

The Influence of Live Streaming Features and Online Customer Reviews on Purchasing Decisions through Trust as A Mediating Variable

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Abstract

Purpose: This research seeks to establish the impact of the live streaming feature and online customer reviews on the purchasing decisions with trust as the mediating variable in the Shopee e-commerce platform.

Methodology: Based on a quantitative research paradigm, a survey was administered to 215 Shopee active users in the Solo Raya who had engaged in live streaming show. The responses were analyzed using the SmartPLS 3 analysis tool, which aids in structural equation modeling to understand the relation between research variables.

Results: The studies indicated that discount vouchers and online customer reviews influence the level of trust and purchase decision significantly whereas Live selling did not give a significant result. The results also indicated that Trust alternatively fully mediated the influence of discount voucher on the purchase decision concerning online customer review.

Application/Originality/Value: The results of this study contribute to the understanding of consumer trust, specifically in the LSEe context, as it identifies the role of the discount strategy and the management of customer reviews in comparison to the direct impact of the live selling itself.

Keywords: Live selling, Discount, Online Customer Review, Trust, Purchase Decision, Live Streaming

1 Introduction

In the digital era, technology is developing very rapidly. This progress also affects competition in business, especially in the e-commerce sector. The growth of e-commerce in Indonesia is increasingly significant, attracting many new companies with various discount offers and convenience. In addition, competition among large companies is getting tighter (Riska et al., 2022). The most relevant strategy to run a business today and answer the challenges of increasing market competition is to meet market standards by using various types of facilities and infrastructure that are increasingly sophisticated and developing. One of the strategies that can be used in the marketing side is the strategy of using digital tools or what is commonly referred to as digital marketing (Ayu et al., 2023). Digital marketing is an integral part of the digital business transformation process. It consists of new marketing techniques relevant to the current market situation, which are based on information and communication technologies (Veleva & Tsvetanova, 2020). Digital marketing or social media promotion is one of the digital marketing methods that utilize social media platforms through in-network website links to promote products (Mevia & Saputro, 2024).

There are many online marketplaces in Indonesia where people can buy and sell goods. Each marketplace in Indonesia is where people can buy and sell goods, and each marketplace has its own market, for example, Shopee (Aura Febriani et al., 2022). The average number of visits to the Shopee website was 237 million per month in 2023. According to Ikhsan (2024) Other websites such as Tokopedia, Lazada, and Blibli have monthly averages of 88.9 million, 47.6 million, and 28.8 million. Based on research and study of the online shopping system during live streaming at Shopee Indonesia, 69% of all visits occurred during live streaming at Shopee and 56% of all purchases occurred during the streaming.

Therefore, it can be concluded that Shopee is more popular than TikTok, Tokopedia, and Lazada due to its higher transaction volume (Septiani, 2023).

In recent times, live streaming has seen a significant rise in popularity and is now being used as a smart marketing tactic by all industries and businesses. Without a physical storefront, businesses can now offer their products through live streaming (Rifani et al., 2023a). This new trend brings together live streaming and online customer reviews, allowing consumers to read reviews, ask questions, and watch streaming live for real-time interactions, which increases engagement and the possibility of payment through viewers' interactions such as liking and sending comments (Qin et al., 2023). In addition, viewers tend to focus on the discounts offered during live streaming as a factor that influences their purchase decision. Based on research results by (Nuurhidayah et al., 2024), factors such as sellers, discount vouchers, and giveaways were shown to have a significant positive influence on customer trust. In addition, such customer trust also shows a significant positive influence on customer engagement.

Although several studies have addressed the effectiveness of live streaming in an e-commerce context, few studies have specifically investigated the impact of live selling, discount vouchers during live streaming and online customer reviews on purchase decisions reinforced by trust. Trust is a consumer's attitude where they expect interactions with a brand to be reliable, responsible and result in positive outcomes (Nasir et al., 2020). Therefore, this research seeks to address this knowledge gap by investigating more deeply how these three factors contribute to shaping consumer trust and purchasing decisions on the Shopee marketplace.

