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## THE EFFECT OF LIVE STREAMING INTERACTION ON CONSUMERS' PURCHASE INTENTION IN BANDUNG CITY: SOCIAL PRESENCE AS A MEDIATION FACTOR



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### Abstract

In the digital era, live streaming has emerged as a widely used marketing strategy across e-commerce platforms. Social presence—defined as the perceived sense of social interaction during live streaming—is believed to significantly influence consumers' purchase intentions. However, limited research has explored the link between live streaming, social presence, and purchase intention. This study addresses that gap by examining the impact of live streaming on purchase intention and the mediating role of social presence. A quantitative approach was employed, using a questionnaire distributed to e-commerce users who frequently watch live streaming. A purposive sampling method yielded 330 respondents. Data were analyzed using Structural Equation Modeling with SmartPLS 3.0, including tests for convergent and discriminant validity, reliability,  $R^2$ ,  $Q^2$ , and hypothesis testing. The results indicate that live streaming positively affects purchase intention, and social presence significantly mediates this relationship. These findings suggest that enhancing social presence through live streaming can effectively increase consumer purchase intention. For businesses, this highlights the importance of interactive elements such as real-time communication, authentic content, and exclusive offers. The study is limited to 330 respondents from Bandung and focuses on Generation Y and Z, which may limit the generalizability of the results. Additionally, it considers only social presence as a mediating variable, excluding other possible mediators.

**Keywords:** Live Streaming, Social Presence, Purchase Intention

## INTRODUCTION

Rapid technological advances in the era of globalization have made daily activities easier, with the use of the internet becoming more widespread. In January 2023, 5.16 billion people worldwide used the internet, up from 4.95 billion in February 2022 (DataReportal, 2023). In Indonesia, 212.9 million out of 278.8 million people use the internet, with an average usage time of almost 8 hours per day, and 98.3% of them use mobile internet.(DataReportal, 2023). This growth has also driven the development of e-commerce, with transactions estimated to reach IDR 266.3 trillion in 2023, making Indonesia one of the countries with the largest e-commerce growth in the world (Ministry of Communication and Information, 2019). In addition, the fashion and beauty category dominates e-commerce spending in Indonesia, reaching \$8.74 billion in January 2023, indicating high interest in this industry.(Social, 2023). Along with the development of technology, e-commerce companies in Indonesia have begun to develop the latest features, such as live streaming, to increase interaction with consumers.(Sudaryono et al., 2020).

Live streaming, as a result of the development of technology and the internet, has become a popular method in e-commerce to facilitate real-time interactions between sellers and buyers. With live streaming, sellers can easily promote their products and interact directly with potential consumers. This feature allows consumers to better understand the price, quality, and delivery time of the product. In Indonesia, several e-commerce platforms such as Tokopedia, Lazada, and Shopee have introduced live streaming features to enhance the online shopping experience, such as Tokopedia Play, Lazlive on Lazada, and Shopee Live(Lee & Chen, 2021).

Although various e-commerce sites in Indonesia have introduced live streaming features, there are some differences in their popularity and effectiveness. For example, Tokopedia Play still has a lower number of viewers compared to other platforms. Meanwhile, Shopee has become the most popular e-commerce platform during the COVID-19 pandemic, with Shopee Live playing a significant role in increasing interactions and transactions. This is also reinforced by research showing Shopee as the most recognized and used e-commerce brand in Indonesia during the third quarter of 2020.(Annur, 2022). Live streaming has been shown to increase customer loyalty in e-commerce, although its impact on purchase intention is still a topic that requires more research. Previous studies have shown that live streaming shopping can enhance the shopping experience through direct interaction, providing more in-depth product information, and answering customer questions in real-time, which is not possible in traditional retail shopping.(Wongkitrungrueng & Assarut, 2020).

