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Exploration of the Relationship Between Live Host and Audience on Shopee Live

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ABSTRACT (10pt)

This study aims to explore the influence of Interactional Element and Audience Characteristic on Purchase Intention within the context of Shopee Live, while also examining the mediating roles of Perceived Influencer and Consumer attitude. A quantitative approach was employed through a survey conducted among active Shopee Live users in Indonesia. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The findings indicate that Interactional Element has a positive and significant effect on both Perceived Influencer and Purchase Intention. Audience Characteristic significantly influences both Consumer Attitude and Purchase Intention. Additionally, both Perceived Influencer and Consumer Attitude have positive effects on Purchase Intention. Mediation analysis confirms that Perceived Influencer and Consumer Attitude mediate the relationship between Interactional Element and Audience Characteristic with Purchase Intention, respectively. This study contributes theoretically to the understanding of digital interaction and audience alignment in shaping consumer behavior in live commerce. Practically, the results offer insights for developing more interactive and personalized digital marketing strategies for e-commerce businesses.

Keywords: Interactional Element, Audience Characteristic, Perceived Influencer, Consumer attitude, Purchase Intention, Shopee Live

INTRODUCTION

The rapid development of technology and information has changed the way consumers meet their needs, including making product purchases online (Oloveze et al., 2022). The emergence of *e-commerce* provides a medium that simplifies the shopping process by offering a wide selection of products, competitive prices, extensive information, and a variety of delivery service options (Arief et al., 2023; Jürgensmeier et al., 2024).

Not only does it increase transaction efficiency, the growth of *e-commerce* also encourages digital platforms to continue innovating in their marketing strategies to maintain consumer loyalty and compete in an increasingly competitive digital market (Ramadhan et al., 2024). One example of such innovation is the use of *live streaming* features in *e-commerce* platforms, allowing direct interaction between sellers and consumers during the promotion process (Indarti et al., 2024).

As many as 57% of Indonesian consumers prefer to watch live shopping broadcasts through *e-commerce* platforms, compared to just 33% who use social media and 10% through television. These findings show a shift in consumer behavior that no longer only focuses on product searches but also seeks a shopping experience that is interactive, informative, and real-time.

Increasing consumer interest in *live streaming* features has prompted businesses to adopt them as an integral part of their digital marketing strategies, aiming to reach audiences more

effectively and personally (Ramadhan et al., 2024; Krisnawati et al., 2024). Through real-time interaction, sellers can not only convey product information directly and responsively, but also build emotional closeness with consumers through a more authentic communication style (Yanti Grace Hutasoit & Andarini, 2024). In this context, *live streaming* is seen as capable of meeting the expectations of modern consumers who seek transparency, authenticity, and a dynamic shopping experience (Indarti et al., 2024), making it an essential element in today's digital transformation of *e-commerce*.

The popularity of *live streaming* in *e-commerce* is evident as *Shopee Live* became the leading direct selling channel in Southeast Asia in 2022, used by 27% of businesses, outperforming Facebook and TikTok at 22.5% each. In Indonesia, the dominance of *Shopee Live* is also confirmed by results from an Ipsos survey reported by CNN Indonesia, where 41% of respondents cited *Shopee Live* as the most used *live commerce* feature, surpassing TikTok Live (30%) and Tokopedia Live (21%) (CNN Indonesia, 2024). This finding strengthens *Shopee Live*'s position as a platform that is not only popular among consumers, but also trusted by local brands and *MSME* actors as the primary promotional channel for reaching a wider market interactively.

Research by Asanprakit & Kraiwanit (2024) explains that the adoption of *e-commerce live streaming* in Southeast Asia does not occur uniformly and is greatly influenced by the social, economic, and digital conditions of each country. In Thailand, high internet penetration and smartphone ownership, combined with purchasing power and strong trust in online shopping, are driving rapid *e-commerce* growth (Asanprakit & Kraiwanit, 2024). Meanwhile, Indonesia has a more moderate level of digital penetration and trust but shows great potential for *live commerce* growth due to high public involvement in social media (Asanprakit & Kraiwanit, 2024). These findings confirm that the development of *live streaming commerce* is shaped by local characteristics, and in the Indonesian context, market potential and positive consumer response to interactive content make this medium relevant for study in digital marketing strategies.

The main reasons Indonesian consumers participate in *live commerce* are to ensure product quality (54%) and seek new discounts (53%), followed by engaging interactive experiences (31%). The data show that this direct interaction provides space for sellers to convey information in real-time, adjust their approach based on audience feedback, and build closeness that increases consumer trust (Tian et al., 2023; Garg & Bakshi, 2024). As explained by Sánchez-Fernández & Jiménez-Castillo (2021), the quality of information conveyed through live interaction has a stronger impact than conventional marketing. When hosts provide interesting, useful, and unique information and show empathy or personalized responses, consumers feel more engaged and trusting (Babu et al., 2024; Natalia, 2024). Thus, strong interaction between sellers and consumers on *Shopee Live* as a whole impacts increased purchase intent.

Live streaming-based *e-commerce* offers significant added value for consumers in terms of time efficiency, ease of access, and price advantages (Qing & Jin, 2022). Although the Ipsos survey (AntaraNews, 2024) focuses more on the perspective of business actors—showing that 77% of local brands and *MSMEs* call *Shopee Live* the most memorable *live streaming* feature and 72% say they use it most often—the high adoption also shows that the *Shopee Live* audience matches the communication style and promotional formats offered by the platform.

In digital marketing, the characteristics of influencers or hosts in *live streaming* sessions are proven to significantly influence consumers' purchase intentions, where trust in the host's expertise and credibility also encourages audiences to stay tuned and consider the recommended products (Venciute, Mackeviciene, Kuslys, & Correia, 2023; Tian et al., 2023). Thus, audience characteristics—especially in terms of self-concept and personality

congruence—play an important role in shaping purchase intent in the context of *Shopee Live*, which is based on direct interaction and real-time communication.

