

**EFFECTS OF RESPONSIVENESS, PROFESSIONALISM, INFORMATIVENESS,
AND PERSONALIZATION ON PURCHASE INTENTIONS VIA PRODUCT
TRUST IN SKINTIFIC SHOPEE LIVESTREAM**



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Abstract

The popularity of live streaming features in the e-commerce industry is steadily increasing and has become one of the most favored marketing strategies, as it facilitates two-way communication between streamers and consumers. Through this interaction, consumers not only receive product information but also develop perceptions, enhance trust, and eventually form purchase intentions. This study aims to examine how communication elements in live streaming influence consumer trust in products and their intentions to make continuous purchases. The theoretical framework employed in this research is the Stimulus Organism Response (S-O-R) Theory. A quantitative research method was applied using purposive sampling, involving 186 respondents who had purchased Skintific products through Shopee's live streaming feature. Data were collected through an online questionnaire distributed via Google Forms and analyzed using SPSS and Partial Least Square Structural Equation Modeling (PLS-SEM). This study investigated six main variables: responsiveness, professionalism, informativeness, personalization, product trust, and continuous purchase intention. The results revealed that responsiveness, professionalism, and informativeness had positive effects on product trust. Furthermore, product trust was found to have a significant and positive impact on continuous purchase intention. Conversely, personalization did not show a meaningful effect on either product trust or purchase intention.

Keywords: Responsiveness, Professionalism, Informativeness, Personalization, Trust in Product

INTRODUCTION

Live streaming e-commerce has now become a new trend in the e-commerce industry and is experiencing the fastest growth worldwide (Lu et al., 2022). This development is driven by technological advancements, the increasing popularity of social media, and changes in consumer behavior, offering a more interactive and engaging online shopping experience. In the context of marketing communication, live streaming facilitates real-time two-way interaction between brands and consumers (Rosyid et al., 2023). Through these interactions, consumers can watch product demonstrations, ask questions, and receive immediate responses from streamers, which enhances trust and interest in the product (Maulani, 2024). In addition to serving as a promotional tool, this feature plays an essential role in building long-term relationships and emotional bonds between brands and consumers, influencing customer loyalty (LPKD, 2025).

Live streaming in e-commerce represents a model of social commerce that attracts significant consumer attention by providing a more authentic and dynamic shopping experience (Ko, 2022; Chen & Lu, 2019). This strategy allows sellers to promote and sell products directly through live video broadcasts, enabling transparent and convincing product information delivery. Consumers also benefit by witnessing live product presentations and interacting in real time with streamers (Wongkitrungrueng & Assarut, 2020; Isbahi, 2023). Today, live streaming functions not only as a transaction medium but also plays a crucial role in shaping trust and strengthening relationships between sellers and buyers (Chang et al., 2023; Tan et al., 2023). In Indonesia, various e-commerce platforms such as Shopee, Tokopedia, and Lazada have adopted live streaming as an effective marketing strategy to increase sales volume and enhance consumer engagement. A survey by Jajak Pendapat (Jakpat) revealed that Shopee is the most frequently used live streaming platform (57%), followed by TikTok (49%), Instagram (22%), Facebook (21%), and Tokopedia (18%). Along with the rising number of internet and smartphone users, the growth of e-commerce live streaming has accelerated in Indonesia. According to Badan Pusat Statistik (2023), 59.2% of Indonesian internet users have utilized e-commerce platforms, with live streaming transactions contributing approximately 20% of total sales. Moreover, a survey by IPSOS (2022) reported that 78% of consumers had heard of or known about live streaming shopping, 71% had accessed it, and 56% admitted to having purchased products through live streaming. These figures indicate Indonesia's significant potential to develop live streaming as an effective and continuous marketing communication medium.

Skintific is a skincare brand established in 2019, known for its scientific approach in product development. It incorporates active ingredients such as AHA, BHA, PHA, Retinol, Niacinamide, and Vitamin C to address various skin issues including acne, hyperpigmentation, and aging. Carrying the concept of "Skincare Made Scientific," Skintific also emphasizes transparency and consumer education regarding its product ingredients and benefits. One of the strategies used to deliver this information is through Shopee's live streaming feature. During these sessions, consumers can watch product demonstrations, ask questions directly, and receive detailed explanations, which indirectly encourage continuous purchase intentions.

