

HOW DOES LIVE SHOPPING PLAY A ROLE BY INCREASING ONLINE PURCHASE INTENTION?

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ABSTRACT

The purpose of this research is to determine the factors that affecting marketplace users in intention to purchase through the use of live shopping / live commerce. The structural model of this research includes various variables such as Information Quality, System Quality, Trust, Perceived Ease of Use, Perceived Enjoyment, and Satisfaction. In this study, the data was taken using a questionnaire and obtained 160 valid respondent data and can be processed for analysis. The data were analyzed using Smart PLS and the results found that the Trust, Perceived Enjoyment & Satisfaction variables had a significant effect on Purchase Intention. All variables used in this research explain the variability in Purchase Intention of 38,4% and Satisfaction of 67,9%. Furthermore, the researcher also provides implications and suggestions for companies and developers to improve the quality of the live shopping feature.

Keywords: *Purchase Intention, Live Commerce Shopping, Information Quality, Satisfaction, E-commerce*

1. INTRODUCTION

In digital era nowadays, one of the activities that can't be separated from daily activities is making transactions. Shopping activities are mostly done by everyone, even with the emergence of the current pandemic condition, online shopping has become a new method in meeting primary and secondary needs in order to avoid direct contact. The Number of needs that exist has an influence on increasing the availability of a product and many are sold with the use of promotion, so it will give convenience and benefits for consumers in transacting.

With the emergence of the e-commerce trend, economic growth in Southeast Asia has increased quite rapidly. This influence was given by existence of e-commerce for selling goods and services online. With the development of the inter-net which has progressed quite rapidly, especially in Indonesia. According to data from DATABOKS, in the fourth quarter of 2020, transactions that occurred in the use of online stores (e-commerce) in Indonesia increased by Rp. 337 trillion in 2020 [1]. The increase that occurred was also based on a comparison of transactions of Rp. 253 trillion throughout 2019. Reported from DATABOKS, some of the top ten e-commerce companies that have the most visitors or

users in the fourth quarter of 2020 which are "Shopee", "Tokopedia", "Bukalapak", "Lazada", "Blibli" and some local e-commerce in Indonesia.

As the growth of online shopping trends, there are many programs or features have been provided by various e-commerce in Indonesia, one of the features that is currently a phenomenon and quite well known is the live shopping feature. live shopping is one of the online shopping activities and feature that is carried out directly for a certain duration. This trend of feature is also increasing rapidly, even some e-commerce has implemented this feature and improved significantly due to pandemic conditions. With the improvement of method in online shopping feature, this feature also developed by providing several influencers who can attract consumers to buy and explaining the related product by using live streaming.

Actually, this implementation is a content link between the streamer (Seller) and the viewer (consumer) which get through communication when shopping for live online broadcasting. By using this method, seller also has bigger opportunity to get the interest by more users or consumers that like to stream using their personal device. There are three types of streamers for live shopping, which is; first one is a person that had big impact through social

influence in the media or known as a famous person on the internet. Second, is a seller as a KOL (Key Opinion Leader) which communicates highly specialized information to users through the value, benefits and experience of the product. And the third one is the seller that directly sales their own product without any promotions [2]

Reporting from KrASIA, there is an increasing table data from e-commerce China which represent the growth market size in using live streaming shopping. Starting from 2017 with 2.7 million of users that using the live streaming feature, then followed by the growth percentage in 2018 that reach 18.9 million of users, in 2019 the growth of data users rapidly increasing by demand of users which reached about 61.9 million. In 2020, there is significant change from the growth of percentage that increasing almost 600% from the initial of market sizes obtained in 2017 that reached 137.2 million users [3]. These phenomenal increasing from 2017 to 2020 rapidly, which giving a conclusion that this feature was provide good feedback from consumers. As in Indonesia, this method also introduced by Lazada who also launched the LazLive feature in early 2018, and with the current pandemic conditions pushing for an increase in this trend. Then followed by other e-commerce in Indonesia like Shopee, Tokopedia and etc.

However, with improved implementation of features that some e-commerce did. There some issues happen while using live shopping feature, which indicate a mismatch of information provided by a sales agency for a particular product, with 120 live shopping broadcasts in 5 different e-commerce in Korea [4]. According to the related issue that happen in Korea, researcher also wanted to know is there any issues from users in Indonesia while using live shopping feature in some e-commerce by doing preliminary research using online questionnaire. The results of the sample received are as many as 103 respondents who have also provided answers related to questions on the use of live shopping features in e-commerce. From the results known that about 67% of respondent was know about live shopping feature in e-commerce and the rest still don't know about this feature.

