

## The Role of Shopee Live Streaming in Building Customer Engagement and Repurchase Intention

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### Abstract

**Research aim:** This research aims to investigate the effect of utilitarian value, hedonic value, social value, and economic value on trust in product and trust in seller, the effect of trust in product and trust in seller on customer engagement and repurchase intention and the effect of customer engagement on repurchase intention toward Shopee live streaming platform in Indonesia.

**Methods:** This research uses a quantitative approach. The sample of this research are 239 by using purposive sampling method with criteria of all customer in Indonesia who have made purchase through Shopee live streaming as the population. Data analysis for this research is using SmartPLS-SEM

**Finding:** The finding reveals that customer perceived values dimension have a partial effect on customer trust. Customer trust has significant impact in both customer engagement and repurchase intention and customer engagement have a positive effect on repurchase intention

**Theoretical contribution/Originality:** This study contributes theoretically by examining the relationship between customer perceived value, consumer trust in customer engagement and repurchase intention.

**Practitioner/Policy implication:** Practically, it suggests that seller's who use Shopee live streaming platform should pay attention about products utilitarian value, social value and economic value since its effect on customer trust and also pay attention in customer trust in product and seller and customer engagement.

**Research limitation:** The data of this research were collected only via questioner survey on online basis.



### Abstrak

**Tujuan Penelitian:** Penelitian ini bertujuan untuk mengetahui pengaruh nilai utilitarian, nilai hedonis, nilai sosial, dan nilai ekonomi terhadap kepercayaan pada produk dan kepercayaan pada penjual, pengaruh kepercayaan pada produk dan kepercayaan pada penjual terhadap keterlibatan pelanggan dan niat beli ulang, serta pengaruh keterlibatan pelanggan terhadap niat beli ulang pada platform live streaming Shopee di Indonesia.

**Metode:** Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 239 dengan menggunakan metode purposive sampling dengan kriteria semua pelanggan di Indonesia yang pernah melakukan pembelian melalui live streaming Shopee sebagai populasi. Analisis data untuk penelitian ini menggunakan SmartPLS-SEM

**Temuan:** Temuan ini mengungkapkan bahwa dimensi persepsi nilai pelanggan memiliki efek parsial pada kepercayaan pelanggan. Kepercayaan pelanggan memiliki dampak yang signifikan dalam keterlibatan pelanggan dan niat pembelian ulang dan keterlibatan pelanggan memiliki efek positif pada niat pembelian ulang

**Kontribusi Teoritis/ Originalitas:** Penelitian ini berkontribusi secara teoritis dengan menguji hubungan antara persepsi nilai pelanggan, kepercayaan konsumen pada keterlibatan pelanggan dan niat beli ulang.

**Implikasi Praktis:** Secara praktis, hal ini menunjukkan bahwa penjual yang menggunakan platform live streaming Shopee harus memperhatikan nilai kegunaan produk, nilai sosial dan nilai ekonomi karena pengaruhnya terhadap kepercayaan pelanggan dan juga memperhatikan kepercayaan pelanggan pada produk dan penjual serta keterlibatan pelanggan.

**Keterbatasan Penelitian:** Data penelitian ini dikumpulkan hanya melalui survei kuesioner secara online.

## Introduction

The development of technology in the era of globalization is increasing rapidly. Not only in developed countries, developing countries such as Indonesia are also experiencing rapid technological development. Every individual and company must follow and understand every technological development that exists so as not to be outdated. Since 2020, when the COVID-19 pandemic occurred, digital (online) activities have played an important role in the daily activities of every community. Because of this pandemic, almost everyone in Indonesia and other countries work and do activities at home. Thus, consumptive activities such as shopping for household needs, medical devices, medicines, and other goods are also done online through digital applications or platforms referred to as E-Commerce. According to an article written by Kominfo (2021) Since the pandemic started in 2020, Indonesia's e-commerce industry has also grown significantly. This internet-based trading company saw a significant increase in value in 2020, going from approximately IDR 253 trillion to approximately IDR 337 trillion, or about 33 percent.