A deeper understanding of these dynamics can help marketplace practitioners optimize their live streaming strategies, increase sales conversions, strengthen customer relationships, and strengthen their position in an increasingly competitive market. Therefore, this research has important implications for developing effective and innovative marketplace marketing strategies.

2 Literature Review

2.1 Live Selling and Trust

Previous research has shown that trust plays an important role in direct selling through customer interaction and social presence dimensions, leading to increased trust and continuation intentions (Lăzăroiu et al., 2020). Live streaming commerce combines traditional e-commerce with streaming technology, offering real-time interaction and personalized information to customers. Joint consideration of social and technical factors in live streaming commerce can help increase trust and retain customers (M. Zhang et al., 2022).

H1: Live selling during live streaming has a significant effect on consumer trust

2.2 Discount and Trust

Discount as defined by (Tjiptono, 2015) is based on a discount from the seller given to the buyer as a form of appreciation for specific actions taken by the buyer, such as paying bills in advance, purchasing on a large scale, or buying during peak demand or out of season. Research by Zhang et al., (2021) found that Live streaming channels can have many functions for businesses. Entertainment quality increases consumer awareness of a product and uses additional entertaining ways to promote or reintroduce a product, while price discounts directly increase consumer purchase intentions with a lower level of requirements on product features or functions. Research on online trading platforms such as Shopee shows that price discounts, visual appeal, and e-trust significantly influence impulse buying behavior (Fatimah & Dedy Ansari Harahap, 2023).

H2: Discount vouchers during live streaming have a significant effect on consumer trust

2.3 Online Customer Reviews and Trust

Online customer reviews play an important role in influencing consumer trust and purchasing decisions. Research findings show that online customer reviews have a positive and significant impact on consumer trust and purchasing decisions (Gangga Dewi et al., 2023; Sahat et al., 2023). In addition, trust acts as a mediator between online customer reviews and purchase intentions, further emphasizing the importance of trust in the decision-making process (Agustin et al., 2022). Trust acts as a mediator between online customer reviews and purchase decisions, highlighting its importance

in the decision-making process (Lina Nurhayati & R.A Nurlinda, 2022). Therefore, businesses should focus on developing positive online customer reviews to increase consumer trust, which ultimately leads to increased purchase intentions and decision-making in the online environment.

H3: Online customer reviews have a significant effect on consumer trust

2.4 Live Selling and Purchase Decision

Based on research conducted by Ong et al. (2024) shows that live selling enables direct, real-time interaction between sellers and consumers, which increases engagement and makes consumers more likely to make purchases based on trust and utilitarian motivations. Live selling allows sellers to display products in real-time, provide immediate information, and answer consumer questions instantly. This direct interaction can increase consumer trust and reduce uncertainty, which is often a barrier to online purchases (Akromah, 2024). Research has shown that factors such as interactivity, product quality, word of mouth, social presence, and streamer participation play an important role in stimulating purchase decisions during live streaming (Chen et al., 2023; Rifani et al., 2023b; Usadi et al., 2023)

H4: Live selling during live streaming has a significant effect on purchasing decisions

2.5 Discount and Purchase Decision

Research conducted by Adeola et al. (2021) found that terminal value and instrumental value have a significant influence on consumers' online purchasing behavior. Discounts, as part of instrumental value, can increase the attractiveness of a product by lowering the price consumers have to pay. This can increase the perceived value of the product, encouraging consumers to make a purchase. Monroe (2012) shows that clearly presented discounts, for example by mentioning the original price and the price after the discount, can create a frame of mind that makes the offer look more favorable. Presentations that stand out and are easy to understand will be more effective in attracting consumer attention and influencing purchase decisions.