Generation Y (Millennials) and Generation Z are the most active consumer groups in using live streaming features for online shopping. They value the convenience, efficiency, and interaction offered by these features. West Java is the center of e-commerce in Indonesia, with the largest contribution to online transactions, indicating that this region is a center for rapid e-commerce growth. As a digital generation, Millennials and Gen Z are increasingly adaptive to the use of technology in shopping, which also affects their consumption patterns (Annur, 2023; Dwidienawati & Gandasari, 2018). Live streaming hosts or presenters play a significant role in influencing consumer purchasing decisions through the interactions they build. Social presence also plays a crucial role in creating a more real and personal shopping experience. Research shows that consumer trust and their purchase intentions can be

positively influenced by the interactions that occur during live streaming sessions, especially when the host or presenter has high appeal and trust from their audience (M. Li et al., 2022; Y. Wang et al., 2022).

This research needs to be conducted because although the live streaming feature in e-commerce has become a popular new trend, especially since the COVID-19 pandemic, there is a discrepancy between the results of previous studies and the reality in the field regarding its impact on consumer purchasing intention. Previous empirical studies have shown that factors such as social presence, interaction, and trust have a significant influence on consumer behavior in the context of e-commerce live streaming. (Ogonowski et al., 2014; H. Wang et al., 2021). However, on the other hand, many sellers who have utilized live streaming have actually experienced difficulties in increasing sales or consumer purchasing intentions significantly (H. Wang et al., 2021). The lack of in-depth research on the interaction between these factors, especially in the rapidly growing Indonesian market in e-commerce usage, raises the need to fill this knowledge gap. Therefore, the purpose of this study is to further explore the effect of e-commerce live streaming on purchasing intention with social presence as a mediating variable, which is expected to provide new insights and direction for marketing strategies in Indonesia.

## REVIEW OF LITERATURE

### Stimulus Organism Response (SOR) Model

The Stimulus-Organism-Response (SOR) theory, originally proposed by Woodworth (1929) as a development of the stimulus-response theory, has become an important foundation in understanding consumer behavior. This theory was later expanded by Mehrabian & Russell (1974) and modified by Jacoby (2008) by adding the element "organism" as a bridge between stimulus and response. In this context, stimulus refers to any form of external stimulation that can affect an individual, such as physical elements, visuals, or verbal communication received by consumers. (Kurniadi & Hartono, 2019).

Organism, as the second component, reflects the emotional and cognitive conditions of individuals that mediate the relationship between stimulus and response, including feelings, attitudes, and consumer involvement (Vazquez et al., 2020). Finally, response is the final behavior that consumers exhibit as a result of the interaction between stimulus and organism, such as purchase intention or actual purchase behavior (Xue, 2020).

The SOR model is now a popular theoretical model for investigating consumer behavior, especially in the context of e-commerce and social commerce, such as live streaming shopping features. In this study, the stimulus is a live streaming shopping feature that includes social and hedonic elements and allows consumers to get high-quality information and an immersive shopping experience (Xue, 2020). Social presence is identified as an organism, which in this study is conceptualized into three dimensions: social presence of the web, social presence of others, and social presence of interaction (H. Wang et al., 2021). Response as the last element includes consumer behavior such as purchase intention, which is the main focus of this study, to further explore how stimulus and organism interact in influencing consumer behavior in e-commerce live streaming (Zhou & Tian, 2022).

### E-Commerce

E-commerce, or electronic commerce, refers to the process of commercial transactions conducted through digital media such as the internet. In general, e-commerce covers a variety of business activities, including selling, marketing, paying, and distributing products or services online. In a broader sense, e-commerce uses internet technology to bring consumers and companies together in electronic buying and selling transactions, although final stages such as payment and delivery can still be done offline (Pradana, 2016). In this context, e-commerce is not only limited to buying and selling, but also includes technological innovations that continue to develop to facilitate and optimize business transactions digitally (Arisandi, 2018).

E-commerce has become a significant innovation in the business world, utilizing the internet as the main platform for the exchange of goods, services, and information. The three main elements that define e-commerce are: the use of the internet for the buying and selling process, the involvement of consumers as buyers and companies as sellers, and transactions conducted online through digital networks (Alwendi, 2020).

