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Credible Influencers and Impulse Buying in Live-Streaming Commerce

Ginanjar Rahmawan[1], Indra Iryanto Nur Hidayat[2]
[1]Sekolah Tinggi Ilmu Ekonomi Surakarta, [2]Universitas Pembangunan Nasional "Veteran" Yogyakarta
Corresponding Author: Ginanjar Rahmawan, Ginanjar, e-mail: ginanjar2010@gmail.com

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ABSTRACT

The purpose of this study was to examine the relationships among Influencer Credibility, Attitude Toward Influencers, and Impulse Buying within the context of live streaming commerce. As live streaming increasingly becomes an important digital marketing channel, understanding the psychological mechanisms that drive consumers' spontaneous purchasing behavior is essential. This study specifically focuses on the role of influencer credibility in shaping consumer attitudes and triggering impulse buying decisions during live streaming interactions. **This research** employed a quantitative approach with an explanatory research design. Data were collected from individuals who had previously made purchases through live streaming commerce using an online questionnaire distributed via Google Forms. A purposive sampling technique was applied, resulting in 108 valid responses. The data were analyzed using Partial Least Squares. Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2. Measurement validity and reliability were assessed through outer model analysis, while hypothesis testing and mediation analysis were conducted using inner model evaluation. **The results** indicate that Influencer Credibility has a positive and significant effect on Attitude Toward Influencers and Impulse Buying. Furthermore, Attitude Toward Influencers is found to have a significant direct effect on Impulse Buying. These findings confirm that influencer credibility not only directly stimulates impulse buying behavior but also indirectly influences it through the formation of positive consumer attitudes toward influencers. **In conclusion**, this study demonstrates that influencer credibility and consumer attitudes play critical roles in driving impulse buying in live streaming commerce. The findings contribute to the literature on digital marketing and consumer behavior by highlighting the importance of credible influencer communication. Practically, the results suggest that businesses and influencers should prioritize credibility-building strategies to enhance the effectiveness of live streaming marketing activities.

Keywords: Influencer credibility, attitude toward influencers, impulse buying, live streaming commerce, digital marketing.

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INTRODUCTION

The rapid development of digital technology has led to the emergence of live streaming commerce as a new form of electronic commerce that integrates entertainment, social interaction, and real-time transactions. This model allows consumers to watch live product demonstrations, interact directly with sellers or influencers, and complete purchases within the same platform and time frame (Kotler & Keller, 2016). These characteristics create an immersive and emotionally engaging shopping environment with minimal decision-making delay, which increases the potential for impulse buying behavior.

In live streaming commerce, influencers play a central role as communicators and opinion leaders. Influencers not only deliver product information but also build trust and psychological closeness with audiences. Influencer credibility becomes a key factor in determining the extent to which marketing messages are accepted and trusted by consumers. Credibility is commonly reflected

through perceptions of expertise, trustworthiness, and authenticity in delivering product recommendations (Ohanian, 1990).

Impulse buying refers to spontaneous and unplanned purchasing behavior that is driven more by situational stimuli and emotions than by rational evaluation (Solomon, 2018). The live streaming commerce environment, which is rich in social interaction, time pressure, and visual stimuli, makes impulse buying particularly relevant to study. Previous research has shown that interactive online environments can significantly strengthen consumers' impulse buying tendencies (Verhagen & van Dolen, 2011).

Influencer Credibility

Source credibility is a classical concept in marketing communication that refers to the level of audience trust in an information source. Ohanian (1990) explains that credibility consists of three main dimensions: expertise, trustworthiness, and attractiveness, which influence the effectiveness of persuasive messages. In the context of digital marketing, influencer credibility is a critical determinant of endorsement success because consumers tend to trust recommendations that are perceived as authentic and competent (Kotler & Keller, 2016).

Attitude Toward Influencers

Attitude toward influencers reflects consumers' overall evaluation of influencers, both cognitively and affectively. A positive attitude is characterized by liking, trust, and admiration toward the influencer. According to consumer behavior theory, positive evaluations of message sources increase message acceptance and the likelihood that consumers will act in accordance with the recommendations provided (Solomon, 2018). Based on this explanation, influencer credibility is expected to positively influence consumers' attitudes toward influencers.

H1: Influencer credibility has a positive effect on attitude toward influencers.