H5: Discounts during live streaming have a significant effect on purchasing decisions

2.6 Online Customer Review and Purchase Decision

Research by (Nurhabibah et al., 2022) According to Nurhabibah et al., (2022), online customer reviews have a significant positive effect on purchasing decisions in the Shopee marketplace. This means that the better the reviews provided by customers, the more likely consumers are to make a purchase. Online customer reviews are important for reducing information asymmetry in e-commerce, aiding purchase decisions. Emotional content in reviews positively influences product quality perceptions and purchase decisions. Perceived empathy and cognitive effort strengthen this relationship, emphasizing the importance of emotional content as a signal of product quality (Wang et al., 2020). According to Bigne et al. (2020) Online reviews have a significant influence on consumer purchasing decisions because they serve as an important source of information that reduces information asymmetry, increase consumer trust on par with recommendations from friends or family, and influence perceptions through the visual content and order of reviews.

H6: Online customer reviews have a significant effect on purchasing decisions

2.7 Trust and Purchase Decision

Consumer trust plays an important role in influencing purchase decisions in the online shopping realm (Abarna et al., 2023) Research has shown that variables such as security, price perception, and service quality significantly impact consumer trust, which in turn affects purchasing decisions (Wahyudi et al., 2023). In addition, the relationship between trust, perceived risk, and purchase decisions has been explored, highlighting the positive influence of trust on purchase decisions (Fanaysillah Muchtar et al., 2023). In addition, factors such as word of mouth, service quality, and entrepreneurial intentions have been found to directly and indirectly influence trust and subsequently impact purchase decisions (Zanjabila et al., 2023). Overall, building and maintaining consumer trust through various means such as service quality, security, and positive word-of-mouth can lead to favorable purchase decisions in both online and offline settings.

H7: Consumer trust has a significant effect on purchasing decisions

2.8 Live selling, Trust, dan Purchase Decision

Various studies have highlighted the positive impact of live streamers on consumer trust and purchase intentions (Manzil & Vania, 2023; Wu & Huang, 2023). Moreover, the characteristics of visibility, authenticity, and interactivity in live streaming platforms play an important role in shaping consumer purchase intentions, with trust partially mediating this relationship (Daud & Simamora, 2022). Trust has been identified as a key factor influencing consumers' intention to purchase products via live streaming, especially in the context of second-hand branded bags on Facebook (J. Liu & Zhang, 2024) . In addition, factors such as streamer professionalism and popularity, customer interactions, and platform proximity all contribute to affecting trust and further influencing purchase decisions in the live streaming e-commerce environment (Z. Liu, 2023).

H8: Live selling has a significant effect on purchasing decisions through customer trust in live streaming.

2.9 Discount, Trust, and Purchase Decision

Research has shown that discounts play an important role in influencing consumer behavior, with a direct effect on purchasing decisions (Lastmi Dehi et al., 2023; Solihin, 2020). In addition, trust acts as a mediator between discount offers and consumer decisions, suggesting that a higher level of trust leads to an increase in purchase intention and ultimately affects purchase choices (Setiawan et al., 2023) Furthermore, this study emphasizes the importance of consumer trust in mediating the effects of various factors such as security and price perception on purchase decisions, highlighting the important role that trust plays in the decision-making process in e-commerce settings (Bizarrias et al., 2019). Overall, the combination of discount vouchers and trust significantly impacts consumer behavior and purchase choices in online shopping environments, underscoring the importance of building and maintaining trust to improve purchase decisions (Rahayu et al., 2023).

H9: Discount has a significant effect on purchasing decisions through customer trust in live streaming

2.10 Online customer reviews, Trust, and Purchase Decision

Previous research by Hilal & Astuti (2022) found that online consumer reviews have a significant impact on impulse purchases, with trust as a mediator. This means that the more consumers read online reviews, the higher the likelihood of impulse purchases, as trust plays an important role in linking online reviews with confidence in making impulse purchases. In addition, research conducted by Gangga Dewi et al., (2023) found that online customer reviews have a partially positive and significant effect on purchasing decisions for sunscreen products at the Pure Cosmetics Store, which indicates that the better the online customer reviews, the better the decision to purchase sunscreen products at the store.