Just 1% of consumers say they buy because the host is a celebrity or influencer they know, which shows that popularity alone is not enough to drive a buying decision. More important is how the host is able to build trust and a real connection with the audience. In line with this, 66% of respondents admit to buying because discounts are attractive, and 25% because the products offered are considered attractive—factors often persuasively conveyed by the host during the broadcast.

In this context, trust in the host's competence is the key to forming buying intent. Studies by Tian et al. (2023) and Venciute, Mackeviciene, Kuslys, & Correia (2023) also support that perceptions of host expertise and integrity can encourage audiences to continue following *live streams* and consider the products they recommend.

Based on Statista data (2023), the main benefits of live shopping perceived by consumers are access to exclusive discounts (32%), inspiration and new ideas (32%), and real-time interaction (31%). Gen Z consumers also state that they are attracted to interactive elements such as quizzes and giveaways (31%), as well as the ability to make more informed purchasing decisions (30%) through information delivered directly during live sessions (Statista, 2023). These findings demonstrate that elements of information, engagement, and interactivity offered through *live streaming* features play an important role in shaping positive attitudes toward the brands and products displayed (Garg & Bakshi, 2024; Indarti et al., 2024). The positive attitude formed through interactive shopping experiences is a driving factor for increasing consumer purchase intention, as also explained by Maulani et al. (2022) and Garg & Bakshi (2024), who found that consumer attitude significantly influences purchase intent in the digital context.

In the context of *Shopee Live*, the interactional element plays an important role in driving consumer purchase intent. According to an Ipsos survey (2024), *Shopee Live* is the main choice for local brands and *MSMEs* to reach consumers, due to the advantages of direct interaction.

This study aims to examine how the interaction between *live hosts* and consumers in a *live streaming* session can affect purchase intent, as well as how consumers respond to the experience in real time. *Shopee Live* was chosen as the context of the study due to its dominance as the most popular *live commerce* platform in Indonesia, used by 41% of respondents according to an Ipsos survey (CNN Indonesia, 2024), with a recorded usage rate of 26.5% in Southeast Asia (Statista, 2024c).

With the adoption of *live streaming* continuing to increase—supported by Indonesian consumers' preference for *e-commerce* platforms to watch live broadcasts (57%) and motivations such as product quality search (54%) and discounts (53%) (Statista, 2024c)—this research is expected to contribute to an understanding of the effectiveness of interactive marketing strategies.

The benefits of this research lie in its dual contribution to theory and practice. Theoretically, it enriches the understanding of how Interactional Elements and Audience Characteristics influence purchase intention in the context of *Shopee Live*, particularly through the mediating roles of perceived influence and consumer attitude, complementing existing studies on *parasocial* interactions in digital marketing. Practically, the findings can serve as a valuable reference for online business practitioners on *Shopee* to design more effective, interactive, and technology-driven marketing strategies, enabling them to enhance consumer engagement and reach a broader audience.

METHOD

In *descriptive* research, data about the object being studied is collected to provide a clear picture of the conditions or phenomena that are occurring (Sudipa et al., 2024). This research aims to describe existing relationships or circumstances, ongoing practices, and various

perceived influences (Sudipa et al., 2024). To obtain accurate data, the *survey* method is used by distributing questionnaires to respondents who have been selected based on certain criteria (Sudipa et al., 2024). After the data is collected, the analysis is carried out systematically using appropriate statistical techniques in order to identify the relationships between variables and test the hypotheses that have been formulated (Imam Machali, 2021).

This study uses a *quantitative* approach to collect and analyze data in the form of numbers. This approach was chosen because it can help researchers test hypotheses and examine the relationships between variables systematically and objectively (Imam Machali, 2021). The data analysis method used is *partial least squares structural equation modeling* (*PLS-SEM*), which is run using *SmartPLS* software. *PLS-SEM* was chosen because it has a strong ability to analyze complex structural models, especially when involving second-order latent constructs, such as the *Interactional Element* and *Audience Characteristic* constructs in this study. In addition, *PLS-SEM* is suitable for use when the research objectives are predictive and exploratory, and it remains effective even with relatively small sample sizes (Hair et al., 2022; Rahadi, 2023). This *quantitative* approach allows for the testing of existing theories and provides empirical evidence regarding the influence of *Interactional Elements*, *Perceived Influence*, *Audience Characteristics*, *Consumer Attitude*, and *Purchase Intention* in the context of *Shopee Live*.

RESULTS AND DISCUSSION

Research Results

The results of this study were obtained through data processing using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 4.0 application. The analysis was carried out in two stages, namely the evaluation of the outer model to test the validity and reliability of the construct, and the evaluation of the inner model to analyze the relationship between variables.

This study uses a second-order model formed by several first-order constructs, with a Two-Stage Approach. Therefore, testing is carried out in stages, starting from the evaluation of validity and reliability at the first-order level, then continued with testing of second-order constructs as a representation of the main concepts in the research. The results of both stages of analysis are used as a basis for hypothesis testing and further discussion.

Testing Measurement Model (Outer Model)

Outer Model Lower-Order Construct Evaluation

The evaluation of the lower order construct model is carried out to assess the validity and reliability of the construct, with the aim of ensuring that the indicator can accurately and consistently represent the construct. The test includes three main aspects, namely: (1) convergent validity as seen from the outer loading and AVE values, (2) discriminant validity through cross-loading, HTMT, Fornell-Larcker, and (3) construct reliability based on composite reliability values and Cronbach's alpha (Hair et al., 2022).

The constructs tested at this stage include Parasocial Interaction, Informational Value, Emotional Attachment, Meaning Transfer, Self-Concept, User-Influencer Personality Congruence, Perceived Influence, Consumer Attitude, and Purchase Intention. The results of this test are the basis for proceeding to the higher-order construct evaluation stage and the analysis of the overall structural model.