After finding the results of how many respondents who know live shopping, next statement is indicating about respondent's experience through issues in live shopping feature and the result is 68,1% responses are agree with the issue that occurred in the live shopping feature. Some of the

issues that often occur are represented from problems concerning about "connections that aren't real time, so that some desired products are not found as much as 37.7%, other factors are also influence by unclear video quality, so the products displayed are not clearly visible as many as 29%. Followed by competition between other users who want the same product as much as 26.1% and others in total of 6.2%. And by this thread, of about 76.8% of respondents agree that several problems that occur greatly affect the intention to buy a product through the live shopping feature.

This research will focus on the purchase intention of users of the live shopping feature, which will also be discussed using predetermined variables such as Information Quality, System Quality, Perceived Enjoyment, Perceived Ease of Use, Trust, and Satiacion which will affect the purchase intention variable.

The purpose of the research is to find out the factors that affecting purchase intention through the use of live shopping feature. The research parameters are limited to users marketplace that ever using live shopping feature or having some experiences using this feature. The quantitative research method will be used in this research. The information and data required to assist the research will be obtained through articles and journals related to the research that will be carried out.

2. LITERATURE REVIEW

This chapter provide explanation of variables that will be uses in this research and what has been written about from the related works.

2.1 Live Shopping

Live Shopping is an online shopping activity that is car-ried out directly and for a certain duration. The use of Live Shopping itself offers two-way communication throughout te broadcast, where consumers can interact live streaming with broadcasters, both from the seller's side or the online store admin through comments and chat media for the product that sold by the seller [5]

2.2 Live Shopping in E-Commerce

The implementation of live shopping which can also be referred as live commerce has progressed in recent years and has been implemented by e-commerce that also embedded with real time social interaction. This involves a platform that leverages live streaming technology by creating a new atmosphere virtually that provides real time interaction, entertainment, and trading processes [6]

2.3 Information Quality

Information Quality is a perception that leads to what output can be generated from an information system. Information quality has an important role in the ongoing decision making of customers in determining something. Where this is also due to the need for accurate, relevant and timely information [7]

In this research, quality information refers to the suitability of objective information and facts. So that the actual live shopping feature must really provide benefits related to good quality information. If the quality of the information provided is good enough to help users obtain useful information, the results of the evaluation of the quality of the information must be maintained and improved.

2.4 System Quality

System Quality is a desired character of an information system and desired quality information related to a product. Determining the quality of the system requires several indicators that can measure how big and good the implementation of a system is, such as factors of convenience, flexibility, reliability and Response Time [8]. System Quality requires several indicators that can measure how big and good the quality of a particular system is. The following are indicators that determine the measurement of the quality of a system with several indicators according to DeLone & McLean as follows:

- ✓ Ease of use. An information system can be said to have good quality if the system can meet user satisfaction through its ease of use.
- ✓ Flexibility. An information system has the ability to make changes and adapt to the needs and interests of users.
- ✓ Reliability. An information system also has the reliability to avoid damage and errors.
- ✓ Response Time. Information systems also have speed in processing and responding to information needed by customers.

2.5 Perceived Enjoyment

Perceived Enjoyment is a factor that leads to the level of pleasure and consumers can also receive information from various products from an online store / e-commerce without having to communicate with certain services [9]. Perceived enjoyment is also a strong predictor and indicator that can increase intention to buy products online.

2.6 Perceived Ease of Use

Perceived Ease of use is a factor that supports consumer or user confidence by giving good use.

perceived ease of use is a level that measures a person's confidence in using a particular system and being able to provide assistance in doing something [10].

2.7 Trust

Trust is a form of trust in consumers when they want to buy certain products. Trust in e-commerce is formed when many sellers and buyers do not know each other, but transactions still occur completely depending on the seller's description. It also involves three perspectives, namely business, social and technology issues that support each other's element of trust [11].

2.8 Satisfaction

Satisfaction is a very important variable in assessing customer satisfaction, especially for services and products that have high technology [12]. Due to the impact based on the satisfaction received by consumers, both positive and negative, it can influence decisions in purchasing certain products and services. This process is also related to the inter-action process in a system so that it can be utilized optimally.

2.9 Purchase Intention

Purchase Intention is a behavior of consumers that want and have the intention to buy a product based on the use, desire and things that trigger the purchase [13]. Purchase intention itself also has several aspects that can be used as indicators, such as referential interest, exploratory, preferential and transactional [14].

2.10 Related Works

This section provides explanation regarding related research that has been written about, including factors and variables related to this research. This review is considered important value to analyze and knowing every information will be needed. In few previous research, information quality has a significant effect on satisfaction [15]. So when users feel that information from the feature is hard to get, this will affecting user satisfaction directly. This might be crucial issue, because satisfaction is a significant determinant of future user treatment. In addition [16] also found that system quality has significant effect on satisfaction, cause when users can use the system quickly it gives some good effect to their satisfaction.