H10: Online customer reviews have a significant effect on purchasing decisions through customer trust

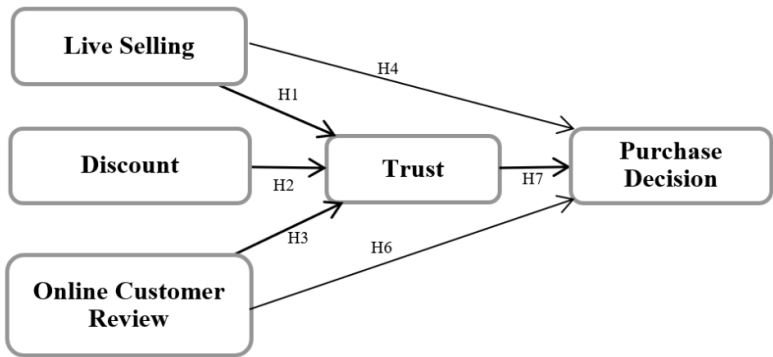


Fig. 1. Research Model

3 Research Method

This paper tests the influence of live streaming and online customer review features on purchasing decisions mediated by customer trust using the quantitative approach with a survey method. The target of the research was the Solo Raya community, which is an active user of Shopee. This population includes Shopee users who participated in the live streaming session. The sample size in this research consisted of 215 respondents, who were chosen randomly to be effectively represented. The method of data collection would be the survey/questionnaire based on a Likert scale of 5, wherein the respondent is required to express agreement or disagreement with various statements submitted. The responses were analyzed using the SmartPLS 3 analysis tool, which aids in structural equation modeling to understand the relation between research variables. This method will be used in this research because it allows testing models of complex theoretical models and ensures the validity and reliability of data obtained. (Hair et al., 2017)

Table 1. Construct Item

Variabels and Sources	Indicators	Item Question
Live Selling (Wongkitrungrueng & Assarut, 2020)	Utilitarian Value	I can with easy see and visualize product as shown on Shopee Live .
		I feel seller on Shopee Live answered question I in a way go straight and find it the product that I want
	Hedonic Value	I feel online sellers ask and collect customer feedback direct through Shopee Live
Discount (Resta et al., 2023)	Big Piece Price	I enjoy shop through Shopee Live
		I feel magnitude piece price offered in Shopee Live really profitable
	Type products that get piece price	I more tend buy product during live streaming because magnitude the discount
		I felt the discount voucher given in Shopee Live applies For Lots type product
Online Customer Reviews (Guo et al., 2020)	Textual Comments	I feel satisfied with variation products that get piece price during live streaming
		Review give detailed comparison between advantages and disadvantages product
	Contextual Images	Review text increase trust self I in make decision purchase
		Picture in review help I imagine How product Actually
Trust (Wu & Huang, 2023)	Numerical Rating	Picture in review help clarify understanding I about lacking product clear
		Evaluation numeric help I in evaluate quality product
	Trust in Streamer	I feel comfortable buy recommended products by streamer.
		I believe that the streamer is capable of handle online transactions with Good .
Purchase Decision (Mbete & Tanamal, 2020)	Trust in Product	I believe that the products sold in the live streaming room are original .
		I believe product received is The same with what is demonstrated in live streaming.
		I believe these products are supported by Comprehensive after-sale guarantee.
		I often follow live streaming on shopee For see products offered
		I often buy products displayed during live streaming on Shopee

I feel more Certain buy product after see demonstration on the Shoppe live stream
I feel more believe self in make decision purchase after follow the live streaming on Shoppee .
I feel live streaming on Shoppee give more information complete about product compared to with description written