The following figure shows an outer model at the lower-order construct level that visualizes the relationship between the indicators and each latent construct in the study.

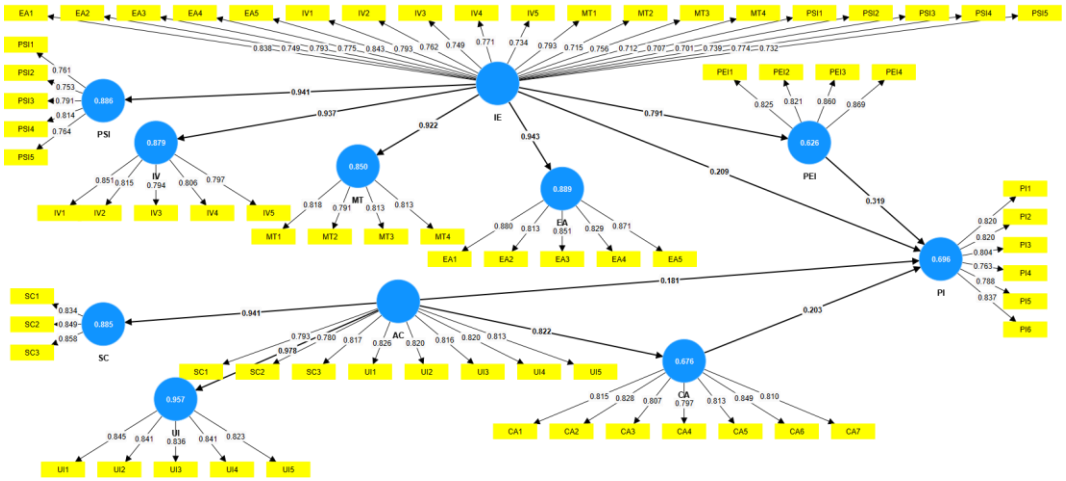

Figure 1. Outer Loading
Source: SmartPLS Researcher's Processed Data (2025)

Convergent Validity

Convergent validity testing is performed to assess the extent to which the indicators in a single lower-order construct are able to represent that construct consistently. Convergent validity is stated to be achieved if the indicator has an outer loading value above 0.70, which indicates that the indicator makes a significant contribution to the latent construct measured (Hair et al., 2022). In addition, the Average Variance Extracted (AVE) value is also used as an additional measure, with a minimum recommended value of 0.50. The AVE value ≥ 0.50 indicates that more than 50% of the variance of the indicator can be explained by the construct in question (Sarstedt et al., 2019).

Details of the outer loading and AVE values in each lower-order construct are shown in the following table:

Table 1. Outer Loading and AVE Values

Indicator	*Outer Loading*	AVE
CA1	0,815	0,668
CA2	0,828	
CA3	0,807	
CA4	0,797	
CA5	0,813	
CA6	0,849	
CA7	0,810	
EA1	0,880	0,721
EA2	0,813	
EA3	0,851	
EA4	0,829	
EA5	0,871	
IV1	0,851	0,661
IV2	0,815	
IV3	0,794	
IV4	0,806	
IV5	0,797	
MT1	0,818	0,654
MT2	0,791	
MT3	0,813	
MT4	0,813	
PEI1	0,825	0,712
PEI2	0,821	
PEI3	0,860	
PEI4	0,869	

Indicator	*Outer Loading*	AVE
PI1	0,820	0,649
PI2	0,820	
PI3	0,804	
PI4	0,763	
PI5	0,788	
PI6	0,837	
PSI1	0,761	0,604
PSI2	0,753	
PSI3	0,791	
PSI4	0,814	
PSI5	0,764	
SC1	0,834	0,718
SC2	0,849	
SC3	0,858	
UI1	0,845	0,701
UI2	0,841	
UI3	0,836	
UI4	0,841	
UI5	0,823	

Source: Processed Researcher (2025)

Based on the table above, all indicators show an outer loading value above 0.70, which means that each indicator has represented its construct validly convergently (Hair et al., 2022). In addition, all AVE values in each lower-order construct were above the minimum threshold of 0.50, which suggests that more than 50% of the indicator's variance was able to be explained by its construct (Sarstedt et al., 2019).

Construct Consumer Attitude has an AVE of 0.668, indicating the strength of good internal consistency. The constructs of Emotional Attachment (AVE = 0.721), Informational Value (0.661), Meaning Transfer (0.654), and Perceived Influence (0.712) also showed convergently valid results. The same can be seen in the constructs of Purchase Intention (0.649), Parasocial Interaction (0.604), Self-Concept (0.718), and User-Influencer Personality Congruence (0.701), all of which meet the minimum criteria.

Construct Reliability

Construct reliability is used to assess the internal consistency between indicators in a construct, i.e. the extent to which these indicators produce stable and consistent measurements in representing the same latent variable. Two commonly used measures are Cronbach's Alpha (α) and Composite Reliability (CR).

Cronbach's Alpha is a traditional measure of reliability that assumes an equal weight of the indicator. Meanwhile, Composite Reliability is considered more accurate because it takes into account the actual loading weight of each indicator. In the PLS-SEM analysis, the reliability of the construct was stated to be achieved if the α and CR values ≥ 0.70, which indicates a good level of internal consistency (Hair et al., 2022).