Then, other variable which is perceived ease of use found by [17] that there is a significant effect on satisfaction, by knowing the use of mobile satisfaction. From the [muslim amin] it is state that

the result when user feel there is a difficulty to using the application it can directly affect the satisfaction. Trust also has an influence on satisfaction that found by [15][17] which giving the significant result of trust and satisfaction. However [Stefanie Liu] found that trust not directly affect the purchase intentions cause there is a intervening variables. Then for the perceived enjoyment according to [18] was found significantly affect to purchase intentions which giving an opinion of users who can have intention to purchase by affect of enjoyment. According to the results of previous research that indicates every result for each variable that will be use in this research. There are a few related research that discuss similar topics, which are in the research of [19] that analyzes the approach to factors that influence consumer repurchase on e-commerce live streaming. The factor approach used leads to factors such as perceived product quality, perceived interactivity and perceived professionalism, the results of which will affect consumer repurchase intentions. In addition other research of [20] is developed and empirically tested a conceptual model of the impact of website quality on customer satisfaction and purchase intentions.

From the related works that has been obtained before, the known results provide some additional information in general, where the results of each previous study have different and unique results. However, not all existing studies have the same topic of discussion as the research to be studied. Where previous research on average only utilizes the same variables and approaches as the research variables that will be used later. And it is known that until now no one has discussed related to the analysis of the purchase intention of using the live shopping feature along with the factors involved. With this opportunity the researcher wants to do research that also has a unique point to this research topic.

3. METHODS

This section describe the methodology and framework used in this research, also the hypothesis which made from theoretical framework model. Some techniques for collect including population and samples of data will also be explaines.

3.1 Hypothesis Development

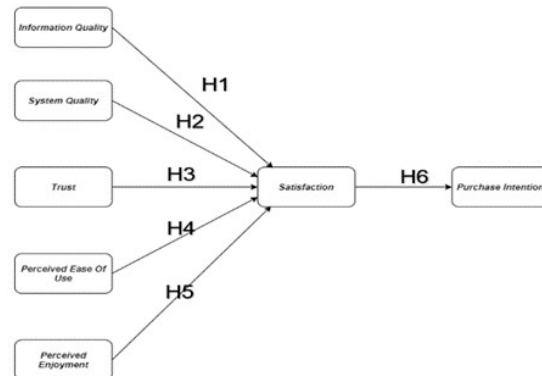


Figure 1: Research Model

Based on several research models that have been used in previous studies that are still related, figure 1 was developed and become a model by combining and modifying of several previous models, in this case some variables that are not in accordance with the needs will be changed and eliminated in producing an appropriate research model. So that the description of the model will be used to develop the hypothesis that shown in Figure 1, starting with the dependent variables which are Information Quality, System Quality, Perceived Ease of Use, Trust, and Perceived Enjoyment. Then follow by intervening variable which is Satisfaction and directly to dependent variable is Purchase Intention.

3.2 Hypothesis Development

Based on the research model that has been made previously, here are the following hypothesis which formulated:

- ✓ H1: Information Quality has a positive influence on user satisfaction on the live shopping feature.
- ✓ H2: System Quality has a positive influence on user satisfaction on the live shopping feature.
- ✓ H3: Trust has a positive influence on user satisfaction on the live shopping feature.
- ✓ H4: Perceived Ease of Use affects user satisfaction on the live shopping feature.
- ✓ H5: Perceived Enjoyment has a positive influence on user satisfaction on the live shopping feature.
- ✓ H6: Satisfaction has a positive influence on the user's Purchase Intention on the live shopping feature

3.3 Indicators

Based on this research, several variables based on appropriate indicators will be used according to related journals and research articles, which are needed in making the questionnaire. Some indicators based on the measurement of variables that will be used are as follows.

Tabel 1: Variable and Indicator

Variabel	Indicator	Code
Information Quality	Information accuracy	IQ1
	Information speed	IQ2
	Information Availability	IQ3
	Information Clarity	IQ4
	Use of Information	IQ5
System Quality	System speed	SQ1
	Ease of system operation	SQ2
	System Reliability	SQ3
Trust	Security in conducting transactions	T1
	Conformity of information to the product	T2
	Personal information security	T3
	Transparent information	T4
Perceived Ease of Use	Ease in interaction	PEOU 1
	Ease of use	PEOU 2
	Ease of understanding	PEOU 3
Perceived Enjoyment	Convenience in using the live shopping feature	PE1
	Convenience in choosing products in live shopping	PE2
	Convenience in taking the time to join live shopping	PE3
Satisfaction	Appropriate shopping experience expectations	S1
	Satisfaction with service	S2
	Willingness to provide recommendations	S3
Purchase Intention	Decision making for transactions	PI1
	Desire to make transactions	PI2
	Doing Repurchase	PI3

3.4 Data Collection

From this study, research will be conducted using a qualitative approach in collecting data including several literature studies, observations and questionnaires. The collection of questionnaires was distributed online through social media and several messenger applications. The results of the questionnaire obtained will be processed and used as a reference in reviewing whether the industrial processes that are being run have been running effectively or not.