Baijal et al. (2023) state that stated that the covid-19 pandemic caused an acceleration in digital consumption where many people tried to use digital services for the first time. The fields of education, lending, and grocery services have benefited the most from the increased use of technology among consumers. It is said that 93% of digital service users in Indonesia intend to continue using digital services after the covid-19 pandemic ends. Ahdiat (2024) stated here are five top marketplaces with the most visitors in Indonesia. Throughout 2023, the number of visitors for each e-commerce is as follows: Shopee (2.35 billion people), Tokopedia (1.25 billion people), Lazada (762.4 million people), Blibli (337.4 million people), and Bukalapak (168.2 million people). Shopee is one of the leading online shopping platforms in Southeast Asia and Taiwan, which was launched in early 2015 and then entered Indonesia at the end of 2015. Since its entry into the Indonesian market, Shopee has continued to experience quite rapid development. From 2017 to 2021, it was recorded that the Shopee application had been downloaded by more than 100 million users in Indonesia (Sovia et al., 2022). In 2016, Shopee launched the live-streaming shopping feature. Through this feature, buyers and sellers can easily interact directly in the buying and selling of goods (Fitri, 2022). Based on the survey conducted by Rachmawati (2024) to 360 e-commerce sellers who used the live streaming feature within the last 12 months shows that Shopee is still the e-commerce platform that has the most popular live shopping feature in 2023, with a percentage reaching 96% compared to e-commerce Tiktok 87%, Lazada 71%, and Tokopedia 62%.

In general, Live streaming shopping has the attraction of providing the seller's skills in offering and providing information about the products sold to buyers (Lee & Chen, 2021). Live streaming shopping is a place where there is direct interaction between sellers and buyers. Sellers can provide real information by showing products on the glass layer of the buyer's gadget, and buyers can also ask questions about information about the products being sold



quickly and directly. Through this interaction, buyers' attitudes, beliefs, and behaviors emerge in communication and transactions (Suhyar & Pratminingsih, 2023).

Akbaruddin et al. (2023) said that customer engagement can increase trust; the higher the consumer engagement, the easier it is for businesses to gain consumer trust. Consumer engagement consists of enthusiasm, interaction, and identification that creates confidence that a brand or a business person will not harm. Through this, consumers will consider buying back on other occasions. A strong relationship between consumers and businesses will build a loyal nature in consumers (Customer loyalty) when the loyal behavior of consumers is formed, this can also build consumer interest in making repeat purchases (repurchase intention).

The trust created by online activities is a new challenge for sellers because each seller and buyer are in separate places and are strangers to each other. When building trust, sellers must be able to consider the needs of buyers and create good consumer value perceptions. Perceived consumer value is the value that occurs as a result of consumer evaluation of the benefits obtained from the costs that have been incurred, referring to the enjoyment of certain products or services that are considered valuable or comparable to the costs sacrificed (Repi et al., 2020). when the perceived value of consumers is fulfilled, trust will be built. Trust is an important part of creating relationships between sellers and buyers (Lee & Chen, 2021).

This research was adopted from previous research by analyzing and testing existing models from research conducted by (Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023) with a different context by adding more variables. This research was conducted to determine whether the customer perceived values (utilitarian value, hedonic value, symbolic value, & economic value) and trust affect customer engagement and repurchase intention with the live streaming feature in the Shopee e-commerce application. The samples of this research are the respondents collected by an online questionnaire survey with a population from all around Indonesia who have watched and made purchases of goods via Shopee live streaming. The data were analyzed by using SmartPLS-SEM to prove the assumption model of this paper.

## **Method**

This research uses a quantitative method by collecting 239 data from the respondents by using an online questionnaire. The criteria of this judgmental sampling are all individuals who already made purchases from Shopee live streaming. Utilitarian value consists of 6 indicators, hedonic value consists of 5 indicators, symbolic/social value consist of 5 indicators, trust in seller consist of 6 indicators, trust in product consists of 5 indicators, and repurchase intention consists of 5 indicators, all the indicators are adopted from (Wu & Huang, 2023). Furthermore, variable customer engagement consists of 8 indicators adopted from (Wongkitrungrueng & Assarut, 2020). Thus, the economic value adopted by Ha, (2021); Watanabe et al., (2020) consists of 6 indicators. The criteria are users who have used the features of live streaming in Shopee e-commerce and already purchased from the Shopee live streaming. The criteria are made to provide more accurate information in evaluating



consumers' perceived value (Hedonic, Utilitarian, Social, and Economic Value), customer trust, customer engagement, and repurchase intention.

The conceptual framework shown in Figure 1 illustrates the relationship between the variables in the research.

