

The Utilization of Live Streaming Technology to Improve the Shopping Experience that Generates Engagement and Buyer Trustworthiness in Indonesia

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ABSTRACT - The development of technology and the internet caused intense competition in the retail industry. This encourages retail industry players to innovate. The live streaming feature addresses the problem of lost aspect from the offline shopping experience as result of online shopping. The purpose of this study is to determine the effect of shopping value on customer engagement through trust in product and sellers. In this study, the data were analysed with descriptive and SEM-PLS analysis methods. Respondents who fulfilled the requirements in this study were 109 respondents. Based on the data analysis, the three shopping values (utilitarian value, hedonic value, and symbolic value) have a positive influence on customer engagement without going through the variable of trust. Among the three shopping values, symbolic values is proven to have the greatest influence on customer engagement.

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INTRODUCTION

Before the retail trading sector began to be taken over by online shopping, modern shopping center is a public community shop. 1970-1980 was a period of modern retail growth in Indonesia, which was characterized by the appearance of Matahari, Hero and Ramayana department store [1]. However in recent years, a lot of offline retail stores in Indonesia must close their shops. One of them is PT Mitra Adiperkasa Tbk (MAP), which shut down all of its outlets, Lotus Department Store, in 2017 because the store failed to contribute positively to the revenue of the company. The interest of Indonesian modern consumers towards the huge convenient store concept has declined; and they prefer smaller store selling specialization in certain products. In addition, consumers believe more and choose to purchase the goods from the established online shopping platforms such as Lazada, Elevenia, Blibli, and others.

There are many benefits that can be obtained from the use of the internet, one of which is more accessible information. This certainly also applies to traders who sell online. By selling online, the product becomes more easily acknowledged to many people. The internet allows the product to be viewed by the global citizens including by Indonesians. The Indonesian government also actively encourages the SMEs to sell online. The Ministry of Communication and Information, for instance, has been conducted a program to support SMEs which sell their products through traditional selling channels to move to online shopping platforms.

In an offline store, the prospective buyer can ask a lot of questions to the seller before buying the products. However, in the online store, prospective buyers who want to ask questions could ask through the comment section or private chat; they have to wait until the seller answers their questions. To overcome this problem, the online store sellers can utilize the live streaming feature where they can directly answer customer's questions. Shopee, one of the largest online shopping platforms in Indonesia, launched the live streaming feature named Shopee Live. In Indonesia ShopeeLive features was launched on June 6, 2019.

In China, this feature has become a mass phenomenon [2]. With a live streaming feature that is becoming increasingly popular, a lot of vendors on the social commerce platforms have adopted it as a tool to improve sales performance in China [3]. Through a live streaming shopping feature, Tabao.com helps online vendors reach more than 100 billion Yuan in sales in the year 2018. It is predicted that large market of live streaming feature in China will reach 112 billion yuan in the year 2020 [4].

Taking perspective on the progress of technology and internet access in Indonesia coupled with the needs of the market on how to approach shopping that prioritizes experience, the live streaming can be a way of solving problems of the changing demands of an effective marketing method. As much as 82 percent of people prefer brands to do live video than post in social media, and 64 % of customers are more likely to purchase a product online after watching a video [5]. To date, the live streaming features for the Indonesian market has been practiced by merely two prominent brands, Shopee and Lazada.

Tough competition going on between the online retail industry triggers the players to look for a strategy in accordance with the consumer demand to survive in the market. The experience of buyers during the online shopping is one of the determinants of customer satisfaction. One way that has been applied in Indonesia is through the live streaming feature. The problem studied in this research is the impact of shopping values in the context of online shopping experiences on customer's trust and engagement. In addition, this study also examines the most influential value of spending to the Indonesian market.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This study focused on the online marketplace that uses the live streaming feature as product placement facilities. Experiences during the live streaming cover the direct interaction with the host or the seller, commentary, questions, and answers in real-time framework. This study discusses the shopping values experienced by the user when using the streaming live shopping features to purchase products. In addition, this study analyzes how the live streaming can be able to increase buyer trust and customer engagement.

Customer satisfaction of shopping activity can be measured from a combination of the value of the shopping utilitarian and hedonic. Previous research also stated that the customer makes an online purchase based on utilitarian and hedonic values, which are then supplemented with the social or symbolic value because they consider the social side of a live streaming experience [6]

The Influence of the Utilitarian Value on Live Streaming Features towards Customer Trust in the Seller and the Product

The value of utilitarian refers to the extent to which a product or service provides the expected utility to solve problems and complete task required by the consumers [6]. It is related to one of the risks of online shopping that could not physically touch the product purchased. Customers who purchase clothes online frequently find that the clothes has lower quality than expected [7]. Live streaming feature can help a potential buyer to view the original condition of the goods without going through the process of editing such as Photoshop.

