


## Effect of IT affordance in live streaming on trust and purchase intention for jiniso at shopee

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Article Info	ABSTRACT
<b>Keywords:</b> Live Streaming Shopping, IT Affordance, Visibility, Metavoicing, Interactivity, Guidance Shopping, Trading Affordance, Trust, Purchase Intention	Live streaming shopping has developed into a unique business model with different features. This study will examine how the IT affordance (visibility, metavoicing, interactivity, guidance shopping, and trading affordance) of live streaming on the Shopee application can affect consumer trust and purchase intention. The data collection methodology employed in this study was the utilization of a questionnaire as the primary instrument for data gathering, with a sample being selected for participation size of 220 respondents. The employed sampling technique was purposive sampling, which involved the utilization of Structural Equation Modeling (SEM) and AMOS statistical tools. The findings of the study indicate that trust is influenced in a favorable and statistically significant manner by factors such as visibility, metavoicing, interactivity, advice shopping, and trading affordance. Purchase intention has a favorable and large impact on trust as well. Trust mediates between visibility, metavoicing, interactivity, guidance shopping, trading affordance, and purchase intention.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Siti Nurhapizah Faculty of Economics and Bisnis, Universitas Tanjungpura, Indonesia <a href="mailto:sitinurhapizah22@gmail.com">sitinurhapizah22@gmail.com</a>

### INTRODUCTION

The number of internet users in Indonesia has been steadily increasing year by year. Prior to the spread of the COVID-19 pandemic, the total number of internet users in Indonesia amounted to 175 million. According to the latest data from the Association of Indonesian Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia - APJII) in 2022, the internet user population in Indonesia has grown to 210 million individuals. This indicates an increase of approximately 35 million internet users in Indonesia. The role of the Internet extends beyond being a mere tool for information retrieval and exchange. It serves as a dynamic medium that continually evolves through applied innovations. The Internet is a technological platform utilized in various activities, including communication, research, business transactions, data exchange, etc. Entrepreneurs have leveraged this by establishing online-based businesses (e-commerce). According to Statista Market Insights data, the number of users engaging in online marketplaces or e-commerce in Indonesia reached 178.94 million individuals in 2022. This represents a notable increase of 12.79% compared to the previous year, where the user count was 158.65 million.

Shopee is one of the e-commerce platforms operating in Indonesia. According to Data.ai's records throughout the year 2022, Shopee stands out as the foremost online shopping platform in Indonesia, boasting the highest total number of downloads on both Google Play and the Apple Store. Furthermore, it claims the top position among online shopping platforms in terms of the highest monthly active users. In May 2023, SimilarWeb data indicates that Shopee had a visitor count of 161 million, surpassing other competitors such as Tokopedia, with 106 million visitors, and Lazada, with 70 million visitors. In order to maintain its competitive edge and prevail in the Indonesian e-commerce market, Shopee introduced a live streaming feature known as Shopee Live [1].

Live streaming is a feature whereby a content creator can record video in real-time sessions, making it available for others to watch. Prospective consumers can engage in live streaming by sharing comments and providing reactions, fostering active interaction between the streamer and the audience [2]. Live streaming shopping has evolved into a unique business model with distinctive features. Real-time and highly interactive live-streaming commerce engages consumers actively. The current effectiveness of live streaming sales is acknowledged, given the technological advancements that are inseparable from its progress [3].

The Shopee live streaming feature enables streamers to showcase products and provide more in-depth information about the offered products. Customers can inquire about product prices, shipping, and other questions through the provided comment section, and streamers can promptly respond to customer queries. In this specific characteristic, sellers engage in vocal conversations, while buyers provide written feedback in the comment section. There is a dynamic exchange of information and communication between sellers and consumers. One of the key factors contributing to Shopee's popularity is its appeal to online consumers [4]. Research conducted by Populix in June 2023 indicates that 69% of respondents prefer Shopee for live streaming, making it the most frequently used feature, surpassing TikTok Live at 25%.