Influencer Credibility and Impulse Buying

In online purchasing situations characterized by uncertainty, consumers often rely on heuristic cues to accelerate decision-making. Influencer credibility functions as such a cue by reducing perceived risk and increasing consumer confidence (Abratt & Kleyn, 2012). Prior studies indicate that trust in information sources plays an important role in encouraging spontaneous purchasing decisions in digital environments (Verhagen & van Dolen, 2011). Therefore, influencer credibility is expected to have a direct positive effect on impulse buying.

H2: Influencer credibility has a positive effect on impulse buying.

Attitude Toward Influencers and Impulse Buying

A positive attitude toward influencers can strengthen persuasive effects in live streaming commerce. Consumers who like and trust influencers are more likely to follow their recommendations, especially under emotional conditions and time pressure. Solomon (2018) explains that positive affect toward recommendation sources can lower cognitive resistance and encourage spontaneous purchasing behavior. Accordingly, attitude toward influencers is expected to positively influence impulse buying behavior.

H3: Attitude toward influencers has a positive effect on impulse buying.

METHOD

This study adopts a quantitative approach with an explanatory research design aimed at examining the effect of influencer credibility on impulse buying, with attitude toward influencers

serving as a mediating variable. This approach is appropriate for testing causal relationships among variables and providing explanatory insights, as recommended by Sugiyono (2019) for explanatory research.

The study population consists of individuals who have previously engaged in shopping through live streaming commerce. Data were collected by distributing an online questionnaire via Google Forms through WhatsApp groups, and respondents were selected using a purposive sampling technique (Neuman et al., 2011; Neuman, 2014). A total of 108 valid responses were obtained, which meets the recommended sample size criteria for Partial Least Squares Structural Equation Modeling (PLS-SEM), where sample sizes typically range between 30 and 500 respondents (Ghozali, 2021; Hair et al., 2021).

The research instrument was developed based on measurement indicators adapted from prior studies that have demonstrated acceptable levels of validity and reliability. All items were measured using a five-point Likert scale (Sekaran & Bougie, 2016). Validity and reliability testing were conducted through outer model analysis using SmartPLS version 3.2, while hypothesis testing, including mediation analysis, was performed through inner model analysis. This analytical procedure follows the guidelines proposed by Ghozali (2021) and Hair et al. (2021) to examine both direct and indirect effects within a variance-based structural model.

FINDING AND DISCUSSION

Outer Model or Measurement Model

Validity Test

Construct validity was assessed through the evaluation of cross-loading factors using statistical procedures. Factor loading values within the range of 0.50 to 0.60 were deemed sufficient to support convergent validity, while correlation coefficients above 0.70 indicated a higher level of measurement quality and stronger validity (Ghozali, 2021; Hair et al., 2021).

Table 1. Cross Loading Factor

	Attitude Toward Influencers	Impulse Buying	Influencer Credibility
ATI1	0.885	0.725	0.664
ATI2	0.867	0.539	0.555
ATI3	0.879	0.697	0.758
IB1	0.733	0.871	0.732
IB2	0.712	0.859	0.688
IB3	0.509	0.835	0.691
IB4	0.564	0.794	0.653
IC2	0.606	0.641	0.782
IC3	0.500	0.691	0.786
IC4	0.611	0.706	0.855
IC5	0.659	0.634	0.813
IC1	0.639	0.589	0.723

Table 1 shows that all constructs in the research model satisfy the requirements for discriminant validity and factor analysis, thereby confirming the appropriateness and adequacy of the proposed measurement model. Furthermore, convergent validity, as presented in Table 2 and assessed using the Average Variance Extracted (AVE) criterion, demonstrates acceptable results, with all constructs exceeding the recommended threshold of 0.50 (Ghozali, 2021; Hair et al., 2021).

Table 2. Convergent Validity Test

	Average Variance Extracted (AVE)
Attitude Toward Influencers	**0.769**
Impulse Buying	**0.706**
Influencer Credibility	**0.629**

Reliability Test

According to Sekaran and Bougie (2016), reliability coefficients below 0.60 indicate weak reliability, values around 0.70 are considered acceptable, and values exceeding 0.80 reflect a high level of reliability. As presented in Table 3, all constructs exhibit composite reliability values above 0.70, indicating that each variable demonstrates satisfactory internal consistency and is therefore suitable for subsequent analysis.