4 Result

This research represented, according to the survey, a domination by women of 70.2 percent, while men are only 29.8 percent. The dominating elements of the age factor in this research sample are respondents aged between 20-40 years old, where it formed 80.9 percent, while those under 20 years old were only 15.3 percent and over 40 years old were 3.7 percent. The greatest proportion of the respondents had a bachelor's degree, 46%, while 41.4% finished high school and 10.7% finished with a master's degree; a very small proportion had other education. The largest proportion of the respondents were students at 41.9%, private employees at 28.4%, while only a small proportion of the respondents were civil servants at 16.7%, entrepreneurs at 11.6%, and other jobs at 1.4%. Regarding purchasing intensity, more than half of the respondents answered 5 to 10 times, at 52.6% in Shopee Live Streaming, while purchasing less than 5 times and more than 10 times is 23.7% for both. For spending amount, 40.5% of the respondents spent IDR 300,000 to IDR 600,000, while 32.6% spent less than IDR 300,000, 20.5% between IDR 600,000 to IDR 1,000,000, and 6.5% more than IDR 1,000,000. This thus represents data of active shopping on Shopee Live Streaming, taking place with different frequencies and spending by the respondents.

Tabel 1. Data Demografi Responden

Variabel Demografi	Frequency	Percentage
Gender		
Female	151	70.2
Male	64	29.8
Age		
< 20 Years old	33	15.3
20-40 Years old	174	80.9
> 40 Years old	8	3.7
Last Education		
SMA	89	41.4
S1	99	46
S2	23	10.7
More	4	1.9
Current Job		
Students	90	41.9
Private Employee	61	28.4
Civil Servant	36	16.7
Entrepreneurship	25	11.6
More	3	1.4
Purchase Intensity in Shopee Live Streaming		
< 5 Times	51	23.7
5 – 10 Times	113	52.6
> 10 Times	51	23.7
Total expenditure to buy products in Shopee Live Streaming		
< Rp 300.000	70	32,6
Rp 300.000 - Rp 600.000	87	40.5
Rp 600.000 - Rp 1.000.000	44	20.5
> Rp 1.000.000	14	6.5

4.1 Measurement Procedure

The collected data from the respondents were analyzed by SmartPLS software version 3. First, the measurement model (outer model) was tested to ensure the validity and reliability of the constructs used in the study. Construct validity was tested by looking at the loading factor value, average variance extracted (AVE), and composite reliability (CR), while reliability was tested using Cronbach's alpha value. After the measurement model fulfils the established criteria, the analysis continues with testing the structural model (inner model) to evaluate the relationship between research variables. This test involves the analysis of path coefficients, t-statistics, and R-squared to assess the strength and significance of the relationship between variables. The results of this analysis are then used to draw conclusions related to the hypotheses that have been formulated previously.

4.2 Outer Model Assesment

Table 2. This table shows results for the outer model evaluation, including construct validity and reliability analyses done in this study. The outer model can be evaluated with various indicators, such as outer loadings, VIF, Cronbach's alpha, composite reliability, and average variance extracted. This is an important analysis toward ensuring that each construct and indicator used in the research model has fulfilled sufficient validity and reliability criteria so that the research results can be interpreted accurately and validly.

Tabel 2. Construct Validity

Construct	Validity				Reliability		
	Items	Outer Loadings	VIF	Decision	Chonbach's Alpha	Composite Reliability	AVE
Live Selling	LS1	0.785	1.748	Valid	0.855	0.902	0.699
	LS2	0.865	2.404	Valid			
	LS3	0.884	2.657	Valid			
	LS4	0.805	2.030	Valid			
Discount	DC1	0.780	1.693	Valid	0.808	0.874	0.636
	DC2	0.848	1.942	Valid			
	DC3	0.726	1.463	Valid			
	DC4	0.830	1.893	Valid			
Online Customer Reviews	OCR1	0.721	1.560	Valid	0.786	0.854	0.538
	OCR2	0.718	1.623	Valid			
	OCR3	0.755	1.707	Valid			
	OCR4	0.729	1.691	Valid			
	OCR5	0.745	1.496	Valid			
Trust	TR1	0.846	2.506	Valid	0.910	0.933	0.735
	TR2	0.827	2.456	Valid			
	TR3	0.881	3.536	Valid			
	TR4	0.858	3.480	Valid			
	TR5	0.873	2.778	Valid			
Purchase Decision	PD1	0.845	2.506	Valid	0.910	0.933	0.735
	PD2	0.825	2.456	Valid			
	PD3	0.883	3.536	Valid			
	PD4	0.86	3.48	Valid			
	PD5	0.873	2.778	Valid			