E-commerce is also considered as a mechanism that connects businesses with consumers and specific communities through digital technologies designed to facilitate electronic transactions. (Kasmi & Candra, 2017). Basically, e-commerce is the embodiment of electronic commerce that enables interaction and transactions between business entities and individuals via the internet, creating convenience and efficiency in the buying and selling process in the digital era.

### **Live Streaming**

Live streaming is a platform that allows real-time recording and broadcasting of sound and images, giving viewers the experience of participating directly in an event (Zhang et al., 2021). Initially, live streaming was limited to video game and esports broadcasts (Hilvert-Bruce, 2018), but has now expanded to include areas such as sports and shopping. In the context of e-commerce, live streaming allows consumers to view products from multiple perspectives and communicate directly with sellers through questions and responses, creating a more interactive and enjoyable online shopping experience (Song & Liu, 2021).

Several studies have identified important dimensions in live streaming. Wang et al. (2021) conceptualize live streaming in four main dimensions: live content, host attractiveness, interactivity, and trustworthiness. Live content includes information and materials presented in real-time, while host attractiveness includes the host's ability to attract and retain viewers' attention through their personality and expertise. Interaction refers to real-time communication between the host and viewers, and trustworthiness reflects the viewer's level of confidence in the host, the product, and the platform used. Another study by Song and Liu (2021) also highlighted dimensions such as streamer credibility, media richness, interactivity, perceived product quality, and discount offers as important factors influencing the effectiveness of live streaming in e-commerce (Netrawati et al., 2022).

In this study, the conceptual framework proposed by Wang et al. (2021) was chosen because it provides comprehensive and in-depth coverage of factors that influence user experience in live streaming. The dimensions presented consider not only technical aspects such as content quality and interaction, but also psychological aspects such as attractiveness and trust in the host, all of which contribute significantly to consumer purchasing decisions.

This approach offers a holistic analytical framework to understand and improve the effectiveness of live streaming as a marketing strategy in e-commerce.

### **Social Presence**

The theory of social presence proposed by Short, Williams, and Christie in 1976 emphasizes the importance of the role of individuals who are considered "real persons" in communication through media. Social presence refers to the quality of two-way communication that allows for involvement in social interaction, reflecting how communication media can influence patterns of interaction and communication between individuals (J. Short, E. Williams, 1976; Lowenthal & Dunlap, 2014). In this case, video-based media provides a stronger level of social presence than audio-only media, due to its ability to convey emotional nuances and warmth more effectively (Lowenthal & Dunlap, 2014).

In developing social presence on online platforms, Koponen and Rytsy's (2020) research identified that social presence plays an important role in e-commerce by increasing friendlier and warmer interactions through interactive services such as live chat. This shows that social presence is not only about physical presence but also about how social interactions can be mediated by technology to create a more intimate and personal experience for users. Thus, e-commerce companies seek to improve social presence to strengthen consumer engagement and trust, which in turn can drive higher purchase intentions (Koponen & Rytsy, 2020).

In the study of social presence dimensions, this study adapts the framework proposed by Wang et al. (2021), which includes dimensions such as social presence of the web, social presence of others, and social presence of interaction. These dimensions provide a comprehensive perspective on how individuals interact and perceive the presence of others in the online environment. This choice is based on the relevance and topicality of the framework, which offers a deep understanding of the factors that influence social presence, both from technical and psychological aspects. By using the dimensions from Wang et al.'s (2021) research, this study seeks to gain a more holistic understanding of social presence in the context of social media platforms (Wang et al., 2021).

### **Purchase Intention**

Purchasing intention is a fundamental factor that determines an individual's decision to purchase a product, especially in the context of repeated transactions on online shopping sites. Purchasing intention reflects the tendency of consumers to make purchases, either for the first time or repeatedly. This is in line with the view of Liu et al. (2018), who stated that purchasing intention refers to the tendency of consumers to make online transactions, which involve actions such as searching for more information about a product on an e-commerce platform before deciding to buy.