The product most sought after by buyers during live streaming on the Shopee application is fashion products, accounting for 79% of the total [5]. One of the fashion brands employing the Shopee live-streaming method in Indonesia is Jiniso, a local denim fashion brand originating from Indonesia. Currently, Jiniso holds the top position on the Shopee e-commerce platform, with a follower count of 4,000,000. This places Jiniso ahead of other local Indonesian fashion brands. Jiniso stands as the most popular local fashion brand, with a product sales volume of 1,270,832 as of March 3, 2023, on the Shopee e-commerce platform [6].

This indicates that there are factors playing a role in determining the shopping behavior in live streaming. In this context, trust emerges as a crucial factor in live streaming shopping. At times, buyers find it challenging to trust sellers due to the potential dissemination of inaccurate information. Additionally, they may encounter negative transaction experiences by receiving counterfeit or low-quality products. In the realm of social commerce, consumers strive to establish trust in sellers through assessments,

comments, likes, and real-time communication with streamers [7]. Trust is identified as a fundamental element capable of influencing consumers' online purchase intentions [8].

Shopping through live streaming using web video technology has positioned it as a leading platform for promoting products. Live streaming leverages Information Technology (IT) affordances, which encompass visibility, metavoicing, interactivity, guidance shopping, and trading affordance [9]. The notion of affordance enables the examination of both the technical dimensions of live-streaming commerce and the customers' subjective interpretations of these dimensions [9]–[12]. The idea of affordance in the field of information technology (IT) encompasses the consideration of technological elements inherent in live broadcasting, as well as the perceptions of customers during live purchasing experiences [13]. The utilisation of live streaming technology on the Shopee Live platform facilitates the delivery of comprehensive videos, allowing merchants to effectively showcase product usage to customers. This interactive approach captures the attention of customers during live streaming sessions, preventing boredom by employing product visualisation techniques. Hence, the establishment of visibility holds significant importance in the context of live streaming buying as it serves as a fundamental element in fostering consumer trust.

Meanwhile, metavoicing enables sellers to create a warm and friendly impression on customers; it also aids in bridging the gap between sellers and buyers during live-streaming shopping, thereby enhancing consumer trust [13]. In addition to visibility and metavoicing, interactivity is crucial in live-streaming shopping to foster consumer trust. Live streaming shopping is a type of electronic commerce distinguished by its interactive characteristics, enabling customers to actively participate in real-time interactions with vendors or fellow customers [9]. Shopping guidance is also vital in live-streaming shopping to establish customer trust, wherein streamers can guide and assist consumers in selecting products according to their needs [14]. Trading affordance also plays a significant role in live-streaming shopping; the ease and smoothness of transactions during live-streaming enhance consumer trust [15].

This research investigates how IT affordances in live streaming on the Shopee application can influence consumers' purchase intentions, particularly in Indonesia. In light of disparate findings in previous studies, where [16] asserted that interactivity does not have a direct impact on trust, in contrast to the study conducted by [9], which indicated that interactivity has a direct and positive influence on trust. Consequently, this research employs independent variables related to information technology affordability. Consistent with previous research, information technology affordability comprises visibility, metavoicing, guidance shopping trading affordance, and interactivity.

## METHOD

The method used in this research is quantitative, by distributing questionnaires to respondents deemed to meet predetermined criteria. The questionnaire uses a Likert scale of 1 to 5 with levels: Strongly agree has a score of 5; Agree has a score of 4; Indecisive has a score of 3; Disagree has a score of 2; and Strongly disagree has a score of 1. Active users

of the Shopee application in Indonesia, those over 17 years, were the sample in this study. The sample size for this study was 220 respondents. The sampling technique chosen in this research was purposive sampling, with the following criteria: 1) Aged over 17 years; 2) Domiciled in Indonesia; 3) Have an active Shopee account; 4) Ever watched live streaming shopping on the Shopee app. The research methodology employed in this study utilizes Structural Equation Modeling (SEM) in conjunction with the Amos statistical software.