Table 2. Construct Reliability Value

	Cronbach's alpha	*Composite reliability*
CA	0,917	0,918
EA	0,903	0,905
IV	0,872	0,872
MT	0,824	0,825
PEI	0,865	0,867
PI	0,892	0,893
PSI	0,836	0,837

	Cronbach's alpha	*Composite reliability*
SC	0,803	0,804
UI	0,893	0,893

Source: Processed Researcher (2025)

Based on the table above, all lower-order constructs show Cronbach's Alpha and Composite Reliability values above 0.70, indicating that all constructs have good internal consistency. Construct Consumer Attitude had the highest reliability value (α = 0.917; CR = 0.918), while other constructs such as Emotional Attachment, Purchase Intention, and User-Influencer Congruence also showed strong results. The construct with the lowest value is Self-Concept (α = 0.803; CR = 0.804), still within the recommended limits.

All first-order constructs have met the criteria of convergent validity and reliability, demonstrated by adequate outer loading, AVE, and Composite Reliability values. Thus, the first-order construct is declared feasible to be used to form a second-order construct in the next stage of analysis.

Outer Model Higher-Order Construct Evaluation

Evaluation of measurement models at the higher-order construct (HOC) level was carried out to test the validity and reliability of the main constructs formed by several lower-order constructs. In this study, the Interactional Element construct is formed from four lower-order constructs, namely Parasocial Interaction, Informational Value, Emotional Attachment, and Meaning Transfer. Meanwhile, the Audience Characteristic construct is formed from two lower-order constructs, namely Self-Concept and User-Influencer Personality Congruence.

The test was carried out using the Two-Stage Approach (Sarstedt et al., 2019), where the model in the second stage used the latent variable scores of the lower-order construct as an indicator for the higher-order construct. In the context of PLS-SEM, latent variables are constructs that cannot be measured directly, but are represented through several indicators. This latent score value is calculated based on the first stage estimate and is used to form a second-order construct that is reflective in nature.

Since all constructs are reflective, the evaluation of validity and reliability is carried out by the same procedure as in lower-order constructs, namely through convergent validity (outer loading and AVE), discriminant validity (Fornell–Larcker and HTMT), and construct reliability (Cronbach's Alpha and Composite Reliability) (Sarstedt et al., 2019). The following is an outer loading image for HOC:

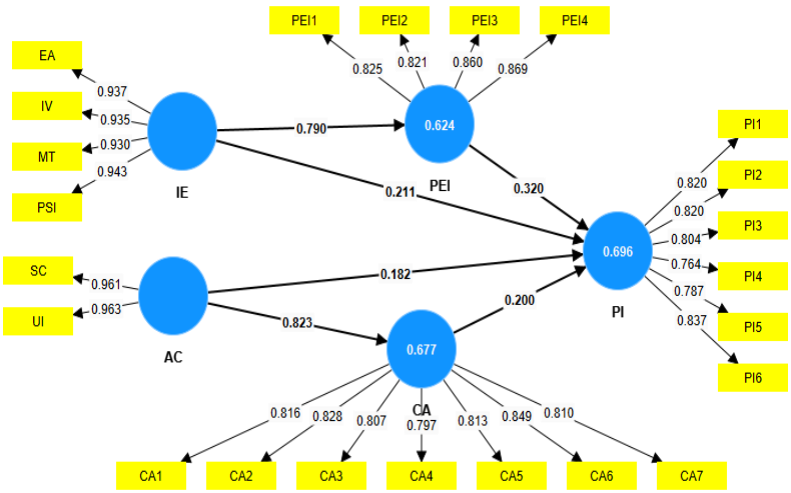

Figure 2. Outer Loading Higher-Order Construct

Source: SmartPLS Researcher's Processed Data (2025)

Convergent Validity

Convergent validity aims to assess the extent to which an indicator or shaping construct (in the context of HOC) can consistently represent the main construct. This test is declared fulfilled if the outer loading value ≥ 0.70 and the Average Variance Extracted (AVE) value ≥ 0.50. These values suggest that most of the variance can be explained by the construct in question (Sarstedt et al., 2019).

Table 3. Value of Outer Loading and AVE Higher-Order Construct

Variable	Indicator	*Outer Loading*	AVE
Interactional Element	EA	0,937	0,876
	IV	0,935	
	MT	0,930	
	PSI	0,943	
Audience Characteristics	SC	0,961	0,925
	UI	0,963	

Source: SmartPLS Researcher's Processed Data (2025)

Based on the table above, all lower-order constructs show an outer loading value above 0.90 against the higher-order constructs they formed, which means that the contribution of each construct is very strong and significant. The AVE value for Interactional Element is 0.876 and for Audience Characteristics is 0.925, both well above the minimum threshold of 0.50. This shows that most of the variance in the lower-order construct is successfully explained by the higher-order construct.

Discriminant Validity

Discriminant validity aims to ensure that each construct in a model is completely empirically different from the other. In this study, discriminant validity was evaluated using three main approaches, namely Cross Loading, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). The three are used in a complementary manner to provide a more comprehensive picture of the separation between constructs in the measurement model.

The first approach is Cross Loading, where the loading value of an indicator should be higher in its original construct than its loading in other constructs. If an indicator has a higher loading value on another construct than on the original construct, then it can indicate a discriminating problem in the model. This approach is basic and is often used as an initial indication in assessing discriminant validity (Hair et al., 2022).