In live streaming sessions, the streamer refers to individuals who perform live broadcasts via digital platforms to introduce products or services. Streamers play a crucial role as brand representatives tasked with delivering information, building engagement, and

establishing emotional connections with consumers. They may include business owners, influencers, celebrities, or individuals with communication skills in product promotion through live video broadcasts (Yusrin, 2024). A streamer's role extends beyond delivering information to influencing consumer purchase decisions (Woodcock & Johnson, 2019). Streamers capable of fostering closeness and trust with audiences make significant contributions to building product trust and driving continuous purchase intentions (Lie & Pratama, 2025; August & Paramita, 2022).

One critical aspect of live streaming shopping activities is the quality of interaction formed between streamers and consumers. According to Li et al. (2022), interaction quality reflects consumers' perceptions of the effectiveness and comfort of the relationship established with streamers during the shopping process. This study includes several key dimensions of interaction quality that influence product trust and continuous purchase intentions, such as responsiveness, professionalism, informativeness, and personalization. Hilvert-Bruce et al. (2018) define responsiveness as the speed and accuracy with which streamers respond to consumer inquiries or needs. This behavior builds trust and reduces consumers' doubts about the promoted products (Wongkitrungrueng & Assarut, 2020). Responsive streamers can deliver explanations, supplement information, and assist consumers in making accurate purchase decisions. Chen & Lin (2018) emphasized that a high level of responsiveness enhances consumers' perception of service quality and satisfaction. This responsiveness contributes not only to increasing consumer trust but also to creating more dynamic and interactive experiences that foster engagement and strengthen consumer relationships.

REVIEW OF LITERATURE

Stimulus Organism Response (SOR) Theory

This study examines six main variables, including responsiveness, professionalism, informativeness, product trust, and continuous purchase intention. The research model is inspired by the study conducted by Li et al. (2022) entitled "*The Influence Mechanism of Interaction Quality in Live Streaming Shopping on Consumers' Impulsive Purchase Intention*". That study aimed to understand how the quality of interactions in live streaming shopping influences consumers' impulsive purchase intentions. The researcher developed a modified research model by adding *product trust* as a strengthening variable. The inclusion of product trust serves as a novelty in this study, contributing new insights into continuous purchase intentions in Shopee live streaming. This research employs the Stimulus-Organism-Response (SOR) theory proposed by Mehrabian and Russell (1974). In the SOR model, external variables and indicators act as stimuli (S) that influence an individual's internal state (O), which in turn produces a behavioral response (R) (Xue et al., 2020; Kang et al., 2021). The SOR theory is a fundamental framework frequently applied in analyzing and understanding user behavior, especially within consumer behavior studies.

Responsiveness

Responsiveness refers to the ability and willingness of streamers, as service providers, to assist consumers by providing quick services to meet their needs and ensuring that these needs are effectively fulfilled (Simbolon et al., 2021). According to Ahmadi (2023), responsiveness is the capacity to respond promptly and attentively to consumer requests, ensuring that the assistance provided is timely and effective. Streamers are expected

to deliver quick responses and the best possible service to viewers during live streaming sessions.

Responsive sellers are capable of building consumer trust and satisfaction, thereby potentially boosting sales. However, to make a significant impact on sales strategies, streamers must consider several important aspects of communication, including providing good interaction with viewers, responding quickly and politely to inquiries, and maintaining courteous behavior toward the audience (Nilawardhani et al., 2024). Politeness in interaction can make viewers feel valued, comfortable, and more engaged throughout the live streaming session. A streamer's ability to establish strong interactions with viewers during live streaming can increasingly attract audience attention and motivate viewers to make purchases as a result of the responsiveness demonstrated (Salshabilla & Kurniawati, 2024).

Professionalism

Professionalism is a key skill for streamers in identifying and accurately conveying product information to consumers (Yusrin, 2024). Gross and Wangenheim (2018) emphasize that professional streamers possess the ability to deliver high quality information, conduct thorough research, and remain open to feedback from viewers as a means to continuously improve their performance. It is crucial for streamers to maintain the accuracy of the information they share, including product details, benefits, and usage instructions, ensuring it is clearly and easily understood. This responsibility aligns with a streamer's role in maintaining positive relationships with consumers and ensuring successful promotions.