Cognitive trust is the confidence or the willingness of customers to rely on the expertise and performance of the other party [8]. In the context of online shopping, this refers to consumer confidence that the information they receive is correct, that they can rely on the recommendations of the seller, that they will obtain the products from the seller, and that the quality of products would be as expected. Through a live streaming, which can give the value of the utilitarian in terms of authenticity, responsive, and visualization; uncertainty of identity and products should be reduced. Thus, customer should feel more confident and believe on the seller and its products. Therefore, the authors formulate the following hypothesis:

H1a. The utilitarian value in live streaming has a positive relationship with trust in the seller.

H1b. The utilitarian value of the live streaming has a positive relationship with buyer trust to the product.

The Influence of the Hedonic Value on Live Streaming Features towards Customer Trust in the Seller and the Product

The hedonic value regards to the benefits of recreation, the emotional, and the experience gained from the activity of shopping [6]. Most of the online buyers think that online shopping offers opportunities for diversion from the routine of everyday life [9]. Online retailers can use the live streaming features to display their products directly. When the seller exhibits or wears the clothes, it can be fun and feel like watching a fashion show that can certainly reduce boredom [7].

Affective trust (emotional trust, interpersonal or relational) is defined as confidence in one's self against a person based on the level of awareness shown by the person [8]. In the context of the research, affective trust is formed through the emotional bond between the customer and the seller. Observation and participation with the activities of the seller through a live streaming feature ignite the hedonic value as they improve the shopping experience of consumers and make it more enjoyable.

Selling through a live streaming feature allows the seller to present the products in a new way, which can improve mood and feelings of the consumers and thus trust the product. Hence:

H2a. The hedonic value of the live streaming has a positive relationship with buyer trust to the seller.

H2b. The hedonic value of the live streaming has a positive relationship with buyer trust to the product.

The influence of the Symbolic Value of the Live Streaming Feature with Customer Trust to the Seller and the Product

Shopping is a social activity and consumers tend to shop at places where they meet people who reflect themselves [7]. The symbolic value can be described in a live streaming feature that allows the buyer to observe the appearance and personality of the seller, and they can admire the seller because of the appearance, attitude, charisma, and talent [10]. The buyer then identifies whether their tastes and preferences match, and thus whether they can rely on the seller to provide a variety of products that satisfy their preferences.

Because the live streaming feature allows customers to observe the appearance and personality of the seller and assess the extent to which the seller can be identified with them and empathize with their needs, the value of the symbolic perceived customer can increase the trust in the seller and the seller product [7]. Therefore:

H3a. The symbolic value of the live streaming has a positive relationship with buyer trust to the seller.

H3b. The symbolic value of the live streaming has a positive relationship with buyer trust to the product.

The Influence of Customer Trust on a Product with Customer Trust in the Seller

Since the product is one of the elements of retail; the confidence in the product is arguably the basis for trust on the seller [7]. Therefore, H4. Customer confidence in the product has a positive relationship with trust in the seller.

The Influence of Utilitarian, Hedonic, and Symbolic Values of Live Streaming Feature on Customer Involvement

Based on the earlier discussion about the value of utilitarian, hedonic, and symbolic of shopping through a live streaming feature, the authors look at the relationship between the perception of shopping values and customer engagement with seller:

H5. The value of the utilitarian of the live streaming has a positive relationship with customer engagement.

H6. The value of the hedonic of the live streaming has a positive relationship with customer engagement.

H7. The symbolic value of the live streaming has a positive relationship with customer engagement.

The Influence of Customer Trust on the Seller and the Product Has Positive Relationship with Customer Engagement

The trust has an important position in the consumer purchase decision associated with online shopping store [11]. Trust can lead to positive feelings against the online seller, and increase the intention to re-visit and purchase from the site [12]. Customer engagement requires the formation of trust and commitment in buyer-seller relationships. When customers trust the seller and their products, they can be expected to be advocates for the seller [13].

H8a. Trust towards the seller has positive relationship with customer engagement.

H8b. Confidence in the product has positive relationship with customer engagement.

Based on the discussion of the literature review, the following is the conceptual framework of the impact of live streaming feature on customer trust and engagement with online sellers. This conceptual framework was adopted from the previous research conducted by Wongkitrungruen in 2018.