A list of questions based on variables and models implemented using the research model of Venkatesh & Davis (2000) by using a Likert scale (1 to 5)

measurement method. The preparation of the answers that have been provided will be divided into the following scale:

- 5 = Strongly Agree (SS)
- 4 = Agree (S)
- 3 = Fairly Agree (CS)
- 2 = Disagree (TS)
- 1 = Strongly Disagree (STS)

3.5 Population And Samples

Based on the analysis found, in this study the population used is e-commerce users in Indonesia. Because there isn't specific population about e-commerce users that use the live shopping feature, so population will be use from [21] which giving information thath about 88,1 million users who have utilise e-commerce as their transaction method.

The number of samples taken is at least 5 times more than the number of items to be analyzed [22] And the formula is;

(Number of indicators + Number of latent variables) x (5) so based on these guidelines, the minimum sample size for this study is: (25 indicators + 7 Variables) x 5 = 160 respondents. The sample that will be used in this reseach is 160 respondents.

3.6 Data Analysis

In conducting data analysis, measurements will be made to prove the verification of a hypothesis test variable by processing the data that has been obtained previously. Some measurement models will use Smart PLS to measure the Validity test and Reliability Test.

In the Validity test, discriminant validity will be used which aims to ensure that the reflective construct has a strong relationship with the indicator [23]. Discriminant validity can be calculated by comparing the square root value of AVE where if the value obtained will be higher then discriminant validity can be considered achieved. In addition, the reliability test will use Cronbach's Alpha. To test the hypothesis to know whether or not there is a significant relationship be-tween certain variable.

4. RESULTS & DISCUSSION

4.1 Respondent

This study collects data by distributing questionnaires that have been distributed using an online survey tool in the form of Google Form. The process of distributing the questionnaire was also

carried out by distributing it to several social media and messenger applications such as Whatsapp & LINE.

From the results received during the questionnaire distribution process, it was found that 196 respondents had participated in filling out the questionnaire, mostly all of the respondent who had filled the questionnaire are from *Jakarta*, but 36 of them had been eliminated through the validation stage with the statement that they did not know the live shopping feature that had been implemented in several e-commerce sites commerce Indonesia, 3 of them also did not fulfill some of the filling in the questionnaire data correctly. Thus, from a total of 196 respondents, finally has been cleaned and 160 of data that can be processed have also met the required minimum sample standards.

The following is a listing result that represents the demographics of the respondents as a whole, where the validation carried out is related to respondents who have used the live shopping feature. The following is a table of the demographic list of respondents which represent several purpose, namely:

- ✓ *Gender*: Gender category is used to find out the frequency of the dominant gender in using the live shopping feature
- ✓ *Age*: Age category is used to find out the majority age of live shopping feature users
- ✓ *The experience of buying through the Live Shopping feature*: To find out how much experience users have in making transactions through the use of the live shopping feature
- ✓ *Most Using marketplace live shopping feature*: This category was used to finding the most marketplace was used by common users for using the feature of live shopping
- ✓ *Intensity of use*: This category is used to determine the intensity of users in using the live shopping feature
- ✓ *Type of Product*: This category is used to find the most searched for when using the live shopping feature
- ✓ *Marketplace used as a questionnaire assessment*: Marketplace that is used to identify and become a benchmark when filling out the given questionnaire

Table 2: Demographic Respondent

Category	Description	Frequency	Percentage
Gender	Male	70	44%
	Female	89	56%
Age	<18 Years	22	13,8%
	19-25 Years	106	66,7%
	26-30 Years	25	15,7%
	30-40 Years	3	1,9%
	> 40 Years	3	1,9%
The experience of buying through the Live Shopping feature	Yes	101	63,5%
	No	58	36,5%
Most Using marketplace live shopping feature	Shopee	89	56%
	Tokopedia	19	11,9%
	Lazada	1	0,6%
	Shopee, & Tokopedia	43	27%
	Shopee, Tokopedia & Lazada	3	1,9%
	Shopee & Lazada	3	1,9%
Intensity of use	Everyday	2	1,3%
	Once a week	16	10,1%
	Once a month	34	21,4%
	Once in a few months	53	33,3%
	Very Rarely	54	34%
The type of product that been searched	Fashion	81	50,9%
	Electronic	40	25,2%
	Beauty	18	11,3%
	Accessories	8	5%
	Food	4	2,5%
	Home Appliances	6	3,8%
	Healthcare	2	1,3%
Marketplace used as a questionnaire assessment	Shopee	114	71,7%
	Tokopedia	44	27,7%
	Lazada	1	0,6%

4.2 Measurement Model

In preparing the model, several tests related to validity and reliability were carried out. The measurement of the validity test will start by measuring the value of the loading factor of the research model and also the AVE which is the benchmark whether the research is valid to be studied. After getting the results of the validity test measurement values, the next step will be assessed by measuring Cronbach's Alpha to measure the level of reliability of the model.

