultimately triggers tangible purchasing behavior (*response*). This finding is consistent with Consumer Behavior Theory (Kotler & Keller, 2022) and Commitment–Trust Theory (Morgan & Hunt, 1994), both of which position trust as a foundational mechanism for reducing risks in contactless shopping and driving purchase commitment. This outcome is supported by prior empirical findings from Muna and Dewi (2024), Daulay and Islamuddin (2026), and Brahmasari and Brahma Ratih (2024), confirming that consumer trust is a crucial variable driving purchase decisions across e-commerce and social commerce platforms.

8. The Mediating Role of Consumer Trust in the Relationship Between Product Information Quality and Purchase Decision

Mediation analysis results reveal that Consumer Trust partially mediates the effect of Product Information Quality on Purchase Decisions. This indicates that product information quality can influence purchase decisions both directly and indirectly through elevated consumer trust. From the perspective of SOR Theory (Mehrabian & Russell, 1974), detailed, comprehensive, and relevant information (*stimulus*) is processed by consumers to build conviction and psychological security (*organism*), which subsequently leads to a purchasing action (*response*). This reinforces the information



search and evaluation stages in Consumer Behavior Theory (Kotler & Keller, 2022), where clarity of information reduces online purchasing risks, thereby strengthening buying intention. This finding is aligned with empirical studies by Faizza and Roostika (2024) and Sun et al. (2023), which confirmed that Consumer Trust serves as an intermediary psychological mechanism bridging product information quality and consumer transaction decisions.

9. The Mediating Role of Consumer Trust in the Relationship Between Interactivity and Purchase Decision

This study reveals that Consumer Trust does not strongly mediate (showing weak or suboptimal mediation) the relationship between Interactivity and Purchase Decisions. Although real-time, two-way live streaming interactivity directly triggers purchase decisions by providing an engaging and responsive shopping experience, the indirect path mediated by trust does not operate as a primary mechanism. According to SOR Theory (Mehrabian & Russell, 1974) and Consumer Behavior Theory (Kotler & Keller, 2022), interactivity functions primarily as a stimulus enhancing immediate comfort and emotional engagement rather than a direct driver of the *organism* state of trust. Most consumers utilize interactive features merely to clarify product details, whereas their trust remains grounded in brand reputation, information quality, and customer reviews. This finding differs from those of Wang et al. (2023) and Nirmala et al. (2025), who reported that trust mediates the impact of interactivity on purchase decisions; nevertheless, it confirms that interactivity in this context primarily enhances the overall shopping experience.

10. The Mediating Role of Consumer Trust in the Relationship Between Streamer Credibility and Purchase Decision

The research findings confirm that Consumer Trust fully mediates the relationship between Streamer Credibility and Purchase Decisions. This indicates that streamer credibility cannot directly drive purchase decisions; instead, it must first build Consumer Trust as its key underlying mechanism. Grounded in SOR Theory (Mehrabian & Russell, 1974), a streamer's expertise, honesty, and professionalism (*stimulus*) are processed by consumers into trust toward the store and products (*organism*), which subsequently drives purchase decisions (*response*). This finding is supported by Source Credibility Theory (Ohanian, 1990) and Consumer Behavior Theory (Kotler & Keller, 2022), emphasizing that the streamer's role as an educator effectively reduces perceived risks in online shopping. Empirically, this outcome aligns with research by Amarullah et al. (2025) and Hamidah et al. (2024), demonstrating that communicator credibility must first convert into consumer trust before it can effectively induce purchase behavior.

6. Conclusion

This study presents key conclusions regarding the dynamics of live streaming commerce at the Skintific Official Store on TikTok Shop. Directly, Product Information Quality and Streamer Credibility demonstrate a positive and statistically significant effect on Consumer Trust, whereas Interactivity does not exert a significant direct impact on



fostering trust. Regarding Purchase Decisions, Product Information Quality and Interactivity exert a direct positive influence, while Streamer Credibility shows no direct effect. Furthermore, Consumer Trust proves to be a vital catalyst for Purchase Decisions while serving as a key mediating mechanism partially mediating the relationship between product information quality and purchase decisions, and fully mediating the influence of streamer credibility on consumer purchase decisions.

Based on these findings, practical implications are offered for the Skintific Official Store and live streaming commerce practitioners to prioritize delivering transparent, accurate, and detailed product information through live demonstrations and comprehensive explanations of active ingredients. Businesses are advised to continuously enhance streamer credibility through regular product knowledge training and professional communication ethics, recognizing that host credibility must first be converted into consumer trust before it can trigger transactions. Furthermore, interactive features should be optimized not merely to maximize viewer counts, but rather as an educational, personalized, and responsive communication channel that reinforces consumer psychological safety and comfort during the shopping experience.

For academic advancement and future research, expanding the conceptual model by integrating other relevant variables such as Perceived Value, Price Discount, Electronic Word of Mouth (e-WOM), Parasocial Interaction, and Brand Image is recommended. Future researchers are also encouraged to extend the scope of study to other live streaming platforms (e.g., Shopee Live or Tokopedia Play) and enlarge the sample size with broader geographical coverage across Indonesia. Finally, utilizing a mixed-methods design that combines quantitative surveys with in-depth interviews is strongly recommended to achieve a holistic understanding of consumer behavior in digital commerce environments.

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