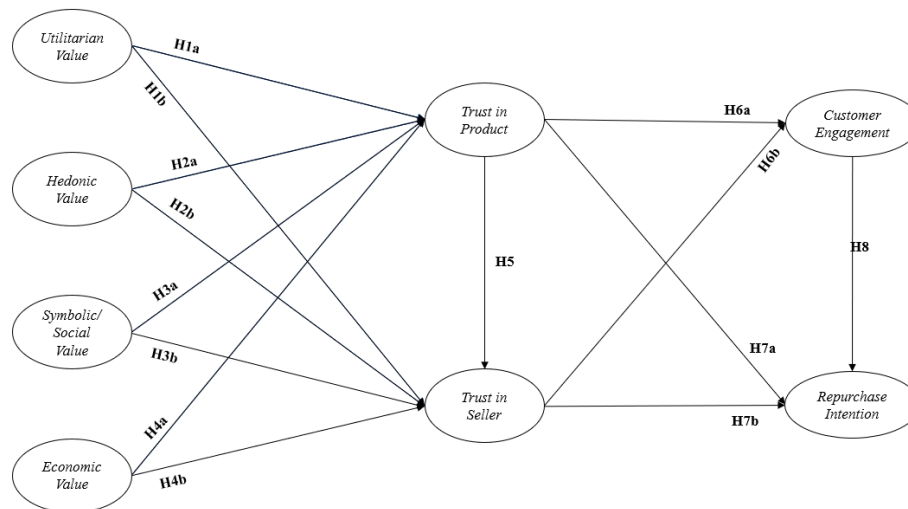


Figure 1. Research model

## Results

**Table 1. Profile Respondents**

Category		Frequency	%
Gender	Male	51	21.30%
	Female	188	78.70%
Age	18 - 26	73	30.50%
	27- 35	135	56.50%
	36 - 43	31	13.00%
Main Occupation	Private Employees	136	56.90%
	housewives	37	15.50%
	Student	27	11.30%
	Entrepreneurs	24	10.00%
	Civil Servants	14	5.90%
	Freelancer	1	0.40%
Domicile	Jakarta	163	68.20%
	Semarang	13	5.40%
	makassar	7	2.90%

	Category	Frequency	%
	Tangerang	32	13.40%
	Bandung	5	2.10%
	Depok	7	2.90%
	Malang	1	0.40%
	Kupang	1	0.40%
	KARAWANG	1	0.40%
	Surabaya	1	0.40%
	Jateng	1	0.40%
	Bekasi	7	2.90%
Frequent watching Shopee live streaming in a week	1 time	169	70.70%
	2 times	47	19.70%
	>2 times	23	9.60%
frequency of purchases in Shopee live streaming in the last 3 months	1 time	143	59.80%
	2 times	18	7.50%
	>2 times	78	32.60%

*Samples: 239 respondents*

Using the SmartPLS 4.0 application, a set of associations between indicators and their latent variables will be assessed to assess the test's validity and reliability. Ideally, loading should exceed 0.70 to ensure a robust relationship. However, loading above 0.40 is deemed acceptable, particularly in exploratory studies. Additionally, consistency of the reliability of each variable is obtained by analyzing the value of construct reliability (CR) with a threshold of 0.70 indicating satisfactory reliability and average variance extracted (AVE) above 0.50 that explains at least 50% of the variance in its indicators, thus demonstrating adequate convergent (J. Hair & Alamer, 2022). Based on the results in Table 2, all indicators resulting exceeding 0.4 demonstrate an acceptable to excellent level of internal consistency reliability, contributing to the overall reliability of the study's findings.

**Table 2. Construct Validity and Reliability**

Items	Outer loadings	Status
<b>Engagement (CR: 0.936; AVE: 0.645)</b>		
ENG1. I devote more time live-streaming on Shopee.	0.766	Valid and Reliable