Based on the research concept built from the theoretical study above, the research concept is shown in Figure 2.1. The four Visibility items in this research refer to [16], and [13]. The five Metavoicing items refer to [7], [13], and [14]. Interactivity, the seven items refer to [16], [29], [45], and [14]. The four Guidance Shopping items in this research are based on previous research conducted by [13] and [7]. Trading Affordance, the four items refer to [15], [9], and [14]. Trust, these six research items lead to research previously conducted by [16] and [46]. Meanwhile, the six Purchase Intention items refer to [16], [13], and [29].

## RESULT AND DISCUSSION

### Respondent Characteristics

Analysis of respondent characteristics in this study is based on demographics

**Table 1.** Respondent Characteristics

Category	Items	f	%
Gender	Woman	166	75.5
	Man	54	24.5
Total		220	100
Last Education Level	Senior High School	176	80.0
	Diploma	6	2.7
	Bachelor	34	15.5
	Magister	4	1.8
	Doctor	0	0.0
Total		220	100
Domicile	Pontianak	85	38.6
	Malang	9	4.1
	Yogyakarta	11	5.0
	Semarang	14	6.4
	Surabaya	12	5.5
	Samarinda	11	5.0
	DKI Jakarta	18	8.2
	Manado	9	4.1
	Bandung	12	5.5
Medan	6	2.7	

	Makassar	10	4.5
	Palembang	14	6.4
	Bengkulu	9	4.1
Total		220	100
Age	17-21 Years	143	65.0
	22-25 Years	72	32.7
	26-29 Years	2	0.9
	≥30 Years	3	1.4
Total		220	100
The amount of time spent watching live streaming shopping on Shopee	<30 minutes	141	64.1
	30 to 1 hour	61	27.7
	> 1 hour	18	8.2
Total		220	100

### Measurement Models

The conformance, validity, and reliability test results are as follows.

**Table 2.** Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) values in Overall Model Fit.

	Items	SLF	CR	AVE
Visibility	Live streamingShopee helps me visualize Jiniso products as they are in the real world	0.858	0.955	0.751
	Live streamingShopee makes the attributes of Jiniso products clearly visible	0.885		
	Live streamingShopee provides information about how to use Jiniso products	0.849		
	Live streamingShopee provides detailed images and videos of Jiniso products	0.875		
Metavoicing	During the live streaming Shopee allowed me to comment on Jiniso products	0.66	0.943	0.542
	Live streamingShopee allows me to react to Jiniso products	0.747		
	Live streamingShopee allows me to share my opinions about jiniso products with streamers	0.729		
	Live streamingShopee allows me to have mutual discussions regarding Jiniso products	0.766		
	Live streamingShopee allowed me to share my experience of shopping for Jiniso products with streamers	0.772		
Interactivity	During the live streaming on Shopee streamer Jiniso was very happy to communicate with me	0.811	0.965	0.670

	During the live streaming on Shopee, streamer Jiniso showed his enthusiasm for me	0.826		
	During the live streaming Shopee streamer provided relevant information for my questions regarding Jiniso products	0.809		
	During the Shopee live streaming the streamer answered my questions and requests regarding Jiniso products in a timely manner	0.796		
	During the Shopee live stream I felt as if streamer Jiniso was talking to me directly	0.815		
	Live streamingShopee has the ability to answer my specific questions quickly and efficiently regarding Jiniso products	0.818		
	During live streaming I can get information from the streamer very quickly about Jiniso products	0.852		
Guidance shopping	When live streaming Shopee streamers can give me information about all the Jiniso alternative products that I want to buy	0.817	0.954	0.726
	When live streaming Shopee streamer can help me determine my Jiniso product needs without any limitations	0.859		
	When live streaming Shopee streamers can help me identify which Jiniso product attributes best suit my needs	0.888		
	While live streaming Shopee streamer Jiniso was able to provide me with personal product customization based on my needs.	0.843		
Trading affordability	I can choose various payment options to complete purchases on Shopee live streaming on Jiniso products	0.794	0.963	0.725
	I believe I can complete purchases effectively on Shopee live streaming on Jiniso products	0.853		
	I believe I can complete purchases smoothly on Shopee live streaming on Jiniso products	0.877		
	I believe I can complete purchases easily on live streaming Shopee on Jiniso products	0.88		
Trust	I believe in the information provided by streamer Jiniso during the Shopee live stream.	0.834	0.972	0.711
	When live streaming on Shopee I believe that streamer Jiniso can be trusted.	0.833		
	I think the Jiniso online shop knows how to provide	0.85		