In the context of live streaming e-commerce, various studies have identified factors that influence purchasing intention. Wang et al. (2021) highlighted that product value and type can influence consumption intention, while Su et al. (2020) found that the presence of virtual gifts online also plays a role in increasing purchase intention during live streaming. Another study by Zhang et al. (2020) revealed that service quality includes two main aspects, namely information quality and interaction quality, which can significantly influence consumer purchasing decisions. Thus, purchasing intention in e-commerce is greatly influenced by various factors, including aspects of value, visibility, and interaction quality.

This study adapts the purchasing intention dimensions from Marwan et al. (2023) because of its comprehensive approach and suitability to the research context. Marwan et al (2023) identified two main dimensions in purchasing intention, namely consumer inclination and information and loyalty. The consumer inclination dimension includes transactional, referential, and preferential interests, which provide a holistic view of how consumer preferences and experiences influence purchase intentions. Meanwhile, the information and loyalty dimensions highlight the importance of information access and brand loyalty in influencing purchasing decisions. This approach provides in-depth insight into the factors that influence purchasing intention, and includes indicators that are relevant and applicable in the current market situation.

### **Hypothesis**

In the world of online consumption, social presence plays an important role, especially in the context of e-commerce live streaming which is often used to explain its influence on purchasing intention.(H. Wang et al., 2021; Yohanna, 2020). H. Wang et al. (2021) emphasized that social presence influences consumers' utility perceptions, interest, and trust in online shopping sites. Liu (2023) also emphasized that the interactive nature of live streaming can increase the level of social presence, which in turn influences consumer intentions and behavior by influencing perceptions such as hedonism and utility.(Liu & Zhang, 2023). However, not all studies agree with this view; Onderdijk et al. (2021) found that live streaming did not affect social presence (Onderdijk et al., 2021), which is in line with the research results of Clement Addo et al. (2021) also stated that live streaming did not show a significant impact on social presence (Clement Addo et al., 2021). Furthermore, Ang (2018) stated that although live streaming can provide a more authentic viewing experience, it does not significantly affect purchase intentions (Ang et al., 2018).

Based on the information explained previously, the following hypothesis is proposed:  
H1 = Live streaming e-commerce has a positive effect on social presence  
H2 = Live streaming e-commerce has a positive effect on purchase intention

In the context of purchasing intentions, social presence dimensions such as interactions between consumers, merchants, and commodities are known to influence trust in online merchants, which in turn influences purchase intentions (Jiang, 2019). However, the direct effect of social presence on purchasing intention may not be significant.(CY Li, 2019; Xicheng Yin, 2019). McClure (2022) also stated in his research that social presence does not affect purchasing intentions (McClure, 2020).

Based on the information explained previously, the following hypothesis is proposed.  
H3 = Social presence has a positive effect on purchase intention

In the context of media communication, social presence as a human virtual experience influences consumers' perceptions of utility, interest, and trust in online shopping sites, as emphasized by H. Wang et al. (2021). The interactive nature of live streaming can increase social presence, which then has an impact on consumer intentions and behavior through perceptions such as hedonism and utility.(Liu & Zhang, 2023). However, research by Onderdijk et al. (2021) and Clement Addo et al. (2021) showed that live streaming did not significantly affect social presence, in line with the results stating that although live streaming can provide a more authentic viewing experience, it does not have a significant effect on purchase intention.(Ang et al., 2018). In the context of purchase intentions, the social presence dimension, such as interactions between consumers, merchants, and commodities,

is known to influence trust in online merchants, which then has an impact on purchase intentions.(Jiang, 2019). However, the direct influence of social presence on purchase intention may not be significant, as stated by Li (2019), Xicheng Yin (2019), and McClure (2022) in their studies. (Clement Addo et al., 2021; CY Li, 2019; McClure, 2020; Onderdijk et al., 2021; Xicheng Yin, 2019)

Based on the information explained previously, the following hypothesis is proposed.  
H4 = Live streaming e-commerce has a positive effect on social presence and its influence on purchase intention.