The results of the outer model evaluation in this study show that all constructs measured have good validity and reliability. All items have an outer loading value above 0.7, which indicates that the indicators significantly contribute to each construct. In addition, VIF values that are below 5 indicate the absence of multicollinearity problems in the model, so there is no excessive interaction between variables that can interfere with the interpretation of the results.

The reliability of the model was also confirmed through Cronbach's Alpha and composite reliability values that were above 0.7 for all constructs, indicating excellent internal consistency. In particular, the "Trust" and "Purchase Decision" constructs showed very high reliability values, with a composite reliability of 0.933. In addition, the AVE values for most of the constructs exceeded the 0.5 threshold, indicating that the constructs were able to explain considerable variance from their indicators.

4.3 Inner Model Assessment

R-Square Test

An R-squared analysis appears in the evaluation of how much change is produced to its dependent variable by application on a selected set of variables. R-square is a statistical measure that represents the proportion of variance, in dependent variables predicted from independent variables presented as input into this model. In addition to this adjusted R square is also shown which provides an idea about how predictive our model will be if we add number of variables into the model. The table below presents the R Squared and R Square Adjusted values of main constructs in this study such as Purchase Decision, Trust.

Table 3. R-Square

	R Square	R Square Adjusted
Purchase Decision	1.000	1.000
Trust	0.917	0.916

Table 3 indicates the need for analysis of R-squared, which was reported a highly significant prediction model. The R-squared value of the purchase decision construct reaches 1.000, indicating that the model is able to explain completely the variability of the purchase decision, suggesting that the model fits the data very well. In differentiate, the R-squared esteem of 0.917 for the "trust" build shows that the demonstrate can clarify 91.7% of the variety in shopper believe, which could be a great pointer of show quality. This implies that the solidness of this show and its non-overfitting nature is additionally reflected by the balanced R-squared esteem.

Hypothesis Test

This study employs hypotheses and examines how live selling, discounting practices or online customer reviews affect the relative importance of trust in predicting consumer behavioural intentions. To investigate the paths of these variables for their direct and indirect influences a multiple path analysis is applied to test ten hypotheses. The above table gives the hypothesis testing results with path coefficients based on standardized solutions T-values, P value and decision to accept or reject hypotheses (Reject Ho/ supported).

Table 4. Construt Hypothesis

	Hypothesis	Path Coefisien	Standard Deviation	T Value	P Value	Decision
H1	Live Selling → Trust	0.029	0.021	1.350	0.178	Not Supported
H2	Discount → Trust	0.420	0.076	5.550	0.000	Supported
H3	Online Customer Reviews → Trust	0.546	0.075	7.252	0.000	Supported
H4	Live Selling → Purchase Decision	0.000	0.000	1.077	0.282	Not Supported
H5	Discount → Purchase Decision	-0.006	0.002	2.611	0.009	Supported
H6	Online Customer Reviews → Purchase Decision	0.002	0.001	2.266	0.024	Supported
H7	Trust → Purchase Decision	1.004	0.002	5.801	0.000	Supported
H8	Live Selling → Trust → Purchase Decision	0.029	0.021	1.349	0.178	Not Able to Mediate