	excellent service during Shopee live streaming			
	I am sure that the Jiniso online shop during Shopee's live streaming always puts my best interests first	0.809		
	I am sure that the Jiniso online shop during Shopee's live streaming always keeps its promises and commitments	0.865		
	I believe the Jiniso products I receive will be the same as those displayed on Shopee live streaming	0.868		
Purchase Intention	I will consider shopping for Jiniso products on Shopee live streaming as my first shopping choice	0.787	0.963	0.677
	Jiniso products recommended by streamers during Shopee live streaming are worth buying	0.813		
	I intend to buy Jiniso products from Shopee live streaming	0.847		
	I predict that I will buy Jiniso products from Shopee live streaming	0.865		
	If there is a Jiniso product that I want to buy, I will buy it first on the Shopee live streaming	0.772		
	When I need any product from Jiniso products I will consider buying it on live streamingShopee.	0.85		

Based on Table 4.2, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. The existing indicators have a Standardized Stress Factor (SLF) value above 0.50. This shows that all metrics are valid and adequate to measure the overall composition of the resulting model. The Construct Reliability (CR) test results are more than 0.70. This shows that all instruments are reliable and can consistently measure the structure in the model built.

**Table 3.** Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results	
$\chi^2$	Expected to be low	1171.318	
Df		588	
$\chi^2$ - Significance Probability	$\geq 0.05$	0,000	
CMIN/DF	$\leq 3.00$	1,992	Good Fit
RMSEA	$\leq 0.08$	0.067	Good Fit
RMR	$< 0.05$	0.084	Bad Fit
NFI	$\geq 0.90$	0.828	Bad Fit
IFI	$\geq 0.90$	0.906	Good Fit
TLI	$\geq 0.90$	0.899	Bad Fit
CFI	$\geq 0.90$	0.906	Good Fit

The model conformance test shown in Table 3 shows that the model conformance requirements are accepted, and conformity can be stated. Four measurements showed good agreement. If three measurements exceed the cut-off value, the research model configuration can be declared adequate and accepted.