Items	Outer loadings	Status
ENG2. I would become a follower of Shopee live-streaming	0.817	
ENG3. Most likely, I would try to keep up with the seller's activity via Shopee Live-streaming.	0.776	
ENG4. I'm planning on going back to the seller's page eventually to see their most recent Shopee live-streaming videos.	0.860	
ENG5. I will tell my friends about merchants who use Shopee live streaming.	0.789	
ENG6. I suggest that relatives and friends use Shopee live streaming to transact with a seller.	0.782	
ENG7. I will undoubtedly purchase goods from a vendor on Shopee live streaming in the near future.	0.789	
ENG8. When purchasing this kind of product, my first pick is a vendor that Shopee live streams.	0.841	
<b>Economic Value (CR: 0.940; AVE: 0.725)</b>		
EV1. Price of products sold in Shopee live streaming have a reasonable price	0.845	Valid and Reliable
EV2. Products offered on Shopee live streaming have value for money	0.897	
EV3. Products sold in Shopee live streaming have good quality and match the price	0.877	
EV4. Products sold in Shopee live streaming have economical price comparison to other products	0.791	
EV5. The product sells in Shopee live streaming is an affordable product.	0.786	
EV6. The products sold in Shopee live streaming are commensurate with the price.	0.905	
<b>Hedonic Value (CR:0.914; AVE:0.682)</b>		Valid and Reliable
HV1. I felt at ease when I was buying on Shopee's live-streaming.	0.729	
HV2. I like using Shopee live-streaming for my shopping.	0.851	
HV3. Using Shopee live-streaming to shop is entertaining.	0.897	
HV4. When I shop on Shopee live-streaming, it seems like time flies.	0.800	





Items	Outer loadings	Status
HV5. When I watched Shopee live-streaming, I forget about my troubles.	0.842	
<b>Repurchase Intention (CR:0.898; AVE:0.641)</b>		
RI1. After seeing Shopee's live stream, I might think about purchasing this item.	0.789	Valid and Reliable
RI2. I'm going to keep watching Shopee live-streaming in the future.	0.821	
RI3. I'm willing to purchase it straight from Shopee live-streaming when needed.	0.664	
RI4. My preference is to purchase the exact same products via Shopee live-streaming.	0.893	
RI5. I plan to watch more Shopee live-streaming in the future in order to make purchases.	0.819	
<b>Symbolic/social value (CR:0.889; AVE:0.617)</b>		
SV1. By shopping live in Shopee live-streaming, I feel trendy	0.708	Valid and Reliable
SV2. Interacting on Shopee live-streaming I feel like myself when I stream.	0.809	
SV3. Others can be achieved through Shopee live streaming.	0.807	
SV4. Shopee live streaming allows me to identify things that align with my style.	0.819	
SV5. Telling my friends and acquaintances about Shopee's live-streaming shopping would be wonderful.	0.779	
<b>Trust in product (CR:0.916; AVE:0.687)</b>		
TP1. I think the items being offered during the Shopee live-streaming are authentic.	0.777	Valid and Reliable
TP2. I think Shopee's live-streaming product quality is consistently good.	0.897	
TP3. I think the item delivered was the same as the one seen in the Shopee live-streaming.	0.842	
TP4. I'm sure I'll be delighted with the item I get.	0.818	
TP5. I think there's a thorough after-sales guarantee on the products.	0.805	
<b>Trust in seller (CR:0.932; AVE:0.697)</b>		
TS1. I think the details that the vendor posted on Shopee Live Streaming	0.828	Valid and Reliable

Items	Outer loadings	Status
TS2. I believe that the Shopee live streaming vendor is trustworthy and will take the buyer's fundamental interests into consideration.	0.875	Valid and Reliable
TS3. I feel at ease purchasing the goods that the Shopee live-streaming seller recommends.	0.823	
TS4. I think the Shopee live-streaming merchant is able to manage online sales.	0.768	
TS5. I think that everyone can benefit from the things that the merchant on Shopee live-streaming recommends.	0.830	
TS6. I think that everyone can benefit from the services that the merchant on Shopee live-streaming recommends.	0.882	
<b>Utilitarian value (CR:0.890; AVE0.577)</b>		
UV1. Sellers who use Shopee live-streaming to offer their items appear to be legitimate sellers.	0.731	Valid and Reliable
UV2. The products that are sold through Shopee live-streaming seem to be real.	0.639	
UV3. The product that Shopee live-streaming sells, in my opinion, is reasonably priced.	0.685	
UV4. I think Shopee live-streaming promotion offerings are fantastic.	0.815	
UV5. I believe that using Shopee live-streaming to shop provides a higher value when compared to alternative methods.	0.838	
UV6. I believe using Shopee live streaming for shopping is more valuable than other methods.	0.828	

Source: SmartPLS-SEM 4.1.0 (2024)

HTMT ratio as stipulated, should be less than 1 to be considered as meeting the criteria for discriminant validity assessment. This criterion serves as a fundamental guideline in SEM to ensure that latent constructs in a model are distinct from each other. In addition to examining the HTMT value, using the bootstrapping procedure to determine whether the HTMT value is statistically significantly lower than one (1.0) (Hair et al., 2019). Table 3 shows the HTMT results; the confidence interval values are below 1, which denotes the independence of the two variables. As a result, the HTMT values' confidence intervals above show that discriminant validity exists.