4.2.1 Convergent Validity

Convergent validity testing can be seen in the loading factor model image of each variable indicator to be tested, it is known that there are 2 invalid indicators related to IQ1 and IQ4 as shown

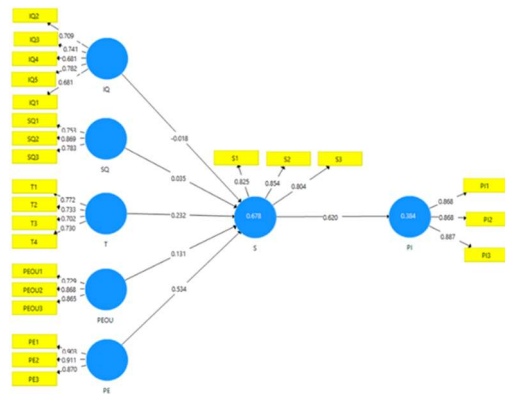


Figure 2: Loading Factor Model

From the results of the loading factor process that has been carried out, it is known that the IQ1 only got 0,681 and IQ4 also got 0,681 which these indicators are below <0,7. if the standard factor point was below <0,7, then the indicator is declared invalid. As a result, IQ1 & IQ4 from Information Quality variable indicator will be deleted and the entire model will be reprocessed with the target loading factor above 0.7.

The following are the results of the loading factor test with the AVE value that has been reprocessed

Table 3: Convergent Validity Test Results and AVE Value

Variable	Indicators	Loading Factor	Result	AVE
Information Quality (IQ)	IQ2	0,753	Valid	0,649
	IQ3	0,802	Valid	
	IQ5	0,858	Valid	
System Quality (SQ)	SQ1	0,753	Valid	0,645
	SQ2	0,854	Valid	
	SQ3	0,804	Valid	
Trust (T)	T1	0,772	Valid	0,540
	T2	0,733	Valid	
	T3	0,702	Valid	
	T4	0,730	Valid	
Perceived Ease Of Use (PEOU)	PEOU1	0,729	Valid	0,678
	PEOU2	0,868	Valid	
	PEOU3	0,865	Valid	
Perceived Enjoyment (PE)	PE1	0,903	Valid	0,801
	PE2	0,911	Valid	
	PE3	0,870	Valid	
Satisfaction (S)	S1	0,825	Valid	0,686
	S2	0,854	Valid	
	S3	0,804	Valid	
Purchase Intention (PI)	PI1	0,868	Valid	0,764
	PI2	0,868	Valid	
	PI3	0,887	Valid	

Based on figure 2 & table 3, it is known that the results of the loading factor values after being

modified each variable has a value greater than 0.7 and the AVE value for each variable also has a value greater than 0.5. So, from the results of validity testing conducted on 160 respondents, it can be said that this study meets the requirements and is feasible to use.

4.2.2 Discriminant Validity

Testing of discriminant validity is useful to determine whether the construct has adequate discriminant by comparing the loading factor value on the construct variable itself and must be greater than the loading factor value of the other variables. So that the results of the tests carried out will be displayed in table 4.3

Tabel 4: Discriminant Validity Testing Result

	IQ_	PEOU_	PE_	PI	S	SQ	T
IQ2	0.753	0.448	0.303	0.208	0.306	0.332	0.469
IQ3	0.802	0.473	0.345	0.358	0.367	0.470	0.487
IQ5	0.858	0.399	0.344	0.350	0.322	0.411	0.468
PE1	0.411	0.613	0.903	0.571	0.738	0.544	0.636
PE2	0.356	0.573	0.911	0.579	0.728	0.551	0.644
PE3	0.336	0.523	0.870	0.568	0.654	0.523	0.587
PEOU1	0.421	0.729	0.502	0.283	0.433	0.452	0.491
PEOU2	0.475	0.868	0.515	0.460	0.544	0.535	0.538
PEOU3	0.458	0.865	0.561	0.391	0.567	0.533	0.541
PI1	0.351	0.426	0.572	0.868	0.538	0.488	0.503
PI2	0.300	0.371	0.442	0.868	0.457	0.476	0.472
PI3	0.349	0.417	0.637	0.887	0.610	0.507	0.519
S1	0.333	0.535	0.656	0.469	0.825	0.471	0.580
S2	0.365	0.580	0.673	0.524	0.854	0.481	0.610
S3	0.330	0.448	0.636	0.545	0.804	0.487	0.542
SQ1	0.313	0.476	0.433	0.353	0.405	0.753	0.412
SQ2	0.420	0.515	0.508	0.527	0.530	0.869	0.581
SQ3	0.483	0.499	0.510	0.459	0.450	0.783	0.573
T1	0.393	0.341	0.575	0.529	0.615	0.505	0.772
T2	0.476	0.564	0.515	0.410	0.518	0.574	0.733
T3	0.441	0.499	0.469	0.370	0.454	0.430	0.702
T4	0.438	0.503	0.469	0.335	0.430	0.398	0.730

It is known from the results in table 4, each construct variable turns out to have the greatest value with each indicator listed compared to the other variable of loading factors. So based on the table above, it can be concluded that each variable has a higher loading value so that it can measure its own variables better than other variables.