## **RESEARCH METHOD**

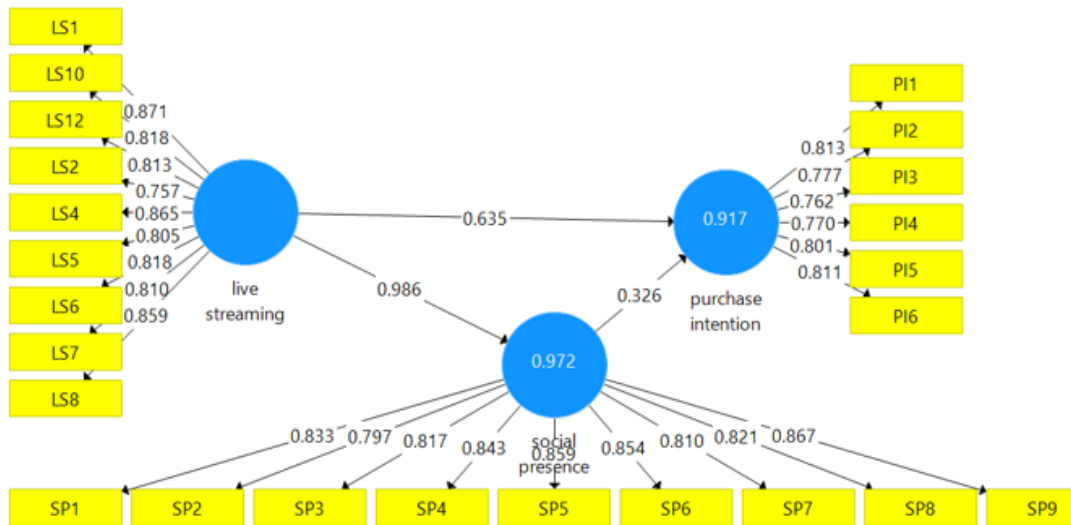
This study uses a quantitative approach with an explanatory research type, which aims to examine the relationship between observed variables. The focus of this study is to understand the impact of the independent variable, namely live streaming, on the dependent variable, namely purchase intention, with social presence as a mediating variable. The method used to measure the explanatory power in the Partial Least Square (PLS) path model is the determinant coefficient (R<sup>2</sup>), which shows the proportion of endogenous variance explained by the predictor construct.

The population in this study is all residents of Bandung City who make product purchase transactions via live streaming on e-commerce. Given that accurate data on the number of residents who make transactions via live streaming is not yet available, the population in this study is unknown. The researcher used a non-probability sampling technique with a purposive sampling method, where samples are selected based on certain criteria. The sample in this study was Generation Y and Z in Bandung City who had watched live streaming on e-commerce, with the number of samples determined based on the number of variable indicators, which is a minimum of 240 respondents.

Data analysis was carried out in two stages, namely descriptive analysis and verification analysis. Descriptive analysis is used to provide an overview of respondents' responses to each variable indicator by looking at the percentage of scores obtained. Meanwhile, verification analysis is carried out to test the relationship between latent variables and indicators using the Structural Equation Modeling (SEM) method with Smart PLS 3.0. Hypothesis testing is carried out through structural model testing using the bootstrapping method to determine the correlation and impact between variables, with decision-making criteria based on the T statistic value and significance value.

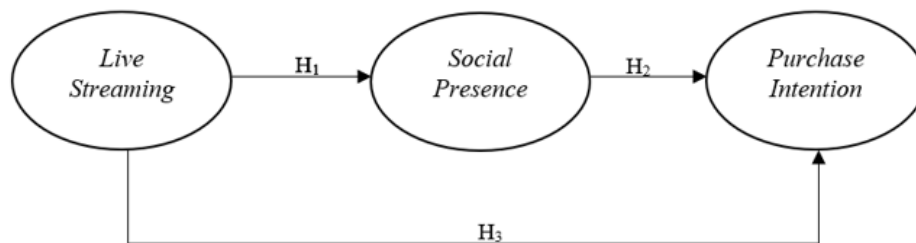
## **RESULTS AND DISCUSSION**

### **Hypothesis Testing**



Gambar 2. Diagram Jalur Pengujian Hipotesis

Sumber: Olah Data SmartPLS 3.0, 2024



Gambar 1. Model Konseptual

Hypothesis testing is a process that results in a decision to accept or reject a hypothesis. Therefore, it is important to test the truth of the hypothesis through statistical tests. The path diagram used for hypothesis testing can be seen in Figure 2.