**Table 3. Heterotrait-Monotrait Ratio (HTMT)**

	ENG	EV	HV	RI	SV	TP	TS	UV
<b>ENG</b>								
<b>EV</b>	0.520							
<b>HV</b>	0.641	0.571						
<b>RI</b>	0.928	0.514	0.615					
<b>SV</b>	0.902	0.759	0.823	0.686				
<b>TP</b>	0.635	0.803	0.638	0.708	0.714			
<b>TS</b>	0.624	0.816	0.614	0.694	0.678	0.816		
<b>UV</b>	0.531	0.841	0.722	0.600	0.671	0.767	0.876	

(notes: UV - Utilitarian Value, HV - Hedonic Value, SV - Social Value or Symbolic Value, EV - Economic Value, TS - Trust in Seller, TP - Trust in Product, ENG - Customer Engagement, RI - Repurchase Intention)

Source: SmartPLS-SEM 4.1.0 (2024)

The assessment for Variance inflation factor (VIF) is often used to examine the high multicollinearity from the formative variables. According to Hair et al., (2019) a VIF value of five or more denotes a serious issue with the collinearity variables. The variables in the research model of this study indicate no collinearity problems with the VIF value ranging between 1.000 and 3.287. this indicates that the indicators examined in this research do not exhibit multicollinearity issues.

**Table 4. VIF Results**

	ENG	EV	HV	RI	SV	TP	TS	UV
<b>ENG</b>				1.639				
<b>EV</b>						2.828	3.287	
<b>HVS</b>						2.607	2.630	
<b>RI</b>								
<b>SV</b>						2.913	2.997	
<b>TP</b>	2.206			2.371			2.540	
<b>TS</b>	2.206			2.409				
<b>UV</b>						2.797	2.882	

(notes: UV - Utilitarian Value, HV - Hedonic Value, SV - Social Value or Symbolic Value, EV - Economic Value, TS - Trust in Seller, TP - Trust in Product, ENG - Customer Engagement, RI - Repurchase Intention)

Source: SmartPLS-SEM 4.1.0 (2024)

The coefficient of determination, or R square, is a parameter used to quantify how much of the variance in a dependent variable can be explained by an independent variable. R2 values of 0.75, 0.50, and 0.25 can be considered high, moderate, and low (Hair et al., 2019). If the value of R2 is high, then the explanatory power of the model is greater and has a better prediction of the endogenous constructs.

Customer engagement is influenced by trust in product and trust in seller by 39.0%, the remaining 61% is influenced by other variables outside this research. Repurchase intention is influenced by trust in product, trust in seller, and customer engagement by 73.7%, the remaining 26.3% is influenced by other variables outside this research. Trust in product influenced by utilitarian value, hedonic value, symbolic (social) value, and economic value by 60.6% and the remaining 39.4% is influenced by other variables outside this research. Trust in seller is influenced by utilitarian value, hedonic value, symbolic (social) value, and economic value by 71.6% and remaining 28.4% is influenced by other variables outside this research.

**Table 5. R Square Results**

	<b>R-square</b>	<b>Information</b>
ENG	0.390	Moderate
RI	0.737	High
TP	0.606	High
TS	0.716	High
(notes: TS - Trust in Seller, TP - Trust in Product, ENG - Customer Engagement, RI - Repurchase Intention)		

Source: SmartPLS-SEM 4.1.0 (2024)

The path coefficient used in the final test with the bootstrapping method to assess formative indicators weights. Standard errors were used to calculate the t and p values for the path coefficients (Hair et al., 2019). Hypothesis testing relies on analyzing path coefficient with T value exceeding 1.645 and P value below 0.05 are indicative of support for the hypothesis.