Table 4. Value of Cross Loading Higher-Order Construct

	CA	IE	PEI	PI	AC
CA1	0,816	0,678	0,607	0,598	0,719
CA2	0,828	0,649	0,607	0,586	0,676
CA3	0,807	0,672	0,609	0,617	0,689
CA4	0,797	0,604	0,567	0,590	0,619
CA5	0,813	0,597	0,562	0,579	0,639
CA6	0,849	0,663	0,622	0,655	0,700
CA7	0,810	0,624	0,582	0,654	0,657
EA	0,741	0,937	0,759	0,724	0,753
IV	0,745	0,935	0,750	0,711	0,742
MT	0,710	0,930	0,729	0,723	0,733
PSI	0,746	0,943	0,718	0,712	0,750
PEI1	0,601	0,626	0,825	0,614	0,620
PEI2	0,612	0,642	0,821	0,628	0,623
PEI3	0,600	0,688	0,860	0,681	0,649

	CA	IE	PEI	PI	AC
PEI4	0,642	0,706	0,869	0,673	0,650
PI1	0,604	0,619	0,635	0,820	0,562
PI2	0,569	0,603	0,623	0,820	0,594
PI3	0,598	0,596	0,645	0,804	0,621
PI4	0,581	0,595	0,529	0,764	0,616
PI5	0,628	0,628	0,598	0,787	0,631
PI6	0,637	0,660	0,683	0,837	0,630
SC	0,786	0,754	0,695	0,716	0,961
UI	0,797	0,776	0,753	0,739	0,963

Source: SmartPLS Researcher's Processed Data (2025)

Although not major in the higher-order context, cross loading is still used to see if the lower-order construct has the highest loading at the corresponding higher-order. Based on the Cross Loading Table (Appendix), the loading value of the lower-order construct against the higher-order construct that forms it is always higher than the other construct. For example, Emotional Attachment has a loading of 0.937 against the Interactional Element, higher than its loading against other constructs. The same applies to Self-Concept and User-Influencer Congruence to Audience Characteristics.

Furthermore, the validity of the discriminant can be tested using the Heterotrait–Monotrait Ratio (HTMT) method. According to (Henseler et al., 2015), HTMT values of less than 0.85 indicate strong discriminant validity, while values below 0.90 are still acceptable in the context of social and consumer behavior research (Sarstedt et al., 2019). Therefore, as long as the HTMT value between constructs is below 0.90, then the construct is considered to have adequate discriminant validity.

Table 5. Value of HTMT Higher-Order Construct

	AC	CA	IE	PEI	PI
AC					
CA	0,895				
IE	0,850	0,839			
PEI	0,845	0,816	0,869		
PI	0,835	0,827	0,831	0,874	

Source: SmartPLS Researcher's Processed Data (2025)

The validity of the discriminant is also strengthened by the HTMT approach, which assesses the correlation ratios between different constructs. HTMT is declared fulfilled when the value is below 0.90. Based on the table above, all HTMT values between constructs are below the threshold of 0.90, such as between Interactional Element–Consumer Attitude (0.839) and Audience Characteristic–Interactional Element (0.850). Thus, there is no indication of a violation of discriminant validity in the higher-order model.

Higher-Order Construct Reliability Evaluation

Construct reliability measures the internal consistency of indicators in a construct. The two measures used are Cronbach's Alpha and Composite Reliability, with a minimum limit of ≥ 0.70. Values that meet these thresholds indicate that the construct is consistent and reliable for further analysis (Hair et al., 2022).

Table 6. Nilai Construct Reliability Higher-Order

	Cronbach's alpha	*Composite reliability*
AC	0,919	0,919
CA	0,917	0,918
IE	0,953	0,953
PEI	0,865	0,867

	Cronbach's alpha	*Composite reliability*
PI	0,892	0,893

Source: SmartPLS Researcher's Processed Data (2025)

Based on Table 6, all constructs in the model, including higher-order constructs, show Cronbach's Alpha and Composite Reliability values above 0.90, reflecting a very high level of internal consistency. The Interactional Element construct has the highest value (α = 0.953; CR = 0.953), followed by Audience Characteristic (α = 0.919; CR = 0.919), which shows that the two main constructs in this study are reliably formed from their respective forming constructs.

Based on the results of the evaluation of the outer model on the higher-order construct, it can be concluded that all constructs in the model have met good measurement criteria. The validity of the convergent has been met, indicated by a high outer loading value (≥ 0.90) and an AVE value that exceeds the minimum threshold of 0.50. Construct reliability is also achieved, with Cronbach's Alpha and Composite Reliability values on all constructs being above 0.70, even tending to be very high above 0.90.

In addition, the validity of the discriminant has been confirmed through Fornell-Larcker, HTMT, and cross loading approaches, which as a whole show that each construct is empiricallably distinguishable from the other. Thus, the higher-order constructs in this model can be declared valid and reliable, and feasible for use in the next stage of structural model analysis.

Structural Model (Inner Model) Testing

The inner model is carried out to test the relationships between latent constructs that have been established in the research model. In the PLS-SEM approach, the evaluation of the inner model includes testing the values of the determination coefficient (R^2), predictive relevance (Q^2), and Effect Size (f^2). The assessment was carried out based on the results of SmartPLS calculations in the second stage of the Two-Stage approach, which uses second-order constructs as the main element in the structural model (Hair et al., 2022). Based on the results of the bootstrapping test that has been carried out using the help of Smartpls software, the results of the inner model are obtained which will be further explained as follows.

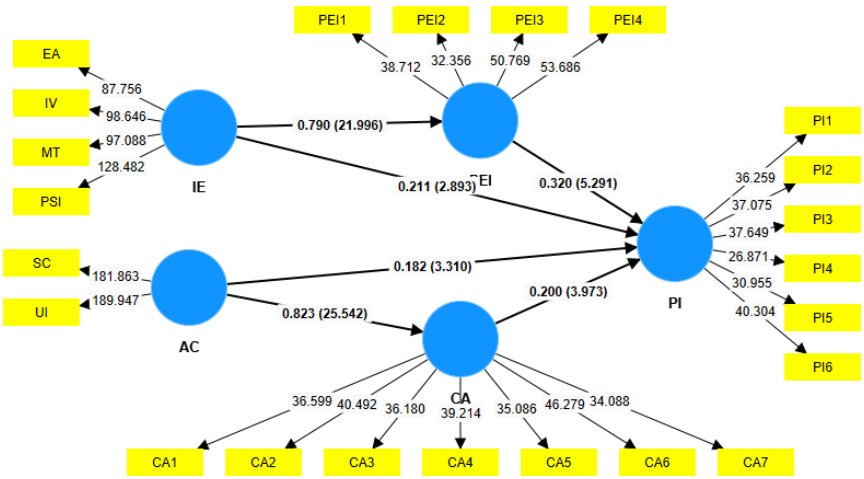

Figure 3. Inner Model

Source: SmartPLS Researcher's Processed Data (2025)

As a complement to the visual results in Figure 3 this structural model evaluation not only considers the direction and strength of the influence between constructs through path coefficient and t-statistical values, but is also reinforced with additional tests that include R-Square (R^2) values to measure how much the free variable can explain the affected variables,

Q-Square (Q^2) to assess the predictive capabilities of the model, and Effect Size (f^2) to see the magnitude of the influence of each variable. The results of each test will be described sequentially in the next section.