After getting the results of discriminant validity for each loading factors, there also will be another test of discriminant validity between variables,

which also aims to find out each latent variable that has the greatest value on the variable itself, compared to other variables. The results will be seen in table 5;

Tabel 5: Discriminant Validity for Variable

	IQ_	PEO U	PE_	PI	S	SQ	T
IQ_	0.806						
PEO U	0.548	0.823					
PE	0.412	0.638	0.895				
PI	0.384	0.465	0.640	0.874			
S	0.414	0.630	0.791	0.620	0.828		
SQ	0.507	0.618	0.603	0.562	0.580	0.803	
T	0.590	0.635	0.696	0.571	0.698	0.656	0.735

As the result from the tabel 5, overall each of latent variable has an AVE quadratic value greater than the given construct limit so that the research data obtained discriminately is considered valid.

4.2.3 Reliability

In this study, a reliability test was also carried out and used as a measurement of the consistency of the questionnaire. Reliability testing in this study will be used Cronbach's Alpha with reliability standards and several categories, which is:

- ✓ <0,40 will be categorize as *less reliable*
- ✓ <0,60 will be categorize as *reliable enough*
- ✓ <0,80 will be categorize as *reliable*
- ✓ <1,00 will be categorize as *very reliable*

where the test results of this study will be displayed in table 6.

Tabel 6: Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability
IQ	0.729	0.847
PEOU	0.760	0.862
PE	0.876	0.923
PI	0.847	0.907
S	0.770	0.867
SQ	0.724	0.844
T	0.719	0.824

Also, if Cronbach's Alpha and Composite Reliability have a value greater than 0.7 then it can be said to be reliable and the value used can also be trusted. So that the results of Cronbach's Alpha and Composite Reliability based on table 6 that each variable has a

value greater than 0.7, then all the variables can be categorized as *reliable* and used in the study.

4.3 Structural Model Testing (Inner Model)

At the following stage, it will be included in the Inner model measurement category which will be used to see the relationship between latent variables. and there are several types of inner model measurements that can be used to determine the benchmark value of a variable relationship, namely; Coefficient of Determination Testing used in measuring the value of r^2 , Path Coefficient and also T-statistical Testing.

4.3.1 Coefficient of Determination Testing (R^2)

The value of the Inner Model test is to determine the correlation of certain variables, in this study the calculation of the coefficient of determination R^2 Friends is carried out using the PLS Algorithm calculation method in SmartPLS 3. The results received in the calculation of R^2 in this study can be seen in the table 7.

Tabel 7: Result of R Square

	R Square	R Square Adjusted
PI (Purchase Intention)	0.384	0.380
Satisfaction	0.679	0.668

Based on the table 7, the r^2 value of the Purchase Intention variable is known to be 0,384 which is also known as the dependent variable. With the known correlation from the intervening variable which is Satisfaction variable, it shows that the Purchase Intention variable is influenced by 38,4% by the satisfaction variable and the rest is explained by other variables not included in this research model.

The r^2 value of other variable, which is Satisfaction that known as the intervening variable also has an r^2 value of 0,0679 and in concluded satisfaction variable has 67,9% that influenced by several other variables such as Information Quality, System Quality, Trust, Perceived Ease of Use, and Perceived Enjoyment which is able to explain the Satisfaction variable and the rest is explained by other variables that are not included in this research model.

After finding the result of r^2 , the next step is to find the relationship between each variable, which will use bootstrap to find out the t-statistics value and

p-value. The results of this bootstrap can also show the importance of the relationship between each variable

4.3.2 Path Coefficient & T-Statistic Testing

Path Coefficient was used to process carried out and see the relationship between latent variables by looking at the value of t-statistics. Path Coefficient can be obtained by calculating the bootstrapping through the use of the SmartPLS 3 application. Bootstrapping is carried out using 500 sub-samples with a significance level of 0.05. So that the value that will be obtained if the output of the calculation shows a p-value 0.05.

Another measurement that also will be tested is by measuring the t-statistic value. The measurement of the t-statistic value can be measured if the existing value is 1.96, then the relationship of the variables can be said to be a significant relationship. Where the results of the tests carried out in this study can be seen in table 8.