**Table 6. Hypothesis Testing Results**

Hypothesis	Original sample	T statistics	P values	Result
UV -> TP (H1a)	0.183	3.100	0.001	Supported
UV -> TS (H1b)	0.418	8.588	0.000	Supported
HV -> TP (H2a)	0.095	1.068	0.143	Not Supported
HV -> TS (H2b)	-0.030	0.590	0.278	Not Supported
SV -> TP (H3a)	0.181	1.806	0.035	Supported
SV - TS (H3b)	0.085	1.277	0.101	Not Supported
EV - TS (H4a)	0.425	6.053	0.000	Supported
EV -> TS (H4b)	0.196	3.794	0.000	Supported
TP -> TS (H5)	0.278	4.578	0.000	Supported
TP -> ENG (H6a)	0.318	3.690	0.000	Supported
TP -> RI (H6b)	0.122	2.053	0.020	Supported
TS -> ENG (H7a)	0.352	4.689	0.000	Supported
TS -> RI (H7b)	0.104	1.927	0.027	Supported
ENG -> RI (H8)	0.712	18.141	0.000	Supported

(notes: UV - Utilitarian Value, HV - Hedonic Value, SV - Social Value or Symbolic Value, EV - Economic Value, TS - Trust in Seller, TP - Trust in Product, ENG - Customer Engagement, RI - Repurchase Intention)

Source: SmartPLS-SEM 4.1.0 (2024)

Based on the results of the processed data presented in Table 6, it is known that from the 14 hypotheses compiled, three hypotheses was rejected, and the other 11 hypotheses were accepted.

## Discussions and Conclusions

The hypothesis's results reveal that trust in products and the seller is significantly and positively affected by utilitarian value. Utilitarian value refers to the consistency of the price and quality that is offered, along with the quality of the product or service that is expected to meet consumer expectations. Utilitarian value shows consumer interest in using a product based on usefulness, properties, and practical functions, due to the impetus of the need to be fulfilled. Utilitarian value emphasizes the use and benefits of a good or service compared to other aspects (Wu & Huang, 2023). This is consistent with the previous research from Watanabe et al., (2020), which confirmed that trust in the product is significantly impacted by utilitarian value. Once the utilitarian value has been achieved, consumer trust in the product can increase; features like quality, safety, and excellent service are significant contributors to utilitarian value and can have a bigger influence on consumer trust in the product. In addition, the previous research from Wongkitrungrueng & Assarut (2020) also stated that utilitarian value has a significant and positive impact on trust in the product. Furthermore, Wu & Huang (2023) found that utilitarian value has a significant relationship and positive influence on trust in



sellers; this is because sellers can meet consumer needs by providing attractive prices, providing promotions, and authentic products during live streaming. lastly, the research from Watanabe et al. (2020) found that functional value or utilitarian value has an influence on trust, where information about the usefulness and function of the products offered by sellers is important for consumers to be able to put their trust in sellers.

Trust in the products is significantly impacted by symbolic value, whereas seller trust is not significantly impacted. Symbolic (social) Value is the value that comes from consumers' views on how the product or service obtained can improve their social identity. Symbolic (social) Value is related to social self-concept, consumers will feel more comfortable if transaction activities are carried out on platforms that have good social interactions and understand the needs and interests of consumers (Alalwan et al., 2019). Supported by previous research from Wongkitrungrueng & Assarut (2020) claimed that the product's symbolic significance significantly increases consumer trust in it. Ha (2021) confirms that trust in the product is significantly impacted by symbolic (social) worth. Thus, symbolic value has no impact to trust in sellers, This is supported by previous research from Watanabe et al., (2020), which verifies that symbolic (social) value has no impact to trust in sellers it is cause because the aspects related to social links of customers such as family and friends are the one who motivates the consumptions and purchase of some goods. Based on the indicators for this research, it is shown that social value key point is Shopee live streaming allows customers to identify things that are in line with their style this summarized that although consumers can find products that suit their style in Shopee live streaming media and the interactions carried out in Shopee live streaming provide their own identity for consumers, this does not influence consumers to trust the sellers.