Table 3. Composite Reliability dan Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Attitude Toward Influencers	**0.851**	**0.909**
Impulse Buying	**0.861**	**0.906**
Influencer Credibility	**0.851**	**0.894**

Inner Model

The R-square values indicate that the proposed research model demonstrates a satisfactory explanatory power in accounting for the variance of the endogenous variables. Specifically, the Attitude Toward Influencers construct reports an R-square value of 0.581 and an adjusted R-square of 0.577, suggesting that 58.1% of the variance in this variable is explained by the independent variables included in the model, while the remaining 41.9% is attributable to factors outside the scope of the analysis.

Furthermore, the Impulse Buying construct exhibits an R-square value of 0.717 and an adjusted R-square of 0.711, indicating that the model accounts for 71.7% of the variance in impulse buying behavior. The unexplained proportion in both endogenous variables implies the presence of additional external factors that were not incorporated into the current model, highlighting the need for future studies to consider other relevant variables in order to enhance the explanatory strength of the model.

Table 4. R Square Adjusted Test

	R Square	R Square Adjusted
Attitude Toward Influencers	0.581	0.577
Impulse Buying	0.717	0.711

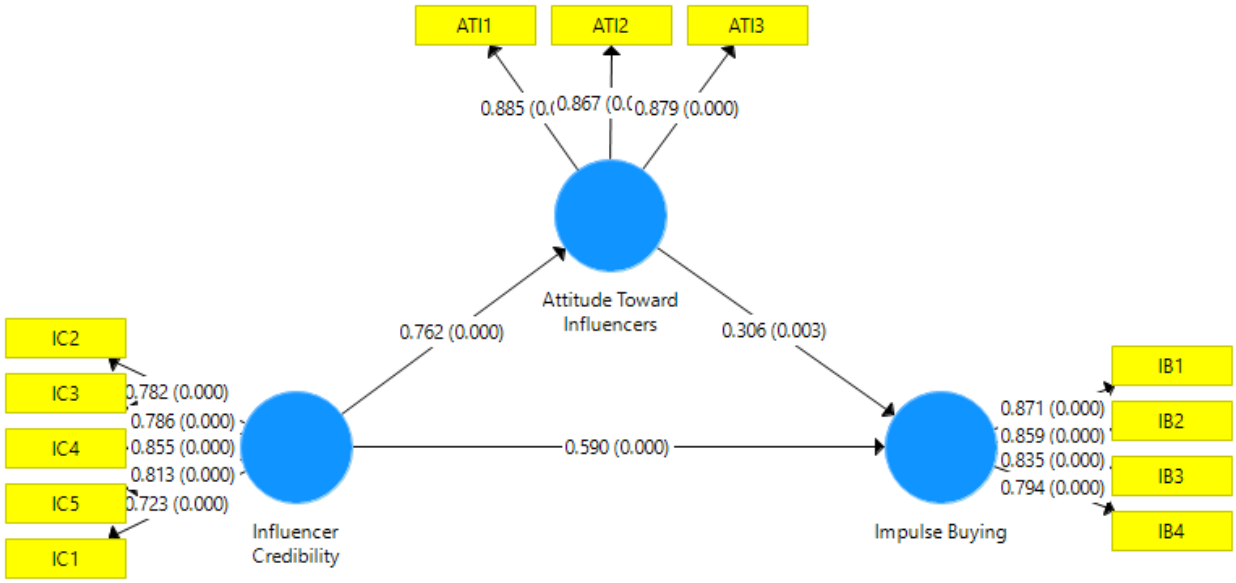
Hypothesis Testing: Direct Effects

Table 5 reports the results of the hypothesis testing. The findings indicate that Attitude Toward Influencers has a positive and statistically significant direct effect on Impulse Buying ($\beta = 0.306$; $p = 0.003$). In addition, Influencer Credibility is found to have a strong and significant effect on Attitude Toward Influencers ($\beta = 0.762$; $p = 0.000$), as well as a significant direct influence on Impulse Buying ($\beta = 0.590$; $p = 0.000$). These results demonstrate that influencer credibility plays a pivotal role in shaping consumers' attitudes toward influencers and directly stimulating impulse buying behavior within the proposed model.