Tabel 1 Path Coefficient

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
live streaming -> purchase intention	0,63	0,63	0,11	5,38	0,00
live streaming -> social presence	0,98	0,98	0,00	460,96	0,00
social presence -> purchase intention	0,32	0,32	0,11	2,75	0,00

Sumber: Olah Data SmartPLS 3.0, 2024

After bootstrapping, the value on the path diagram shows the t value to test the significance. If the t value of the structural equation  $\geq 1.97$  and the significance value  $< 0.05$ ,

then H0 is rejected, which means there is a significant influence between the independent variable and the dependent variable. Hypothesis testing can be seen in Table 1 and Table 2.

Tabel 2 Indirect Effects

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
live streaming -> purchase intention	0,32	0,32	0,11	2,75	0,00
live streaming -> social presence					
social presence -> purchase intention					

Sumber: olah data smartPLS 3.0, 2024

Based on tables 1 and 2, the results and estimates can be seen and the path coefficient values of the live streaming, social presence, and purchase intention variables can also be seen. To find out the results of the hypotheses in the study, several hypotheses will be proposed as in table 3.

Tabel 3 Hasil Pengujian Hipotesis (pengaruh langsung)

Jalur	Kefisien Jalur	T Statistics	T Tabel	Sig.	Ket.
live streaming -> purchase intention	0,63	5,38	1,97	0,00	H <sub>0</sub> Ditolak
live streaming -> social presence	0,98	460,96	1,97	0,00	H <sub>0</sub> Ditolak
social presence -> purchase intention	0,32	2,75	1,97	0,00	H <sub>0</sub> Ditolak

Sumber: olah data smartPLS 3.0, 2024

Based on table 1, the results of the hypothesis testing are as follows:

### Live Streaming Influences Purchase Intention

In testing the hypothesis about the effect of live streaming on Purchase Intention, the calculated t value obtained was 5.38, exceeding the t table of 1.97. Thus, H0 is rejected, which indicates that live streaming has a significant effect on Purchase Intention. The positive path coefficient also indicates that live streaming has a positive impact on Purchase Intention, meaning that the interaction between sellers and buyers during live streaming will affect purchase intention. Viewers can ask questions and get answers directly from the broadcaster or brand. This interaction builds trust and overcomes doubts, thereby increasing purchase intention. This is supported by research from Ang et al (2021), which states that live streaming affects purchase intention.

### Live Streaming Has an Impact on Social Presence

In testing the hypothesis that live streaming has a positive effect on social presence, the calculated t value of 460.96 is higher than the t table of 1.97, so H0 is rejected. which means that live streaming has a significant effect on social presence, which is indicated by a positive path coefficient, which means that the interaction between sellers and buyers during live streaming has an effect on social presence. Live streaming strengthens social presence because it creates a dynamic, interactive environment where the audience feels directly involved, appreciated, and connected to both the host and fellow viewers. This is supported by research from (Lee & Chen, 2021; Onderdijk et al., 2021; H. Wang et al., 2021; Zhang et al., 2021) which states that live streaming influences social presence

### Social Presence Influence on Purchase Intention

In testing the hypothesis that social presence has a positive effect on purchase intention, the calculated t value of 2.75 exceeds the t table of 1.97, so H0 is rejected, which means social presence. Social presence provides a feeling of real presence from other people, such as other sellers or buyers, which increases trust in products and brands. When customers feel they are interacting with real people, they tend to trust the information and recommendations given more. This is supported by research from (Jiang, 2019; H. Wang et al., 2021), which states that social presence influences purchase intention.