In addition to delivering quality information, streamers must leverage their charisma and communication skills to explain products clearly and effectively, even within time constraints (Lee & Chen, 2021). Nevertheless, a streamer must consistently exhibit professionalism and possess unique skills to capture the audience's attention in their own distinctive way. This can be reflected through a friendly personality, entertaining humor, or a persuasive and charismatic communication style. However, it is important for a streamer not to rely solely on charm but to also build trust by providing accurate information, respecting viewers' time, and communicating in a clear and approachable manner.

Informativeness

One of the primary dimensions in online shopping experiences is the level of informativeness (Kang et al., 2020). Providing relevant information plays a vital role in live streaming contexts by enhancing the consumer experience. Informativeness is measured by assessing how well streamers deliver product information in a detailed, clear, and easily understandable manner for consumers (Utami & Aini, 2019). A streamer's ability to communicate information in an organized and engaging manner also enhances consumer trust toward the streamer as a credible information source. This, in turn, can stimulate and motivate consumers to feel more confident about the products they intend to purchase (Ramadhani et al., 2024).

RESEARCH METHOD

This study employed a quantitative approach with a survey method to test and validate the hypotheses regarding the influence of responsiveness, professionalism, informativeness, personalization, and product trust on continuous purchase intention in live streaming on the Shopee platform. The data used in this study were primary data obtained directly from respondents by distributing online questionnaires via Google Forms to Shopee users who had

made purchases of Skintific products through live streaming features. The population in this study consisted of all followers of the Skintific account on Shopee, while the sample was determined using a purposive sampling technique with specific criteria: Indonesian citizens, Shopee users, and individuals who had made at least one purchase of Skintific products via live streaming. The number of respondents was determined based on the Structural Equation Model (SEM) calculation, ranging from a minimum of five times to a maximum of ten times the total number of indicators, resulting in a target sample size of 175 to 350 respondents.

Data collection was conducted through a questionnaire developed based on indicators for each research variable. The instrument was tested for its validity and reliability through a pilot test involving 30 respondents. Subsequently, the data were analyzed using descriptive analysis to describe respondent characteristics and variable distributions, as well as inferential statistical analysis employing Partial Least Square Structural Equation Modeling (PLS-SEM) with the SmartPLS application. The model testing was conducted in two stages: the measurement model (outer model), which included convergent validity, discriminant validity, and reliability tests, and the structural model (inner model), which comprised the coefficient of determination (R-Square), effect size (f^2), goodness of fit (Q-Square), and path coefficient tests to examine the influence between variables within the research model.

RESULTS AND DISCUSSION

Measurement Model Results (Outer Model)

The measurement model testing (outer model) in this study consists of three assessments: convergent validity, discriminant validity, and reliability tests.

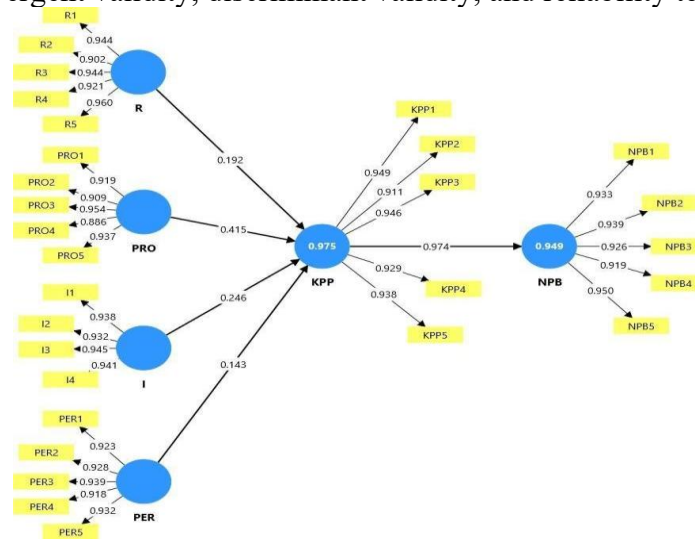


Figure 1.
Convergent Validity Test

Next, the convergent validity test based on the Average Variance Extracted (AVE) values is presented in Table 4.15 below.