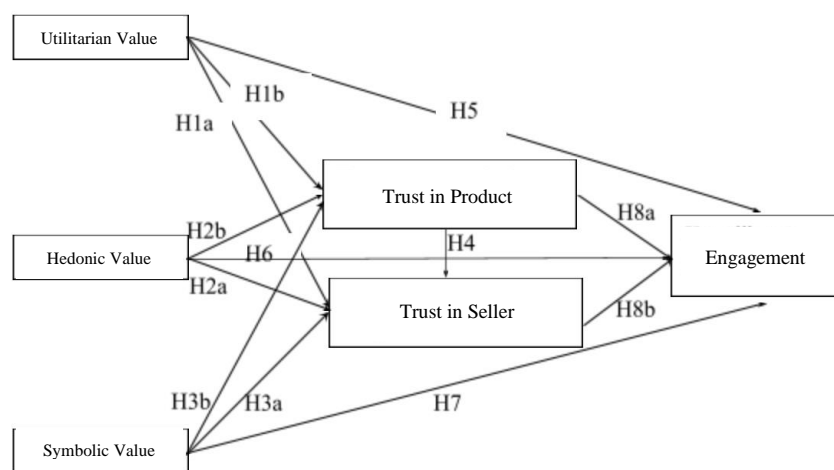


Figure 1. Conceptual framework of Live Streaming Feature
Source: Wongkitrungrueng et al. (2018)

METHODOLOGY

Sample, Questionnaires, and Indicators

The sample in this research is the entire users of live streaming features in Indonesia. Because the number of population is not known, then this study used the method of non-probability sampling [14]. To acquire samples, this study used the technique of convenience sampling which is a sampling technique based on the factor of chance. The criteria of the respondents taken as sample are those who understand and conduct transactions through the live streaming feature. The minimum number of research samples is ten times the largest number of indicators of a variable [15]. In this study, the variables with the largest indicators is utilitarian value with ten indicators. Therefore, the minimum number of sample of this research is 100 respondents.

This study uses primary and secondary data sources. Primary sources are data sources that directly provides data to the data collectors [16]. Whereas, secondary data can include data numerical or non-numerical. Secondary data is non-numeric, or qualitative; it can include data drawn from interviews, accounts of ethnography, documents, photos, or conversations [17]. The questionnaire of this research was constructed in Bahasa Indonesia through Google Forms, and disseminated online to the respondents who meet the criteria of the study. The indicators used in this study are modified from the research Wongkitrungrueng and based on the research of previous studies about shopping value [7].

This research applies a Likert scale with five points are as follows.

1: Strongly Disagree (STS)

2: Disagree (TS)

3: Neutral (N)

4: Agree (S)

5: Strongly Agree (SS)

RESULTS AND ANALYSIS

This study analyzes the results of the research questions by using the analysis of PLS-SEM through software Smart-PLS. In conducting the analysis of PLS-SEM, this study operated through two stages of testing i.e. testing on the measurement reflective models and testing on the structural model. The following are the results of testing the measurement model of reflective.

Internal Consistency Reliability

The value of internal consistency reliability can be measured from the value of composite reliability and Cronbach's alpha. The reliability that can be received is equal to or more than 0.6. Table 1 shows that in this study the value of internal consistency reliability was above 0.9. These values can be categorized as a variable with high internal consistency reliability value.

Table 1. Internal Consistency Reliability

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
The value of utilitarian	0.933	0.944	0.652
The Hedonic Value	0.94	0.95	0.678
The Symbolic Value	0.916	0.932	0.632
Confidence in the Product	0.948	0.966	0.906
Confidence in the Product	0.946	0.965	0.902
Customer Engagement	0.942	0.953	0.717

Value of average variance extracted (AVE) was used to measure the validity convergent. When the standard value for this measurement is more than 0.5, then the variable can be said to be valid. The value of the AVE of all the variables in this study were above 0.6, which indicates more than 60% of the variants of the indicator can be used to measure the variables concerned.

Value of fornell-larcker was used to assess the validity of the discriminant. To pass the test, the resulting value on each variable must be greater than the value of the other variables (the figure with the position of the columns and rows parallel with a variable equivalent). Table 2 shows the presence of two variables that has slightly lower value of fornell-larcker than the value of the other variables; that is the symbolic value and customer engagement variables. This indicates the presence of colinearity indications on both of these variables.

