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Analysis of the Influence of Live Streaming Interactivity, Perceived Usefulness, and Trust in Platform on Generation Z's Social Commerce Purchase Intention

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ABSTRAK

Penelitian ini dilakukan untuk menguji sejauh mana interaktivitas dalam live streaming, persepsi manfaat, dan kepercayaan terhadap platform memengaruhi niat beli Generasi Z dalam konteks perdagangan sosial di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei dengan 150 partisipan yang dipilih secara purposif. Partisipan berusia 18 hingga 28 tahun, aktif menggunakan platform perdagangan sosial setidaknya selama enam bulan terakhir, telah berpartisipasi dalam sesi live streaming produk, dan memiliki pengalaman atau keinginan untuk berbelanja melalui platform tersebut. Sebelum analisis regresi linier berganda, data diuji melalui serangkaian uji asumsi klasik yang meliputi uji normalitas, heteroskedastisitas, dan multikolinearitas. Hasil penelitian menunjukkan bahwa semua instrumen yang digunakan memenuhi kriteria validitas, reliabilitas, dan asumsi statistik. Secara keseluruhan, ketiga variabel independen terbukti berpengaruh signifikan terhadap niat beli. Analisis parsial juga menunjukkan bahwa masing-masing variabel berpengaruh positif, artinya semakin aktif interaksi dalam live streaming, semakin besar persepsi manfaat bagi pengguna, dan semakin tinggi tingkat kepercayaan terhadap platform, semakin kuat niat beli Generasi Z dalam konteks perdagangan sosial.

Kata kunci: interaktivitas streaming langsung, kegunaan yang dirasakan, kepercayaan pada platform, niat pembelian

ABSTRACT

This study was conducted to examine the extent to which interactivity in live streaming, perceived usefulness, and trust in the platform influence Generation Z's purchase intention in the context of social commerce in Indonesia. This study used a quantitative approach through a survey method with 150 purposively selected participants. The participants were aged 18 to 28, actively using social commerce platforms for at least the past six months, had participated in product live streaming sessions, and had experience or desire to shop through the platform. Prior to multiple linear regression analysis, the data were tested through a series of classical assumption tests including normality, heteroscedasticity, and multicollinearity tests. The results showed that all instruments used met the criteria for validity, reliability, and statistical assumptions. Overall, the three independent variables were proven to have a significant effect on purchase intention. Partial analysis also showed that each variable had a positive effect, meaning that the more active the interaction in live streaming, the greater the perceived benefits for users, and the higher the level of trust in the platform, the stronger Generation Z's purchase intention in the context of social commerce.

Keywords: live streaming interactivity, perceived usefulness, trust in platform, purchase intention

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INTRODUCTION

Advances in digital technology have brought significant changes to people's consumption patterns, one of which is marked by the emergence of the concept of social commerce, which combines social media functions with online buying and selling activities. Social commerce is an essential part of Generation Z's interaction with products and services (Aulia et al., 2023). Having grown up in an era where e-commerce is predominant, Generation Z uses mobile devices for almost every routine. Social commerce is comparatively more engaging than traditional e-commerce because of features like live-streaming, real-time reviews, and interactive communication with sellers (Risdwiyanto et al., 2023). In this context, purchase intention is a valuable metric for assessing consumer interest and anticipated spend (Fitri et al., 2023). A high purchase intention signifies that a user experience is effective in driving purchases. Therefore, for industry stakeholders and scholars, understanding the factors that affect purchase intention within social commerce for Gen Z becomes imperative.

Unlike traditional e-commerce, social commerce offers the unique ability for sellers and buyers to communicate directly in real-time through live streaming, which has become one of the most popular features of social commerce (Mulyadi et al., 2024). For Gen Z consumers who have grown accustomed to digital communication, instant video communication, and interactive shopping, live video streaming offers a shopping experience that is even more personalized and responsive. The ability to ask questions and listen to real-time answers, virtually observe product features and functionality, and engage with other buyers in feedback discussions promotes trust in products and sellers (Maryono & Hendratni, 2024). The emotional involvement that live streaming interactivity offers is critical to establishing the confidence needed for consumers to complete purchases (Sjoraida et al., 2023). In contrast, the lack of streaming interactivity tends to foster doubt, thus disengaging the consumer. Consequently, social commerce platforms optimized for live streaming interactivity are particularly important in influencing Gen Z's buying behavior (Sudirjo et al., 2024).