Table 5. Direct Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Attitude Toward Influencers -> Impulse Buying	0.306	2.939	**0.003**
Influencer Credibility -> Attitude Toward Influencers	0.762	14.366	**0.000**
Influencer Credibility -> Impulse Buying	0.590	6.154	**0.000**

Figure 3. SEM PLS Model



Finding

This study examines the relationships among Influencer Credibility, Attitude Toward Influencers, and Impulse Buying within the context of live streaming commerce. The results of the analysis demonstrate that Influencer Credibility exerts a significant direct effect on key dimensions of both Attitude Toward Influencers and Impulse Buying, highlighting its central role in shaping consumer responses (Ohanian, 1990; Kotler & Keller, 2016).

These findings further indicate that Influencer Credibility and Attitude Toward Influencers function as critical direct drivers in enhancing impulse buying behavior, as positive perceptions of influencer trustworthiness and favorable attitudes reduce cognitive resistance and encourage spontaneous purchase decisions (Solomon, 2018; Verhagen & van Dolen, 2011).

Discussion

Influencer Credibility to Attitude Toward Influencers

Influencer Credibility has a strong and significant effect on Attitude Toward Influencers ($\beta = 0.762$; $p < 0.001$), indicating that perceptions of expertise, trustworthiness, and authenticity substantially shape consumers' attitudinal responses toward influencers (Ohanian, 1990; Erdogan, 1999). This result aligns with source credibility theory, which posits that credible communicators are more persuasive and more likely to generate positive audience attitudes toward both the message and the source (Hovland & Weiss, 1951; Ohanian, 1990).

Influencer Credibility to Impuls Buying

Influencer Credibility also demonstrates a significant direct effect on Impulse Buying ($\beta = 0.590$; $p < 0.001$), suggesting that credibility functions as a heuristic cue that reduces perceived risk and accelerates purchasing decisions in live streaming contexts (Abratt & Kleyn, 2012; Ghozali, 2021). This direct relationship indicates that consumers may rely on influencer credibility as a shortcut in decision-making processes, enabling immediate purchase actions without extensive product

evaluation, particularly under conditions of time pressure and social presence (Verhagen & van Dolen, 2011; Hair et al., 2021).

Attitude Toward Influencers to Impuls Buying

Attitude Toward Influencers exerts a positive and statistically significant direct effect on Impulse Buying, suggesting that favorable consumer evaluations of influencers increase the likelihood of spontaneous purchasing behavior in live streaming commerce ($\beta = 0.306$; $p = 0.003$), which is consistent with prior studies emphasizing the role of affective responses in impulsive decision-making (Solomon, 2018; Verhagen & van Dolen, 2011). This finding supports the notion that consumers who perceive influencers as likable, trustworthy, and relatable are more inclined to follow their recommendations without extensive cognitive deliberation, particularly in emotionally engaging digital environments (Kotler & Keller, 2016; Lou & Yuan, 2019). These findings confirm that influencer credibility plays a central role in shaping both cognitive–affective evaluations and impulsive behavioral responses, reinforcing its strategic importance in live streaming commerce and digital marketing practices (Kotler & Keller, 2016; Lou & Yuan, 2019).

CONCLUSIONS

This study investigates the relationships among Influencer Credibility, Attitude Toward Influencers, and Impulse Buying in the context of live streaming commerce. The findings confirm that influencer credibility plays a pivotal role in shaping consumers' attitudes toward influencers and directly stimulating impulse buying behavior. Influencers who are perceived as credible in terms of expertise, trustworthiness, and authenticity are more effective in generating positive attitudinal responses and encouraging spontaneous purchasing decisions.

Moreover, the results demonstrate that Attitude Toward Influencers significantly contributes to impulse buying behavior, indicating that favorable consumer evaluations of influencers strengthen the persuasive impact of live streaming interactions. This suggests that impulse buying is not solely driven by situational stimuli, but is also strongly influenced by psychological and attitudinal factors formed through credible influencer communication.

Theoretically, this study enriches the literature on digital marketing and consumer behavior by reinforcing the importance of source credibility and attitude formation in explaining impulse buying within live streaming environments. Practically, the findings highlight the need for businesses and influencers to prioritize credibility-building strategies, such as demonstrating expertise, maintaining transparency, and engaging authentically with audiences, to enhance marketing effectiveness. Future research is encouraged to incorporate additional variables and broader samples to further strengthen the explanatory power of the proposed model.

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