Table 2. Fornell-Larcker Criterion

	F1	F2	F3	F4	F5	F6
Utilitarian Value	0.847					
Hedonic Value	0.820	0.824				
Symbolic Value	0.847	0.821	0.795			
Trust in Seller	0.732	0.774	0.813	0.950		
Trust in the Product	0.662	0.570	0.778	0.785	0.952	
Customer Engagement	0.635	0.691	0.721	0.864	0.799	0.807

The Results of the Structural Model and Hypothesis Testing

In this study, the structural model is evaluated by colinearity testing, the significance of the path coefficient and the magnitude of the value of R^2 through the methods of SEM-PLS with the criteria listed in Table 3 as follows.

Table 3. Criteria for the Evaluation of the Structural Model

Criteria	Description
Collinearity	VIF < 5 shows that the model is free from the symptoms of colinearity
Path Coefficient	-1 to 1, the value of which most closely approximates the figure 1 is the strongest
Coefficient of Determination (R^2 value)	0.75 = substantial 0.50 = moderate 0.25 = weak

The VIF value above 5 indicates the presence of colinearity symptoms on the model of the research [15]. Table 4 shows that all the variables in this study has a value of VIF < 5 which means that the research is free from colinearity symptoms.

Table 4. Collinearity Statistics (Inner VIF Values)

	Confidence in the Product	Confidence in the Product	Customer Engagement
The value of utilitarian	1.562	1.591	1.842
The Hedonic Value	2.038	2.254	2.290
The Symbolic Value	2.090	2.170	2.459
Confidence in the Product		1.646	1.650
Confidence in the Product			2.199

Table 5 represents the results of data processing using SmartPLS to determine the value of path coefficient and confidence interval to assess the influence between variables in this study.

Table 5. Path Coefficient

	Path Coefficient	T statistics	P-Values
Utilitarian value -> trust in the product	0.127	1.744	0.082
Hedonic value -> trust in the product	0.325	2.887	0.004
Symbolic value -> trust in the seller	0.253	1.762	0.079
Utilitarian value -> trust in the seller	0.258	2.872	0.004
Hedonic value -> trust in the seller	0.094	0.799	0.425
Symbolic value -> trust in the seller	0.386	2.708	0.007
Trust in product -> trust in the seller	0.097	0.698	0.486
Trust in product -> customer engagement	-0.048	0.694	0.488
Trust in seller -> customer engagement	0.052	0.527	0.599
Utilitarian value -> customer engagement	0.201	1.986	0.048
Hedonic value -> customer engagement	0.284	2.301	0.022
Symbolic value -> customer engagement	0.405	2.428	0.016

From the table above, it can be seen that the variables that have relations or a correlation of confidence in the product is a variable the value of the hedonist (0.325). Variables that have a strong relationship or correlation against the trust to the seller is the symbolic value (0.386) and the variable that draws less relations of trust to the seller is the value of the utilitarian (0.258). In addition, the variables that show a strong relations or correlation against the customer involvement is symbolic value variable; and a variable that demonstrates less relations of customer engagement is the value of the utilitarian.

Besides, the utilitarian value and symbolic value variables have no relation to the confidence in the product because they have a value of t-statistics 1.744 and 1.762 < 1.96 with a significance level ($\alpha = 0.05$) and p-value of 0.082 and 0.079 > 0.05. The hedonic value and confidence in the product variables do not have a relation of trust against the seller because it has a value of t-statistics 0.799 and 0.698 < 1.96 with a significance level ($\alpha = 0.05$) and p-value of 0.425 and 0.486 > 0.05. The variable of confidence in the product and the variable of trust against sellers do not have a relation to the customer engagement because it has the value of t-statistics 0.694 and 0.527 < 1.96 with a significance level ($\alpha = 0.05$) and p-value of 0.488 and 0.599 > 0.05.

Based on Table 6, the results of data processing through SmartPLS resulting value of R Square by 0.372 for confidence in the product, 0.484 to trust the seller and 0.597 for customer engagement. Meaning that the influence of the value of utilitarian value, hedonic, and symbolic values to the confidence in the product by 0.372 or 37.2%. The influence of the value of utilitarian value, hedonic value, symbolic value, and confidence in the product variable of trust against the seller of 0.484 or 48.4% and the remaining 51.6% influenced by other variables outside this research. Meanwhile, the influence of the independent variable (the value of utilitarian value, hedonic value, symbolic value, confidence in the product and trust of the seller) dependent variable (customer engagement) of 0.597 or 59.7% and the remaining 40.3% influenced by other variables outside this research. Based on the criteria in Table 4.5, the R-Square value, the variable of trust towards the seller and customer engagement in this study belong to the category of moderate influence. It means the influence degree of independent variable on dependent variable is moderate. Whereas the confidence variable in the product has weak influence.