Tabel 4 Hasil Pengujian Hipotesis (pengaruh tidak langsung)

Jalur	Koefisien Jalur	T Statistics	T Tabel	Sig.	Ket.
<i>live streaming -&gt; social presence -&gt; purchase intention</i>	0,321	2,752	1.97	0.00	Ho Ditolak

Sumber: Olah Data *SmartPLS* 3.0, 2024

The table in Table 4 shows the results of the analysis for indirect influences with the following details:

### The Indirect Effect of Live Streaming on Purchase Intention with Social Presence as a Mediating Variable

Based on Table 4, a significant value of  $0.00 < 0.05$  was obtained and t count (2.752) > t table (1.97), which means that there is an indirect influence between live streaming and purchase intention through social presence. This shows that the better the live streaming and social presence, the purchase intention will also increase.

### Discussion

The path coefficient of the influence of live streaming on social presence is 0.98. Thus, the influence given by live streaming on social presence is quite large and positive, this means that the greater the influence of live streaming, the greater the social presence of e-commerce consumers in Bandung City, then to see its significance, it has been presented in table 3 and it can be seen that the t-statistic value is  $460.96 > t$  table 1.97, so that live streaming has a positive effect on social presence.

Live streaming e-commerce has a significant impact on social presence because it creates a real and personal interactive environment. Through live streaming, viewers can see and hear the broadcaster directly, which increases the feeling of social presence. Real-time interaction allows viewers to comment, ask questions, and receive answers instantly, creating a dynamic two-way communication. The visual and auditory presence of the broadcaster

makes the experience feel more alive and authentic compared to static text or images. Additionally, interactive elements such as polls, Q&A sessions, and special promotions make viewers feel more involved and part of the community. The authenticity and spontaneity displayed in live streaming adds a sense of honesty and emotional connection between the broadcaster and the viewer. All of this increases the feeling of social presence because viewers feel closer, valued, and directly involved in the shopping experience.

Previous research by H. Wang et al. (2021) revealed that host attractiveness, interaction, and trust have a positive impact on social presence and also act as a mediator in consumer purchase intention. In live streaming, the host acts as a liaison between consumers and products, making host attractiveness an important factor influencing consumer shopping experiences. This finding is in line with research by Lee & Chen (2021), which shows that host attractiveness and expertise significantly affect consumer satisfaction during online shopping. Consumer trust in the host increases their belief that the information conveyed by the host about the product is consistent and reliable. In addition, the interaction that occurs between the host and consumers during live streaming allows for an in-depth exchange of information. These two factors, host attractiveness and interaction, have a positive and significant impact on social presence. (Lee & Chen, 2021).

The path coefficient of social presence influence on purchase intention is 0.32. Thus, the influence given by social presence on purchase intention is quite large and has a positive value, this means that the greater the influence of social presence, the greater the purchase intention of e-commerce consumers in Bandung City, then to see its significance, it has been presented in table 3 and it can be seen that the t-statistic value is  $2.75 > t$  table 1.97. So that social presence has a positive and significant effect on purchase intention.

Social presence significantly influence purchase intention because it creates a more personal, authentic, and trustworthy shopping experience. Social presence provides a sense of real interaction with sellers or a community of other buyers, which increases trust in products and brands. When customers feel like they are interacting with real people, they are more likely to trust the information and recommendations provided. In addition, social presence also builds positive emotional engagement, making customers feel valued and understood, which drives purchase intention. Social validation through testimonials or reviews from other buyers also provides a sense of security and confidence, reducing uncertainty in purchasing decisions. Shopping experiences that are accompanied by direct interaction, real-time feedback, and a supportive community create an environment that is conducive to increasing purchase intention. Overall, social presence strengthens emotional connections and customer trust, which directly drives them to make purchases.

Research by H. Wang et al. (2021) shows that social presence significantly affects consumption intention. (H. Wang et al., 2021). Research by Ma et al. (2022) found that trust and involvement significantly fully mediate the relationship between social presence and purchase intention. (Ma et al., 2022). Research by Lu et al. (2016) revealed that social presence has a positive and significant impact on trust, which in turn drives online purchasing behavior. (Lu & Fan, 2016).

The path coefficient of the influence of live streaming on purchase intention is 0.63. Thus, the influence given by live streaming on purchase intention is quite large and has a positive value. This means that the greater the influence of live streaming, the greater the purchase intention of e-commerce in Bandung City, then to see its significance, it has been

presented in table 4.18 and it can be seen that the actual t-statistic value is  $5.38 > t$  table 1.97. So that Live streaming has a positive and significant impact on purchase intention.