Table 1.
AVE Value Measurement Results

	Average Variance Extracted (AVE)
R	0,873
PRO	0,849
I	0,882
PER	0,861
KPP	0,874
NPB	0,871

Source: Processed primary data (2025)

Based on Table 4.15, all variables in this study have AVE values above 0.50, with each variable even exceeding 0.70. This indicates that all constructs have met the criteria for convergent validity, allowing it to be concluded that each variable in this study is convergently valid.

Discriminant Validity Test

Based on data obtained from 186 respondents, a discriminant validity test was conducted by examining cross-loading values. The results presented in Table 4.16 demonstrate that each indicator has a higher correlation with its respective construct than with other constructs, indicating that all variables meet the criteria for discriminant validity. These findings confirm that every variable used in this research model is statistically valid in distinguishing between different constructs.

Reliability Test

The reliability test was performed using Cronbach's Alpha and Composite Reliability values derived from the responses of 186 participants. As shown in Table 4.17, all variables achieved values exceeding the minimum threshold of 0.7 for both parameters. This indicates that each construct in the study is consistently reliable, ensuring the internal consistency and reliability of the measurement model.

Structural Model (Inner Model) Results

After confirming that the data met validity and reliability requirements, the next step was to evaluate the structural (inner) model, aiming to assess the relationships among latent variables. This evaluation was conducted through several sequential stages, and the analytical results were organized into tables for easier interpretation and systematic understanding.

Coefficient of Determination (R-Square) Test

The R-square test assessed the extent to which independent variables explained the dependent variables in the model. As presented in Table 4.18, the R-square values for both endogenous variables were above 0.75, indicating strong predictive ability. Specifically, product trust was explained by the independent variables by 97.5%, while purchase intention was explained by 94.9%, confirming the model's substantial explanatory power.

Goodness of Fit (Q-Square) Test

The goodness-of-fit test was conducted using Q-square values to evaluate the predictive relevance of the structural model. Table 4.19 shows that both product trust and purchase intention achieved positive Q-square values above zero, confirming that the model possesses adequate predictive capability for the endogenous constructs.

Effect Size (F-Square) Test

The effect size test (f^2) examined the contribution of each independent variable to the dependent variable. Table 4.20 indicates that responsiveness, informativeness, and personalization had small effects on product trust, while professionalism exerted a medium effect. Notably, product trust had a very large effect on purchase intention, demonstrating its dominant role in influencing consumers' continuous purchase intentions.

Path Coefficient Test

The path coefficient test evaluated the strength and direction of relationships among variables within the model. Table 4.21 reveals that all relationships between the constructs are positive, with path coefficients ranging from 0.143 to 0.974. This finding indicates that each independent variable contributes positively to the dependent variable it influences within the structural model.

Based on the data obtained from 186 respondents, hypothesis testing was carried out using the bootstrapping method through the SmartPLS application, which produced path coefficient values as the primary reference for evaluating relationships between variables.. The overall results of the hypothesis testing are presented in Figure 2 below.

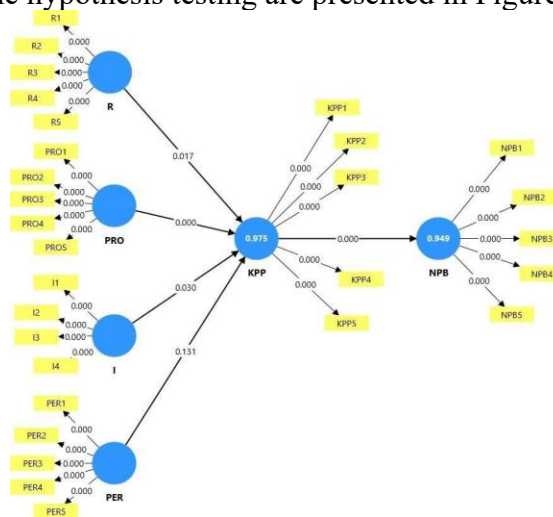


Figure 2.
Path Analysis Coefficient

Overall Research Findings

This study examines how streamer characteristics, including responsiveness, professionalism, informativeness, and personalization, influence consumers' continuous purchase intention through product trust as a mediating variable, based on data collected from 186 respondents. The overall results indicate that most independent variables significantly affect product trust, which plays a crucial role in shaping continuous purchase intentions. However, personalization was not proven to significantly build consumer trust in the context of Skintific product live streaming on Shopee. Additionally, product trust was found to be a vital factor in explaining how the quality of streamer interactions contributes to enhancing consumers' continuous purchase intentions.