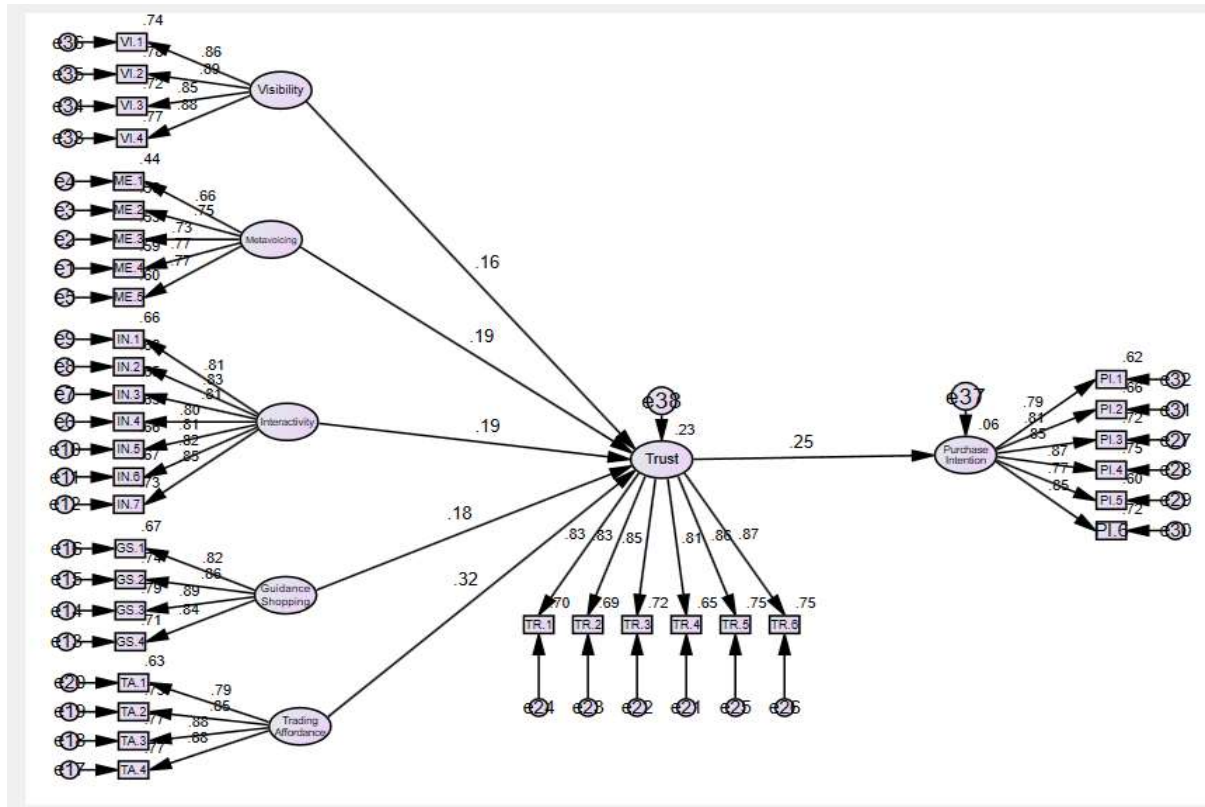


Figure 2. Full Model Testing

### Hypothesis Testing

The results of testing the influence of the relationship between variables in the research model developed in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	Visibility --> Trust	0.128	0.052	2,465	0.014
H2	Metavoicing --> Trust	0.213	0.077	2,752	0.006
H3	Interactivity --> Trust	0.177	0.061	2,890	0.004
H4	Guidance Shopping -->Trust	0.156	0.056	2,775	0.006
H5	Trading Affordance --> Trust	0.303	0.065	4,659	0,000
H6	Trust --> Purchase Intention	0.280	0.081	3,455	0,000

Hypotheses are based on existing knowledge. First hypothesis Visibility has a significant positive impact on trust. The t-value and p-value support the proof of the hypothesis. The calculated t-value for the visibility and trust variables is 2.465, indicating a more significant gain than the t-table value of 1.96. Likewise, the p-value shows a number less than 0.05 ( $\alpha = 0.05$ ), namely 0.014. The results of the second hypothesis are also accepted. Metavoicing has a significant positive impact on trust. The calculated t-value of the metavoicing variable on trust is 2.752, indicating a more significant gain than the t table value of 1.96. Likewise, the p-value shows a small number of 0.05 ( $\alpha = 0.05$ ), namely 0.006. The results of the third hypothesis are also accepted. Interactivity has a significant positive impact on trust. The calculated t-value for the interactivity variable on trust is 2.890, indicating that the gain is greater than the t-table value, 1.96. Likewise, the p-value shows a number smaller than 0.05 ( $\alpha = 0.05$ ), namely 0.004. The results of the fourth hypothesis are also accepted. Guidance Shopping has a positive impact on trust. The calculated t-value for the Guidance Shopping variable on trust is 2.775, which shows a more significant gain than the t-table value, 1.96. Likewise, the p-value shows a number smaller than 0.05 ( $\alpha = 0.05$ ), namely 0.006. The results of the fifth hypothesis are also accepted. Trading Affordance has a significant influence on trust. The calculated t-value for the trading affordance variable against trust is 4.659, showing a significant gain from the t-table value of 1.96. Likewise, the p-value shows a number smaller than 0.05 ( $\alpha = 0.05$ ), smaller than 0.000. Likewise, with the sixth hypothesis, the results of the sixth hypothesis are accepted. Trust has a significant influence on purchase intention. The calculated t value for the trust variable on purchase intention is 3.455. Likewise, the p-value shows a number less than 0.05 ( $\alpha = 0.05$ ), which is less than 0.000 To confirm the indirect influence on the influence of the inherent mediating variables, we present table 4.5, which was obtained from the results of the Sobel test.