Aside from interactivity, the usefulness of the platform impacts social commerce consumers' purchase intentions (Wonua et al., 2023). It describes the extent users feel the offered functionalities assist them in shopping, which Generation Z is willing to use. Generation Z is more likely to go through with a purchase if they see a platform as facilitating product search, streamlining checkout, and offering relevant product reviews and recommendations (Maryoso et al., 2023). Thus, when they feel a social commerce platform offers shopping experience benefits, Generation Z is likely to complete the purchase.

Trust impacts consumer purchase intention along with interactivity, perceived usability, and platform trust features (Riyanti et al., 2024). This trust includes their belief systems regarding the social commerce platform's security and the confidentiality of personal details, described delivery of products, and after-sales service fidelity (Dharta et al., 2024). Despite their technological fluency, Gen Z is still wary of online transactions, mainly because of mismatched products and fraud. Increased confidence in

security and transparency of a platform boosts their impulse. Conversely, if there are doubts about the system's credibility or security, their potential to make a purchase tends to decrease, even if other features on the platform are attractive (Karyono et al., 2024). Therefore, ensuring user trust in the platform is a fundamental step for social commerce operators seeking to convert purchase intention into action, particularly when dealing with digital consumers like Generation Z.

With the aforementioned background, the purpose of this study is to explore the extent to which interactivity in live streaming, perceived usefulness of platform use, and platform trust influence Generation Z's purchase intention in the context of social commerce. Academically, this research is expected to contribute to enriching the literature on digital consumer behavior, particularly in relation to the characteristics and preferences of Generation Z in the realm of social media-based commerce. Practically, the findings of this study are expected to serve as a strategic reference for industry players, including social commerce platform managers, digital marketers, and content creators or influencers, in developing more targeted approaches to attract and retain young consumers. By prioritizing interactive experiences, easy access to information, and user safety, companies will have a greater opportunity to increase purchase intentions and strengthen their position amidst increasingly fierce digital market competition.

RESEARCH METHOD

This study adopted a quantitative approach using a survey method to investigate the influence of live streaming interactivity, perceived usefulness, and platform trust on Generation Z purchase intention in the context of social commerce. Respondents in this study were individuals from Generation Z in Indonesia who actively use social commerce platforms and engage in live streaming features. The number of respondents was set at 150 people, selected using a purposive sampling technique. The selection criteria included: (1) aged 18 to 28 years, (2) actively using social media and social commerce platforms such as TikTok Shop, Shopee Live, or Instagram Shopping for at least the past six months, (3) having experience watching or participating in product live streaming sessions, and (4) having made a purchase or having an interest in purchasing through social commerce in the past three months. The instrument used was a structured questionnaire with a five-point Likert scale, from strongly disagree (1) to strongly agree (5), designed based on indicators of each variable. To ensure the validity of the instrument, an item-total correlation test was conducted, with items declared valid if they had a correlation value of more than 0.30 and a significance below 0.05. Meanwhile, the instrument's reliability was tested using Cronbach's Alpha value, and was declared reliable if the value exceeded 0.70. Prior to the regression analysis, the data were first tested using a series of classical assumption tests.

RESULT AND DISCUSSION

Based on the test results, all items in the variables of live streaming interactivity, perceived usefulness, trust in the platform, and purchase intention through social commerce were proven valid, because the item-total correlation value exceeded 0.30 and the significance level was below 0.05. Meanwhile, the results of the reliability test using Cronbach Alpha showed that each variable had a value of more than 0.70, which indicates that the instrument used had high internal consistency and was suitable for use in research. According to the Kolmogorov-Smirnov method, the normality test result revealed that the data distribution was normal, given that the significance value was greater than 0.05. Furthermore, there were no symptoms of heteroscedasticity based on the Glejser approach, as all independent variables had significance levels above 0.05. The results of the multicollinearity test also indicated that all independent variables had a tolerance value greater than 0.10, as well as a VIF of less than 10, which implied that there was no multicollinearity relationship among the variables. Hence, all data accounted to meet the validation test, reliability test, classical assumptions, and could be used in subsequent multiple linear regression analyses.