H9	Discount → Trust → Purchase Decision	0.422	0.076	5.541	0.000	Full Mediated
H10	Online Customer Reviews → Trust → Purchase Decision	0.548	0.075	7.256	0.000	Full Mediated

According to the results of further analysis which are presented in Table 1, some hypotheses were supported by the empirical data and others was not. The following is the conclusion of the results presented in the table above :

1. The Effect of Live Selling on Trust
Hypothesis H1, which tests the effect of live selling on trust, is not supported by the data ($P=0.178$). This indicates that live selling through live streaming is not effective enough in building consumer trust.
2. The Effect of Discounts and Trust
Discounts have a significant effect on trust, as shown in H2 ($P < 0.0001$). Consumers are more likely to trust sellers who provide discounts because they are considered a form of goodwill and price transparency.
3. The Effect of Online Customer Reviews on Trust
The results of H3 show that online customer reviews have a significant positive effect on trust ($P < 0.0001$). Positive reviews from other customer provide additional confidence for consumers in deciding to buy a product.
4. The Effect of Live Selling on Purchasing Decisions
Live selling does not have a significant effect on purchasing decision, hypothesis H4 ($P=0.282$). this indicates that although direct interaction can occur through live streaming, this factor does not directly influence consumer purchasing decision.
5. The Effect of Discount on Purchasing Decision
H5 shows that discounts have a significant effect on purchasing decisions ($P = 0.009$). Discounts create urgency for consumers to immediately take action to purchase.
6. The Effect of Online Customer Reviews on Purchasing Decision
H6 is supported by a P value of 0.024, indicating that online customer reviews play an important role in influencing purchasing decisions. Consumers feel more confident after seeing positive reviews from other customers.
7. Trust as a Mediator
Trust is proven to fully mediate the relationship between discounts (H9) and online customer reviews (H10) on purchasing decisions ($P < 0.001$). This shows that trust plays an important role in strengthening the relationship between the two factors and consumer purchasing decisions. However, the mediating effect of trust is not significant for live selling (H8, P-Value = 0.178). This further emphasizes the earlier point that live selling, in this context, is not perceived as a sufficiently strong driver of trust.

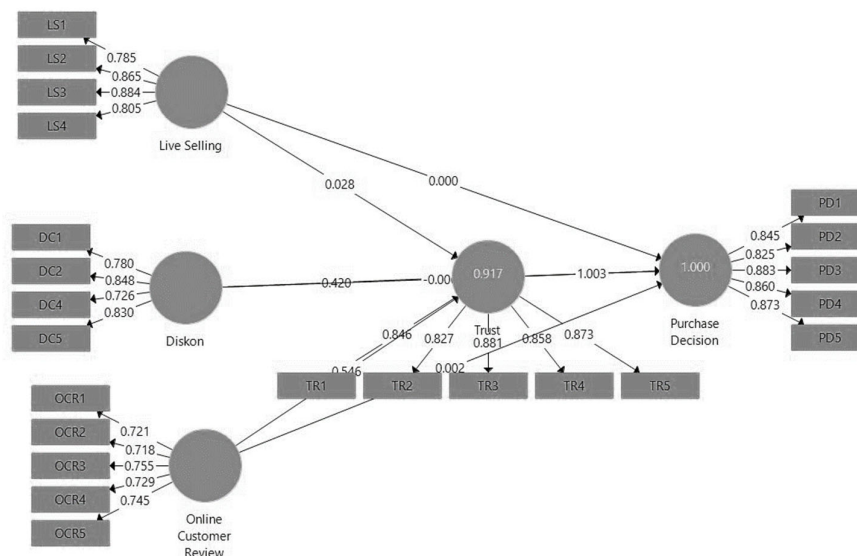


Fig. 2. Output Structural Model (PLS)