**Table 5.** Sobel Test - Significance of Mediation

	Sobel test statistics	Two-tailed probability
Visibility --> Trust--> Purchase Intention	2.01	0.045
Metavoicing --> Trust--> Purchase Intention	2.16	0.031
Interactivity --> Trust--> Purchase Intention	2.22	0.026
Guidance Shopping --> Trust--> Purchase Intention	2.17	0.030
Trading Affordance--> Trust--> Purchase Intention	2.78	0.005

Based on the Sobel test results in Table 5, it shows several important indirect effects. The first shows the important indirect influence of visibility on purchase intention through trust. The statistical value obtained from the Sobel test was 2.01, and the corresponding p-value was 0.045. The statistical significance of the Sobel test exceeds the critical value of 1.96 obtained from the t-table. Similarly, the p-value is less than 0.05 ( $\alpha = 0.05$ ). Second,

the Sobel test statistical value was 2.16 with a p-value of 0.031. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is small than 0.05 ( $\alpha = 0.05$ ). These results show an important indirect influence of metavoicing on purchase intention through trust. Third, there is an important indirect influence from interactivity on purchase intention through trust. The Sobel test statistical value was 2.22 with a p-value of 0.026. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is smaller than 0.05 ( $\alpha = 0.05$ ). Fourth, there is an important indirect influence from guidance shopping on purchase intention through trust. The Sobel test statistical value was 2.17, with a p-value of 0.030. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is smaller than 0.05 ( $\alpha = 0.05$ ). Fifth, the Sobel test statistical value was 2.78 with a p-value of 0.005. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is smaller than 0.05 ( $\alpha = 0.05$ ). These results indicate that trading affordance has an important indirect influence on purchase intention through trust.

## CONCLUSION

Purchase intention is believed to arise through trust. Trust can be influenced by visibility, metavoicing, interactivity, guidance shopping, and trading affordance. This research shows that visibility, metavoicing, interactivity, guided shopping, and trading affordance influence consumer confidence when watching live streaming on the Shopee application, especially for Jiniso products. This is because visibility can create consumer trust by showing product visualizations clearly and in detail through real-time video content. Live streaming allows streamers to provide detailed product information to consumers, creating consumer trust [7], [9], [16]. Metavoicing helps customers find valuable product information and makes it possible to ask questions directly to streamers via chat rooms, and streamers can provide immediate responses to questions asked by consumers matter this, will reduce consumer uncertainty about the product and consider live streaming as a viable resource trusted. The interactions between consumers and streamers during live streaming will make consumers feel appreciated and appreciated, increasing their trust [9], [29], [36]. This research also shows that guidance shopping influences trust. Streamers respond to consumers' personal preferences and needs, which will increase consumer trust because streamers know consumers' preferences and needs, showing that they are responsible and trustworthy [7], [9]. Likewise, trading affordance influences trust because it supports consumers in knowing the payment options and transactions that can be carried out so that the transaction process can run smoothly. The establishment of a streamlined system and the implementation of efficient payment methods are crucial in fostering consumer confidence [9], [14], [15]. Trust influences consumer purchase intention. If customers have confidence in the live streaming being carried out, customers will also develop their purchase intention [13], [36], [42], [47], [48]. The influence of visibility, metavoicing, interactivity, guidance shopping, and trading affordance on trust, and trust can influence consumer purchase intention, demonstrating how live streaming, which allows users to view the actual goods, engage with sellers and other users, ask sellers for guidance, and exchange product-

related information, helps customers lower the risk of shopping for a product. Direct product observation can boost customer confidence and lower the possibility of fraud. in order for customers to ultimately plan to purchase that item.

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