Overall, multiple linear regression demonstrated significance given that the computed F-value surpassed the critical F-value, and the p-value was less than 0.05. It shows that the three variables, live streaming interactivity, perceived usefulness, and trust in the platform, simultaneously affect Generation Z's purchase intention in social commerce. A 49% explanation of the variation in purchase intention from the three variables is relatively strong, though it suggests that multiple other variables, perhaps even the social commerce variables, influence the remaining 51% variation. The three-party, uncontrolled variables significantly influence the purchase intention. All three variables having positive regression weights confirms that the higher the interactivity, perceived usefulness, and trust in the platform, the more likely it is that Generation Z will purchase. Hence, all the research hypotheses from this study have been supported.

This study demonstrates that the degree of interactivity offered during a live stream positively correlates with Generation Z's intention to purchase on social commerce platforms. In other words, more interactive live stream sessions encourage young consumers to buy more. Users engage in real-time conversation with sellers and ask questions, while seller demonstrators show the product, and other consumers.submit and comment in purchases. This real-time dialogue fosters a more personalized and convincing buying situation, as information is obtained directly and transparently. Gen Z prefers fast, visual, and two-way interactive and digital content, so such an experience is a deciding factor in a purchase. Buyers develop a sense of trust and decisiveness, particularly when a seller or influencer displays a product and answers questions asked live. On the other hand, non-responsive sellers create a disconnected experience, streamers risk viewers turnover and buy disengagement with a lack of interaction. This is now sold in social commerce. This study demonstrates that the seller's disconnection

has to be curtailed. The interactivity offered in live stream is not for entertainment, social commerce relies on the streamer to build trust and emotional attachment to generate purchases.

This study demonstrates that how usable the platform feels to users significantly influences how willing Gen Z shoppers are to buy items on social commerce sites. If users feel the interface helps them achieve some real results in their shopping activities, they will be inclined to buy. Usability perceptions are driven by how effortless it is to obtain and assess relevant product information, how easy it is to carry out payments, and how well the system predicts and suggests what the users need. Generation Z is attracted to systems that are efficient and offer a seamless and straightforward interactive experience. Systems that enable quick searches and have trustworthy payment options, as well as those that adapt to user preferences, add to their value perception. The emphasis on technology makes practicality a decisive factor for Generation Z. Hence, users are more inclined to buy when the platform provides more social commerce incentives.

Alongside interactivity and perceived usability, this study also shows the impact of trust on social commerce purchase intentions, especially for Generation Z. Generation Z does adopt technology, but trust hinges on the safety and the opacity of the transaction and the fraud and product failure risks that accompany online purchases. Platforms that increase trust and purchase intention eliminate risks using return guarantees, informative descriptions, dependable payment systems, and attentive support. Furthermore, trust enhances the user's risk perception, giving them confidence in their purchase. Thus, trust's protective nature on purchases shows that any social commerce strategy directed at Generation Z must consider trust and the mechanisms that build it.

CONCLUSION

The findings indicated that live-streaming interactivity, perceived usability of the platform, and trust level highly affect Generation Z's purchasing intention in social commerce. Favorable interactions via the live-streaming feature foster personalized and compelling shoppers' experiences, as shoppers receive information about the products in real time and emotionally bond with sellers or influencers. Also, the users' narrowly focused transaction processing, information retrieval speed, and overall platform navigation ease are highly influential in forming a purchase intention. Thus, the practical implication of these findings is the need for platform managers to fine-tune the adaptive responsive interactivity for the live-streaming feature so that real value is added for the users while building trust and in every transaction, as a safe and secure environment is beneficial. By strategically combining these three elements, social commerce platforms have a significant opportunity to increase Generation Z's purchase intention, strengthen user engagement, and create sustainable business growth in an increasingly competitive digital landscape.

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