According to Hair et al. in Rahadi (2023), the R-Square value (R^2) can be interpreted based on a specific category to see the extent of the model's explanatory power. If the R^2 value is above 0.75, then the model has strong explanatory power. Values of R^2 in the range of 0.50 to 0.75 indicate that the model has moderate explanatory power, while values between 0.25 to 0.50 indicate that the model has only weak explanatory power. The following table presents the R-square values of the variables affected in the model:

Table 7. R-Square Values

	R-square	*R-square adjusted*
CA	0,677	0,676
PEI	0,624	0,623
PI	0,696	0,693

Source: SmartPLS Researcher's Processed Data (2025)

The results of the analysis showed that the Consumer Attitude (CA) construct had an R^2 value of 0.677, Perceived Influence (PEI) of 0.624, and Purchase Intention (PI) of 0.696. Based on the interpretation guidelines from Rahadi (2023), the R^2 value between 0.50 and 0.75 is included in the moderate category. Thus, the three dependent constructs in this study can be explained quite strongly by the predictive constructs.

The highest R^2 value is found in the Purchase Intention construct, which means that 69.6% of the variance of purchase intent can be explained by Perceived Influence and Consumer Attitude. This shows that the structural model built has adequate explanatory power in the context of consumer behavior on Shopee Live.

According to Rahadi (2023), a positive Q^2 value indicates that the model has predictive capabilities, and the greater the value, the higher the relevance of the model's predictions. A Q^2 value above 0.35 indicates a high predictive, between 0.15–0.35 a medium predictor, and between 0.02–0.15 a low predictor. In contrast, a value below zero indicates that the model lacks predictive ability of the construct. The following table presents the Q-square values of the affected variables in the model:

Table 8. Q-Square Values

	Q^2
AC	0,000
CA	0,445
IE	0,000
PEI	0,439
PI	0,446

Source: SmartPLS Researcher's Processed Data (2025)

The Q-Square value (Q^2) is used to measure the predictive ability of the model against endogenous variables. The blindfolding results showed that Consumer Attitude had a Q^2 value of 0.445, Perceived Influence of 0.439, and Purchase Intention of 0.446. These three values are above the 0.35 threshold, which according to Hair et al. (2022) shows high predictive relevance.

This indicates that the model is not only able to explain the relationships between variables structurally, but also to predict dependent variables well. Meanwhile, the Q^2 value for exogenous constructs such as AC and IE is 0.000, which is natural since exogenous constructs do not have constructs that predict them.

Effect size (f^2) is used to measure how much each independent variable contributes to the affected variable in the model. The value of f^2 provides information about the specific influence of one variable on another, regardless of the combined influence.

The interpretation of f^2 values refers to three main categories: ≥ value 0.35 is categorized as a major influence, 0.15 – 0.35 as a medium influence, and 0.02 – 0.15 as a minor influence. Meanwhile, the value of < 0.02 is considered insignificant (Hair et al. in Rahadi, 2023). The following table presents the value of f^2 for each relationship between variables:

Table 9. F-Square Values

	CA	PEI	PI
AC	2,095		0,027
CA			0,036
IE		1,659	0,038
PEI			0,111
PI			

Source: SmartPLS Researcher's Processed Data (2025)

Effect size evaluation was used to see the relative contribution of each exogenous construct to the endogenous construct. Based on the calculation results, the Audience Characteristic (AC) construct exerts a very large effect on Consumer Attitude, with an f^2 value of 2.095, far exceeding the large threshold (> 0.35), which indicates the dominant influence of AC on CA. Meanwhile, the Interactional Element (IE) also exerts a great influence on Perceived Influence, with an f^2 value of 1.659, which confirms that the interactive element of the live streaming host plays an important role in shaping the perception of influence in the eyes of the audience.

Other influences, such as AC → PI (f^2 = 0.027), CA → PI (f^2 = 0.036), and IE → PI (f^2 = 0.038), were in the small but still structurally significant category. The PEI → PI has an f^2 value of 0.111, which is in the medium category, indicating that the perception of influence has a fairly important contribution in encouraging consumer buying intent

Hypothesis Testing

Hypothesis testing was carried out to test whether the relationship between constructs in the research model was proven to be statistically significant. The test was carried out through the bootstrapping method on SmartPLS, which produced path coefficient (β), t-statistic, and p-value values. Based on statistical provisions, a relationship is said to be significant if the t-statistical value > 1.96 and the p-value < 0.05 (Rahadi, 2023). The results of the direct and indirect hypothesis test (mediation) are shown in Table 4.16 below.