The Effect of Responsiveness on Product Trust

The findings reveal that responsiveness has a positive and significant effect on product trust, supported by the acceptance of Hypothesis H1 with a T statistic value of 2.389 (> 1.96) and a P-value of 0.008 (< 0.05). This indicates that the higher the streamer's speed and accuracy in responding to consumer questions or comments during live streaming sessions, the greater the consumer's trust in the featured product. These results align with Saputra & Fadhilah (2022) and Islami & Susanto (2024), who emphasized the role of live streaming in increasing consumer trust through direct product presentations and interactive communication.

The Effect of Professionalism on Product Trust

The study found that professionalism has a positive and significant effect on product trust, confirmed by Hypothesis H2 with a T-statistic of 4.280 (> 1.96) and a P-value of 0.000 (< 0.05). This demonstrates that a streamer's ability, attitude, and credibility in delivering clear, accurate, and convincing product information play a vital role in shaping consumer trust. These findings are consistent with Lee & Chen (2021) and Hu & Chaudhry (2020), who identified streamer professionalism and credibility as key factors in strengthening consumer confidence and loyalty in online purchasing contexts.

The Effect of Informativeness on Product Trust

The study indicates that informativeness has a positive and significant effect on product trust, supported by Hypothesis H3 with a T-statistic of 2.169 (> 1.96) and a P-value of 0.015 (< 0.05). This suggests that the more informative and comprehensive the information provided by streamers during live sessions, the higher the consumer trust in the product being offered. These findings align with Ismagilova et al. (2020) and Alwiyah & Ali (2024), who emphasized that clear, honest, and detailed information delivery is essential in reducing consumer uncertainty and fostering trust in online purchasing decisions.

The Effect of Personalization on Product Trust

This study found that personalization does not have a positive and significant effect on product trust, as reflected in Hypothesis H4 with a T-statistic of 1.511 (< 1.96) and a P-value of 0.065 (> 0.05). This indicates that personalization efforts by streamers in live streaming have not effectively established consumer trust in the promoted products. These results contrast with Madhuri et al. (2024), who reported that personalized brand engagement tends to foster higher consumer trust. This difference may be attributed to variations in context, personalization approaches, or consumer perceptions of message sincerity, suggesting that personalization should be integrated with other communication elements to effectively enhance trust.

The Effect of Product Trust on Continuous Purchase Intention

The study concludes that product trust has a positive and significant effect on continuous purchase intention, supported by Hypothesis H5 with a T-statistic of 166.976 (> 1.96) and a P-value of 0.000 (< 0.05). This implies that the higher the consumer's trust in the product, the greater their intention to repurchase in the future. These findings are consistent with Ko & Ho (2024) and Ashraf et al. (2020), who highlighted that sustained trust plays a crucial role in influencing consumers' ongoing purchasing intentions, particularly when product recommendations are delivered through credible and interactive online sources, such as live streaming and influencer endorsements.

CONCLUSION

This study aimed to examine the effects of responsiveness, professionalism, informativeness, and personalization on continuous purchase intention through product trust as a mediating variable, focusing on consumers who have purchased Skintific products via Shopee's live streaming feature. Based on responses from 186 participants, the findings revealed that responsiveness, professionalism, and informativeness had a significant and positive influence on product trust, while personalization showed no significant effect. Moreover, product trust was confirmed to have a strong and positive impact on consumers' continuous purchase intentions. These results indicate that responsive, professional, and informative interactions during live streaming play an essential role in building consumer trust, which in turn encourages repurchase behavior. Conversely, personalization strategies employed by streamers were found to be ineffective in fostering product trust, suggesting the need for a more precise and relevant personalization approach in this context. From a managerial perspective, these findings offer valuable insights for Skintific in optimizing its live streaming marketing strategies. The company is advised to consistently assign streamers who are not only responsive and professional but also capable of delivering accurate, relevant, and engaging product information tailored to consumer needs.

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