Hedonic value has no significant effect on either trust in the seller or trust in the product. Consistent with previous research by Wu & Huang, (2023), it was found that hedonic value has no influence on trust in product, entertainment activities in live streaming are an activity that has been planned by business actors therefore, the emotional level of consumers will be encouraged to buy products not because of the formation of a trust but because they are entertained and interested. In addition, Wongkitrungrueng & Assarut (2020) also stated that hedonic value has no influence on trust in the seller. it is concluded that Although consumers agree that shopping with live streaming media on Shopee is fun and entertaining, it does not influence consumers to trust the products offered or the sellers who sell on Shopee live streaming.

Economic value has a significant and positive effect on both trust in the seller and trust in the product. This is supported by previous research from Ha (2021) which stated that economic value has an influence on trust where it refers to the price, affordability, and appropriateness of the product at its price. Therefore, consumer confidence will increase when sellers can provide good offers and the products offered have affordable prices and commensurate quality. Furthermore, Dimiyati & Subagio (2018); Masri et al. (2021) also stated that monetary (economy) value has a significant impact to trust; when economic content increases, it will also increase the level of customer trust.



Trust in product has a significant and positive effect on trust in seller. Trust is strongly related to customer confidence. Trust is formed from consumers' perspective towards sellers through the attitude and quality provided when interacting. The higher the customer trust, the higher the level of customer loyalty to a product or a seller; when customers are not satisfied or do not like the quality and experience provided by a product or a seller, they will eventually change direction to other products or seller (Aslam et al., 2020). Supported by the previous research made by Wongkitrungrueng & Assarut, (2020); Wu & Huang, (2023) which stated that trust in seller has a significant and positive relationship with trust in product. When a trusted seller conducted a product reviews and offers products in the live streaming event, customer will automatically trust in the product being offered. This is also the opposite; when the product offered has gained the trust of customers and good after-purchase service is received, customers will automatically trust the seller.

Trust in sellers and trust in products has a significant and positive impact on customer engagement. Supported by the research made by Thanh & Binh (2020), It was found that consumer trust has a positive influence on customer engagement. Consumer trust will be formed when consumers have good interactions with business people. Customer engagement is an accumulation of behavioral, social, and psychological contracts made between the customer and seller. A person can relate or come into contact with a product or a business through the purchase or use of the product. Customer engagement has a psychological component; customers will create feelings of liking, satisfaction, and loyalty; therefore, customer engagement is very influential on the future of a business (Padgett & Loos, 2019, p. 230). Vohra & Bhardwaj (2019) revealed that trust has a significant influence on customer engagement, trust is a function of reliability and dependence on a community or relationship. When trust is formed, the relationship between seller and customer will be more bound and formed stronger.

Customer trust (trust in seller and trust in product) and customer engagement have a significant effect on repurchase intention. Supported by a previous study by (Wu & Huang, 2023) confirms the function of customer trust as a mediator between perceived value and propensity to repurchase. Repurchase intention can be greatly enhanced when the seller and products act as an intermediary during live streaming. By giving customers a feeling of identification and belonging through live streaming, sellers may enhance trust and foster a deeper relationship between the buyer and the seller. It is also consistent with Tarabieh et al., (2024) research that revealed customer engagement has a significant effect on repurchase intention. In addition, Kwon et al. (2021) have that customer engagement has a positive impact on trust. Furthermore, Majeed et al. (2022) discovered that highly engaged customers were more likely to feel empowered because of their connection, which might lead to a variety of advantageous transactional outcomes, including the intention to make another purchase online.





## Conclusion

This study has fulfilled the objectives of this study, namely to determine the effect of customer perceived values on trust which then affects customer engagement and repurchase intentions on live online shopping media in Shopee.

The managerial implications of this study offer valuable insights for sellers on live streaming to optimize customer trust, customer engagement, and repurchase intention on Shopee live streaming by emphasizing important factors such as utilitarian value and economic value. Utilitarian value can be improved by selling products with good quality, good delivery from the seller, credibility, and performance in influencing customer's perceived value to trust. Furthermore, it strengthens the skills of streamers and establishes the uniqueness and personal charm to attract loyal customers. It emphasizes similarity when interacting and communicating with customers to enhance customers' belonging, attract and retain their loyalty, and engage and make continuous purchases.

The suggestions for future research are: Firstly, it would be interesting to take the survey and do research on specific official stores in live-streaming e-commerce to prove the impact on customer trust in sellers. Secondly, future research can be done on other e-commerce that have live-streaming features other than Shopee. Lastly, future research could also explore additional variables that can impact customer engagement and repurchase intention.

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