Table 10. Hypothesis Test Results 1

	Original sample (O)	Sample mean (M)	STDEV	T statistics	P values	Information
AC -> CA	0,823	0,823	0,032	25,542	0,000	H1 Accepted (Significant)
AC -> PI	0,182	0,180	0,055	3,310	0,000	H2 Accepted (Significant)
CA -> PI	0,200	0,201	0,050	3,973	0,000	H3 Accepted (Significant)
IE -> PEI	0,790	0,789	0,036	21,996	0,000	H4 Accepted (Significant)
IE -> PI	0,211	0,211	0,073	2,893	0,002	H5 Accepted (Significant)
PEI -> PI	0,320	0,321	0,061	5,291	0,000	H6 Accepted (Significant)

Source: SmartPLS Researcher's Processed Data (2025)

Based on the table presented above, the following research findings were obtained:

The Influence of Interactional Elements on Perceived Influence

The first hypothesis (H1) in this study aims to test the influence of the Interactional Element on the Perceived Influence. Based on the results of data processing using the bootstrapping method in the SmartPLS application, a path coefficient value of 0.790, a t-statistic of 21.996, and a p-value of 0.000 were obtained. Since the t-value is statistically greater than 1.96 and the p-value is less than 0.05, it can be concluded that the relationship is statistically significant. Thus, the H1 hypothesis is accepted, which means that the Interactional Element has a positive and significant influence on the Perceived Influence.

The Influence of Interactional Elements on Purchase Intention

The second hypothesis (H2) in this study aims to test the influence of the Interactional Element on Purchase Intention. Based on the results of data processing using the bootstrapping method, a path coefficient value of 0.211, t-statistic of 2.893, and a p-value of 0.002 were obtained. Since the t-statistic > 1.96 and the p-value < 0.05, this relationship is statistically significant. Thus, the H2 hypothesis is accepted, which means that the Interactional Element has a positive and significant effect on Purchase Intention.

The Influence of Perceived Influence on Purchase Intention

The third hypothesis (H3) in this study aims to test the influence of Perceived Influence on Purchase Intention. Based on the test results, the path coefficient value was 0.320, the t-statistic was 5.291, and the p-value was 0.000. Since the t-value > 1.96 and the p-value < 0.05, this relationship is statistically significant. Thus, the H3 hypothesis is accepted, which shows that Perceived Influence has a positive and significant influence on Purchase Intention.

The Influence of Audience Characteristics on Consumer Attitude

The fourth hypothesis (H4) in this study aims to test the influence of Audience Characteristic on Consumer Attitude. Based on the results of bootstrapping, a path coefficient value of 0.823, a t-statistic of 25.542, and a p-value of 0.000 were obtained. Since the t-statistic value > 1.96 and the p-value < 0.05, it can be concluded that this relationship is significant. Thus, the H4 hypothesis is accepted, which shows that Audience Characteristic has a positive and significant effect on Consumer Attitude.

The Influence of Audience Characteristics on Purchase Intention

The fifth hypothesis (H5) aims to determine the influence of Audience Characteristic on Purchase Intention. The test results showed a path coefficient value of 0.182, a t-statistic of 3.310, and a p-value of 0.000. Since the results meet the significance criteria, the H5 hypothesis is accepted. This indicates that Audience Characteristic has a positive and significant influence on Purchase Intention.

The Influence of Consumer Attitude on Purchase Intention

The sixth hypothesis (H6) in this study aims to test the influence of Consumer Attitude on Purchase Intention. Based on the test results, a coefficient of 0.200, a t-statistic of 3.973, and a p-value of 0.000 were obtained. Since the t-statistic value > 1.96 and the p-value < 0.05, it can be concluded that this relationship is significant. Thus, the H6 hypothesis is accepted, which shows that Consumer Attitude has a positive and significant influence on Purchase Intention.

Table 11. Hypothesis Test Results 2

	Original sample (O)	Sample mean (M)	ST DEV	T statistics	P values	Information
AC -> CA -> PI	0,165	0,166	0,043	3,795	0,000	H7 Accepted (Significant)
IE -> PEI -> PI	0,253	0,254	0,053	4,815	0,000	H8 Accepted (Significant)

Source: SmartPLS Researcher's Processed Data (2025)

Based on the table presented above, the following research findings were obtained:

Consumer Attitude mediates the influence of Audience Characteristics on Purchase Intention

The seventh hypothesis (H7) in this study aims to test whether Consumer Attitude mediates the influence of Audience Characteristic on Purchase Intention. Based on the results of bootstrapping, the value of the mediation pathway coefficient was 0.165, with a t-statistic of 3.795 and a p-value of 0.000. Since the t-statistic value is greater than 1.96 and the p-value is smaller than 0.05, this mediation pathway is statistically significant. Thus, the H7 hypothesis is accepted, which shows that Consumer Attitude positively and significantly mediates the influence of Audience Characteristic on Purchase Intention.

Perceived Influence mediates the influence of the Interactional Element on Purchase Intention

The eighth hypothesis (H8) in this study aims to test whether Perceived Influence mediates the influence of Interactional Element on Purchase Intention. Based on the results of bootstrapping, a path coefficient value of 0.253, a t-statistic of 4.815, and a p-value of 0.000 were obtained. Since the t-statistic > 1.96 and the p-value < 0.05, it can be concluded that this mediation pathway is statistically significant. Thus, the H8 hypothesis is accepted, which shows that Perceived Influence positively and significantly mediates the influence of the Interactional Element on Purchase Intention.

Discussion of Hypothesis Testing Results

Based on the results of the hypothesis testing that has been carried out, a number of relationships between variables in the model are declared significant and positive, so that the proposed hypothesis is declared accepted. Furthermore, a more in-depth analysis will be carried out to explain how the interactions between these variables take place in the research model, as well as the implications of these proven significant relationships.

The Influence of Interactional Elements on Perceived Influence

The first hypothesis (H1) shows that the Interactional Element has a positive and significant effect on Perceived Influence, with a t-statistic value of 22.193 and a p-value of 0.000. Since t > 1.96 and p < 0.05, this hypothesis is declared accepted.

These findings support the opinion of Qing & Jin (2022) who explain that interactions in live streaming, such as real-time comments and live responses from hosts, reinforce the audience's perception of influencers. This is also in line with Hidayat (2023) who states that digital interactions can increase credibility and trust in influencers, which ultimately forms a strong perception of influence.