5 Discussion

This research contributes to enriching the debate around live selling, discounts, and online customer reviews on trust and purchase decisions in Shopee by providing a comprehensive explanation of the entire dynamic. The findings that live selling via live streaming does not affect consumer trust or purchase decisions, H1 and H4 confirm that direct interaction between sellers and consumers during streaming is not enough to build strong trust. This may be due to the insufficient quality of the interaction or the lack of concrete evidence about the product that can be provided through live selling. These results help illustrate how difficult it is to build trust in the digital age and that it takes something more than years of service. In contrast, discounts are shown to have a significant effect on trust and purchase decisions (H2 and H5). These results indicate that consumers perceive discounts as a reflection of the seller's goodwill and transparency, which in turn can increase their trust in the seller. Furthermore, discounts also create a sense of urgency to purchase, making them an effective tool to encourage consumers to make decisions immediately. In addition to discounts, online customer reviews also play an important role in influencing consumer trust and purchase decisions. The significant influence of online customer reviews on trust and purchase decisions (H3 and H6) confirms the important role of social proof in e-commerce. Positive reviews from other customers provide a sense of security and confidence for consumers to trust the product and the seller. This further shows that customer reviews serve as a more objective and reliable source of information than information from the seller themselves. It is also emphasized that trust as a mediator (H7, H9, and H10) performed well between discounting and the adoption of online customer reviews towards internet purchases. Trust not only positions consumers closer to the purchase, but also builds the overall relationship between customers and sellers in e-commerce strategies. However, the rejection of H8 suggests that direct sales alone are not enough to build trust, and other elements such as discount vouchers and authentic customer feedback are part of a larger strategy needed to nurture the building blocks of consumer trust.

6 Conclusion

This research examined the impact of live streaming features and online customer reviews on purchase intentions while mediation of trust on the Shopee e-commerce site. The findings reveal several key insights:

1. The research also revealed that discount vouchers and online customer reviews play a vital role in the perceived credibility that shapes purchase decisions. This point emphasises the factors that play a significant role in enhancing consumers confidence in electronic commerce transactions.
2. As hypothesized, the results did not indicate that live selling had an immediate direct positive influence on trust and purchase intention. This implies that although live streaming could prove beneficial as an engaging feature, it is unlikely to provide the customer base necessary to foster trust or make purchases.
3. On the relationship between discount vouchers and purchase decisions, trust fully mediates the relationship, as for the relationship between online customer reviews and purchase decisions. This highlights the importance of trust as a key factor to the consumer decision making process especially in e-commerce platforms.

Implication

These implications have significant implications on the e-commerce platforms and the various sellers. In general, the e-commerce platforms should aim at observing effective review mechanisms and consumer enticing price deductions mechanisms. Though there could be interesting live stream features in place in order to influence the purchase decisions there should be other features which build the trust like verified reviews and recognisable pricing. One of the most critical factors that should be central to the e-commerce business strategy is consumer trust since this is what ensures that all the marketing activities lead to purchases.

Limitations and Future Research

This study has several limitations that provide opportunities for future research:

1. The study was conducted exclusively on Indonesian Shopee platform with the emphasis to be paid to the regional known as Solo Raya. Future studies could generalize to other online retail sites and areas so as to increase external validity.
2. The failure to find a significant change on trust and purchase intentions in the context of live selling is discussed. The next studies could investigate when live selling could be actually beneficial.
3. The study was cross sectional in nature. Maybe, longitudinal research could tell about how these variables interact in the course of time and change.
4. Further research could examine other factors that may affect trust and buying decisions within the scope of e-commerce, including brand image, perceived security, or social components.
5. In the case of live stream and other features of e-commerce, it would be possible to use the qualitative research methods in order to get better understanding and overview of consumer's attitudes and behaviour.

Therefore, this research seeks to extend knowledge about consumer behaviour within the ever-expanding sphere of e-commerce, with specific focus on live streaming and online reviews. The conclusion also underlines the importance of trust in moderating the impact of marketing strategies on consumers' purchase decisions, which would be useful for e-commerce professionals and academics.

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