Tabel 8: Path Coefficient & T-Statistic Testing Result

Hypothesis	T-Statistics (O/STDEV)	P Values	Description Results
Information Quality > Satisfaction	0.525	0.600	H1 Rejected
System Quality > Satisfaction	0.511	0.609	H2 Rejected
Trust -> Satisfaction	2.334	0.020	H3 Accepted
Perceived Ease of Use > Satisfaction	1.555	0.121	H4 Rejected
Perceived Enjoyment - > Satisfaction	4.334	0.000	H5 Accepted
Satisfaction- > Purchase Intention	10.250	0.000	H6 Accepted

The criteria for the interpretation from this paper will be determined from the results of P value which giving the results of each hypothesis obtained is certainly tested through T-statistics, as the results above table 8, it is known that H1, H2 & H3 are rejected because the P-value is greater than 0.05 and the T-statistic value is more than 1, 96. And there are few more information of each latent variable result, which are;

✓ H1: Information Quality > Satisfaction

Based on the result from table 8, the results of H1 which is the influence that given by Information Quality to variable Satisfaction. It shows that P-value is greater than 0,05 which is 0,600 and a t-statistic value that smaller than 1,96 which is 0,525. So from these results obtained, it can be concluded that Information Quality does not have a significant effect on Satisfaction. The results of this test are in accordance with the results of previous study which stated that Information Quality does not have a significant effect on Satisfaction [15].

✓ H2: System Quality > Satisfaction

Based on the result from table 8, the results of H2 which is the influence that given by System Quality to variable Satisfaction. It shows that P-value is greater than 0,05 which is 0.609 and the t-statistic value is smaller than 1,96 which is 0,511. So from these results obtained, it can be concluded that System Quality does not have a significant effect on Satisfaction. The results of this test are not in accordance with the results of previous study which stated that System Quality has a significant effect on satisfaction [15].

✓ H3: Trust > Satisfaction

Based on the result from table 8, the results of H3 which is the influence that given by Trust to Satisfaction. It shows that P-value is smaller than 0,05 which is 0,020 and the t-statistic value is greater than 1,96 which is 2,334. So from these results obtained, it can be concluded that Trust has a significant influence on Satisfaction. The results of this test are in accordance with the results of previous study which stated that Trust has a significant effect on Satisfaction [24].

✓ H4: Perceived Ease of Use > Satisfaction

Based on the result from table 8, the results of H4 which is the influence that given by the Perceived Ease of Use to Satisfaction. It shows that P-value is greater than 0,05 which is 0,121 and the t-statistic value is smaller than 1,96 which is 1.555. So from these results obtained, it can be concluded that Perceived Ease of Use does not have significant effect on Satisfaction. The results of this test are not in accordance with the results of previous study which stated that Perceived Ease of Use has a significant effect on Satisfaction [25].

✓ H5: Perceived Enjoyment > Satisfaction

Based on the result from table 8, the results of H5 which is the influence that given by the Perceived Enjoyment to Satisfaction. It shows that P-value is smaller than 0,05 which is 0,000 and the t-statistic

value is greater than 1,96 which is 4.334. So from these results obtained, it can be concluded that Perceived Enjoyment has a significant influence on Satisfaction. The results of this test are also in accordance with the results of previous study which stated that Perceived Enjoyment has a significant effect on Satisfaction [15].

✓ H6: Satisfaction > Purchase Intention

Based on the result from table 8, the results of H6 which is the influence that given by Satisfaction to Purchase Intention. It shows that P-value is smaller than 0,05 which is 0,000 and the t-statistic value is greater than 1,96 which is 10.250. So from these results obtained, it can be concluded that Satisfaction has a significant influence to Purchase Intention. The results of this test are also in accordance with the results of previous study which stated that Satisfaction has a significant effect on Purchase Intention [15].

In this study, the Satisfaction variable has the most dominant influence on Purchase Intention because the Satisfaction variable is an Intervening variable and the value of the path coefficient of this variable is the largest compared to other variables, which is 10,250.

5. MANAGERIAL IMPLICATIONS

From the results of the analysis of the hypothesis, it is known that there is a correlation between variables, which is the test of the inner model. The following are some managerial implications of variables that have an influence as a benchmark in the development of features of Live Shopping which have been applied to several e-commerce in Indonesia today.

5.1 Trust

With the live shopping feature, which is a virtual feature in e-commerce, the marketplace needs to build trust and a sense of security for users in transacting through the live shopping feature. E-commerce service providers also need to maintain the implementation of virtual security systems in terms of personal information, data and security in transactions. Development is also very much needed in order to increase the securities owned by each e-commerce and increase the trust of users.