The Influence of Interactional Elements on Purchase Intention

The second hypothesis (H2) was declared accepted because the Interactional Element was proven to have a positive and significant effect on Purchase Intention, with a t-statistic of 2.893 and a p-value of 0.002.

These results show that the interactions built during live broadcasts have an impact on consumer purchase intent. Support from Aprillian & Nurhasanah (2021) reinforces that interactive experiences in live streaming can create emotional engagement that increases interest and inclination to purchase promoted products.

The Influence of Perceived Influence on Purchase Intention

The third hypothesis (H3) shows a positive and significant influence of Perceived Influence on Purchase Intention, with a t-statistic of 5.291 and a p-value of 0.000, so this hypothesis is accepted.

These results show that the audience's perception of a host's or influencer's influence, such as expertise, authenticity, and credibility, is able to drive purchase intent. This is in accordance with the research of Babu et al. (2024), who stated that perceptions of influencer credibility form trust that becomes a strong foundation in purchasing decisions.

The Influence of Audience Characteristics on Consumer Attitude

The fourth hypothesis (H4) was accepted because Audience Characteristic showed a positive and significant influence on Consumer Attitude, with a t-statistic of 25.542 and a p-value of 0.000.

This finding is in accordance with Garg & Bakshi (2024) who stated that when consumers feel in tune with the personality and lifestyle of influencers, a more positive attitude towards the products offered will be formed. A similar opinion was expressed by Belanche et al. (2021) and Venciute et al. (2023), that the compatibility of characteristics between consumers and endorsers creates a positive psychological effect on brands.

The Influence of Audience Characteristics on Purchase Intention

The fifth hypothesis (H5) was accepted because Audience Characteristic was proven to have a positive and significant influence on Purchase Intention, with a t-statistic of 3.310 and a p-value of 0.000.

These results show that the fit of the audience's values, needs, and personal interests in the host or content influences the likelihood to make a purchase. This is reinforced by the findings of Aprillian & Nurhasanah (2021), which emphasize that the characteristics of users who have a high orientation towards information are more likely to act transactionally towards content that is considered relevant.

The Influence of Consumer Attitude on Purchase Intention

The sixth hypothesis (H6) shows that Consumer Attitude has a positive and significant effect on Purchase Intention, with a t-statistic of 3.973 and a p-value of 0.000, so H6 is accepted.

Consumer Attitude, which is formed from exposure to the message conveyed during live streaming, as well as the perception of influencers, encourages purchase intent for the products offered. Qing & Jin (2022) and Hidayat (2023) emphasized that the convenience, trust, and efficiency of shopping through live streaming media reinforce positive attitudes that ultimately have an impact on purchase intention.

The Influence of Audience Characteristics on Purchase Intention through Consumer Attitude

The seventh hypothesis (H7) is accepted because it shows that Audience Characteristic has an indirect effect on Purchase Intention through Consumer Attitude, with a t-statistic of 3.795 and a p-value of 0.000.

These results prove that audience characteristics, such as self-concept and personality compatibility with influencers, encourage the formation of positive attitudes towards products, which in turn increase purchase intent. This is supported by Garg & Bakshi (2024) and Aprillian & Nurhasanah (2021), who state that emotional engagement built from psychological similarities plays a role in shaping consumer attitudes that impact purchasing decisions.

The Influence of Interactional Elements on Purchase Intention through Perceived Influence

The eighth hypothesis (H8) shows that the Interactional Element has an indirect effect on Purchase Intention through Perceived Influence, with a t-statistic of 4.815 and a p-value of 0.000, so this hypothesis is accepted.

These findings indicate that the audience's perception of host influence is formed from the quality of interaction during live streaming. When hosts are able to create engaging and responsive interactions, the audience's perception of the host's credibility increases, which ultimately drives purchase intent. This is in line with the findings of Qing & Jin (2022) which emphasized that the perception of influence has an important role in changing attitudes and purchasing decisions.

CONCLUSION

Based on the results of the study, which aims to determine the influence of *Audience Characteristics*, *Interactional Elements*, *Perceived Influence*, and *Consumer Attitude* on *Purchase Intention*, both directly and indirectly, several conclusions were obtained. First, there is a positive and significant influence of the *Interactional Element* on *Perceived Influence*, which shows that the higher the quality of interaction in *live streaming*, the stronger the audience's perception of influencers. Furthermore, *Audience Characteristic* has a positive and significant effect on *Consumer Attitude*, where audiences who feel they share the same values and personalities as influencers tend to form positive attitudes toward the content and products presented. In addition, there is a positive and significant influence of the *Interactional Element* on *Purchase Intent*, which means that two-way interaction during a *live* broadcast can build emotional engagement that drives consumers' purchase intentions. On the other hand, *Perceived Influence* also has a positive and significant effect on *Purchase Intention*, indicating that a strong perception of influencers—both in terms of credibility and authenticity—will increase consumers' tendency to buy products. There is also a positive and significant influence of *Audience Characteristic* on *Purchase Intention*, indicating that the compatibility between audience characteristics and influencers plays a role in driving purchase intent, although not as strongly as the influence of attitude. In addition, *Consumer Attitude* has a positive and significant effect on *Purchase Intention*, meaning that a positive attitude toward content, brands, and influencers is a crucial factor in increasing consumers' willingness to buy. *Audience Characteristic* also has an indirect effect on *Purchase Intention* through *Consumer Attitude*, showing that consumer attitude is an important intermediary in connecting audience characteristics with buying interest. Finally, the *Interactional Element* has an indirect effect on *Purchase Intention* through *Perceived Influence*, indicating that a positive perception of influencers acts as a bridge that strengthens the effect of interaction on purchase intent.

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