Live streaming influence purchase intention because it creates an interactive, authentic, and immersive shopping experience. In a live streaming session, the broadcaster has the opportunity to show the product live, provide real-life demonstrations of how to use it and its benefits, which helps viewers understand the product better and assess its suitability for their needs. Real-time interaction allows viewers to ask questions and get answers immediately, which overcomes doubts and builds trust. The authenticity and spontaneity of live streaming makes the content feel more honest and trustworthy, thereby increasing the credibility of the broadcaster and the brand. In addition, special offers or exclusive promotions often included in live streaming encourage viewers to make purchasing decisions faster. The social influence of seeing others interact and purchase the product also creates a sense of urgency and a drive not to miss out. With all these elements, live streaming is able to increase viewer engagement, trust, and confidence, which significantly drives their intention to purchase the product

Aprilia & Ambarwati (2024) also proved that the more live broadcasts that are broadcast, the more users' purchasing interest in e-commerce can be increased. Respondents felt they could communicate directly with live streamers, so that consumers could ask in detail about the specifications of the goods, prices and advantages of the desired goods.(Aprilia & Ambarwati, 2024).

The path coefficient of the influence of live streaming on social presence and its influence on purchase intention is 0.32. Thus, the influence given by live streaming on social presence and its influence on purchase intention is sufficient and positive. This means that the greater the influence of live streaming on social presence, the greater the purchase intention of e-commerce in Bandung City, then to see its significance, it has been presented in table 4 and it can be seen that the t value ( $2.752 > t$  table (1.97) which means that there is an indirect influence between live streaming on purchase intention through social presence. This shows that the better the live streaming and social presence, the purchase intention will also increase.

Live streamingQuality live streaming allows consumers to view products in real time, interact with sellers, and get product information directly. This increases the sense of trust and closeness (social presence) between consumers and sellers, as if they were interacting in a face-to-face situation. When consumers feel more connected and trust the information provided, they are more likely to feel confident in making a purchase decision. Therefore, the increase in live streaming and social presence directly contributes to increased purchase intention, as consumers feel more comfortable and confident in purchasing the products offered.

Liu & Zhang (2023) emphasized that the interactive nature of live streaming can increase the level of social presence, which in turn can influence intentions and behavior by influencing perceptions, such as hedonism and utility.(Liu & Zhang, 2023).

## CONCLUSION

This study concludes that live streaming significantly influences social presence and purchase intention in e-commerce in Bandung City. The higher the quality of live streaming,

the greater the level of social presence that is realized, which ultimately has a positive impact on consumer purchase intention. Social presence is proven to be an important factor in strengthening the relationship between live streaming and purchase intention, where real-time interaction, authenticity, and spontaneity during live streaming make the shopping experience feel more personal and credible, thus encouraging consumers to make purchasing decisions quickly.

In addition, live streaming optimized through social presence can increase consumers' desire to purchase products. A strong social presence during live streaming allows viewers to feel more connected to the broadcaster and the brand, and creates social validation, which further drives purchase intention. Therefore, the integration of social presence in live streaming is an effective tool to increase purchase intention among e-commerce consumers.

### **Research Implications**

The implications of this study indicate that live streaming as a marketing strategy in e-commerce not only strengthens purchase intention but also deepens the understanding of the role of social presence as a mediating variable. This study supports the realm of digital marketing science by showing that social presence has a significant influence in mediating the relationship between live streaming and purchase intention. These results emphasize the importance of intense and real-time social interactions in creating a more authentic and personal shopping experience, which in turn drives purchase intention.

Thus, this study strengthens the existing literature on digital marketing strategies, especially in the context of e-commerce, and provides empirical evidence that optimizing live streaming and social presence can significantly improve digital marketing performance. This provides a strong foundation for developing more effective marketing strategies in e-commerce, as well as opening up opportunities for further research on other factors that may influence social interactions and purchase intentions on digital platforms.

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