5.2 Perceived Enjoyment

User convenience is the main thing for every e-commerce company that provides certain features and services. In this study, the convenience in accessing that has been felt by users is quite good and must be maintained in relation to several things,

such as increasing several layout positions for the features that are available in the live shopping category, which are comfortable to view, process and develop various detailed features to have. Live shopping also provides user convenience in determining the need to search for a product through the live shopping feature and of course, can be a consideration for companies that dare to improve these features.

5.3 Satisfaction

Satisfaction with some feature or use also greatly influences the user's actions before making a purchase. With the satisfaction felt by users of the Live Shopping feature, it is quite good, and must be maintained. Some developments that can be done to increase the attractiveness of users who want to buy a product are to increase involvement by users more transparently, where this can be improved by providing several special options for users who can provide feedback so that it can increase their satisfaction in take advantage of the live shopping feature.

6. Literature vs Paper Findings

Author	Literature	Findings
Stefanie Liu	The variables of satisfaction, trade off price and value, perceived augmentation and perceived enjoyment has a significant effect through Purchase Intention and information quality has a significant effect on satisfaction	The Variable of Information Quality, System Quality, and Perceived Ease of Use has no significant effect in Purchase Intention
Vivensius	The results is the correlation between Information Quality, System Quality, Service Quality, e-Trust, e-Satisfaction, and e-Loyalty are to be found positively affecting Customer Experience of customers who use e-Commerce with ChatBot in it for their transactions.	The Variable of Information Quality and System Quality also has no significant effect through the Purchase Intention variable
Muslim Amin, Maryam Abolghasemi, Sajad Rezaei	The purpose of the study is to investigate the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust on mobile website satisfaction. The results show that there is a positive relationship between PEOU, PU and mobile users' satisfaction.	The Variable of Perceived ease of use has no significant effect through the Purchase Intention variable
	The results from this research is trust, perceived usefulness and	Trust factor in this research significantly affect

	subjective norm are the significant factors in predicting online purchase intention. However, perceived ease of use and perceived enjoyment are not significant in predicting the variance in online purchase intention	Satisfaction and Purchase Intention indirectly in accordance with research related to the use of Live shopping
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7. CONCLUSION & SUGGESTIONS

6.1 Conclusion

Based on research conducted related to knowing the factors that influence the purchase intention of E-commerce users through the implementation of the Live Shopping feature. It is known that there are several conclusions drawn, which is;

1. This research was conducted to analyze the factors that affecting the intention of purchase through the use of live shopping features in marketplace applications by identifying the most factors that related to this variable. The research also combine into seven variables consisting of Information Quality, System Quality, Trust, Perceived Ease of Use, Perceived Enjoyment, Satisfaction and Purchase Intention it self. There are six hypothesis tested, and the results are three accepted and three rejected. The information quality has no significant effect to satisfaction so the results became H1 is rejected. Next one is system quality that also has no significant effect on satisfaction so that the result of H2 is rejected. Trust has a significant effect on satisfaction so the result of H3 is accepted. Variable perceived ease of use has no significant effect to satisfaction and make the result of H4 is rejected. Perceived Enjoyment has significant effect to satisfaction and make the result of H5 is accepted. The last one is satisfaction that has significant effect to the purchase intention so the result of H6 is accepted.
2. The magnitude of the influence of the factors that have been identified on Purchase Intention is divided into several results, namely direct and indirect. The results received, it is known that indirectly the variables that have an influence are Trust and Perceived Enjoyment where the magnitude of the influence is known according to the results of the t-stat and P value owned, namely; Trust: T-stat (2.194) & P-value (0.029) and Perceived Enjoyment: T-stat (4,119) & P-value (0.000)

6.2 Suggestions

There are several suggestions that can become necessary information and consideration for actors in the world of E-commerce, IT developers and for some further researchers, which are as follows:

1. Based on the managerial implications discussed regarding the Trust variable, in this case securities are one of the main keys for users when carrying out related transaction processes when using the live shopping feature. In order to increase security and protect each user's data, developers can create notifications that remind user when they are using a public network, by providing a fillable re-confirm button. This is to ensure users can use a private network and avoid hacking when making transactions.
2. Based on the managerial implications discussed regarding the Perceived Enjoyment variable, in this case several companies or developers may be able to carry out developments in increasing user comfort, such as adding a more specific *SUB categories* of product category, so that each product can be divided into categories and sub categories.
3. Based on the managerial implications discussed regarding the Satisfaction variable, in this case, of course, developers can develop by adding a live rating process related to the experience felt by each user when using the live shopping feature. Of course, users can input live ratings for stores that go live after successfully checking out to avoid duplication of rates and other things.
4. This study has several limitations, including; The scope of respondents owned is only limited to the Jakarta & surrounding areas. Hopefully in future research, it can be considered to expand the research area to find out the behavior of other respondents which of course can be different from the environment and acceptance of the live shopping feature.

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