Table 6. Coefficient of Determination (R^2 value)

	R Square	R Square Adjusted
Confidence in the Product	0.372	0.353
Confidence in the Product	0.484	0.462
Customer Engagement	0.597	0.575

To test the hypothesis, it can be seen through two criteria, namely the value of the t-statistics, p-value (significance level $\alpha = 0.05$) with the criteria in Table 7. Here are also the results of hypothesis testing which can be seen in Table 8.

Table 7. The Criteria of Hypothesis Testing

Criteria	Description
<i>t-statistics</i> ($\alpha = 0.05$)	> 1.96
<i>p-value</i>	< 0.05

Table 8. The Results of Hypothesis Testing

	P-Values	Coefficient	Std Dev	T statistics	R^2	Findings
Utilitarian value -> trust in the product	0.082	0.127	0.073	1.744	0.372	H1b: rejected
Hedonic value -> trust in the product	0.004	0.325	0.112	2.887		H2b: accepted
Symbolic value -> trust in the seller	0.079	0.253	0.144	1.762		H3b: rejected
Utilitarian value -> trust in the seller	0.004	0.258	0.090	2.872	0.484	H1a: accepted
Hedonic value -> trust in the seller	0.425	0.094	0.118	0.799		H2a: rejected
Symbolic value -> trust in the seller	0.007	0.386	0.143	2.708		H3a: accepted
Trust in product -> trust in the seller	0.486	0.097	0.139	0.698		H4: rejected
Trust in product -> customer engagement	0.488	-0.048	0.069	0.694	0.597	H8b: rejected
Trust in seller -> customer engagement	0.599	0.052	0.100	0.527		H8a: rejected
Utilitarian value -> customer engagement	0.048	0.201	0.101	1.986		H5: accepted
Hedonic value -> customer engagement	0.022	0.284	0.123	2.301		H6: accepted
Symbolic value -> customer engagement	0.016	0.405	0.167	2.428		H7: accepted

H1a: the utilitarian value of a live streaming feature has a positive relationship with trust in the seller.

Based on the results of SmartPLS testing in Table 8 for the hypothesis H1a, it shows the p-value $0.004 < 0.05$ and t-statistics $2.872 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H1a have qualified that H1a is accepted which shows that the value of the utilitarian of the live streaming feature encourages customer trust in the seller.

Previous research examines the relationship of trust and satisfaction on the relationship of the seller and the buyer in Europe. Where Selnes stated that communication can increase the trust to the seller [7]. In this study, communication in the value of utilitarianism is expressed as a function of the interaction of the live streaming feature. Through a live streaming feature, the seller can immediately answer questions from prospective buyers who are watching. In addition, the audience can ask the seller to demonstrate or show the products they want. From this interaction, communication that occurs during the process of the live streaming may highly encourage the audience to believe the seller.

This is supported by the items in every trust variable in the seller obtains a confidence level above 50%. By looking at the seller when presenting products via a live streaming feature, the audiences can visualize the appearance of the product and believe the seller. This is one proof of the value of the utilitarian affects the trust in the seller.

Based on the results of the survey of this study, most respondents buy items with fashion tags (31.2%). This indicates that the live streaming feature is very useful in shopping fashion products online. The live streaming feature can help the audience to perceive and imagine the original product. This is important because the product in the aforementioned category is a product which affects the appearance of the person; so that to see the seller exhibits the product, potential buyers become more confident towards them.

H1b: the utilitarian value of a live streaming feature has a positive relationship with trust in the seller.

Hypothesis H1b shows the p-value $0.425 > 0.05$ and t-statistics $0.799 < 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H1b are not eligible, then H1b in this study was rejected. This means that the value of a utilitarian of the live feature does not make the customer believe to the products. The largest percentage of respondents is unemployed (39%), so that they do not have sufficient financial ability to support the expenses of their spending. From this study, the young adults who are watching the live streaming looking for a product that best suits their requirements. As a consequence, they would feel more difficult to discover a good product at a reasonable price, so that these young adults are difficult to believe and settle on certain products that are on sale. This statement is supported by a previous study by Pappas stated that the quality of the products greatly affect consumer confidence in the products [7]

Although through to the live streaming audience can ask the seller to show the products requested by the audience, however, this does not guarantee the seller has all the products desired by the audience. So, the value of utilitarian of the live feature does not encourage confidence in the product.

H2a: the hedonic value of the live streaming feature has a positive relationship with trust in the seller.

Hypothesis H2a shows the p-value $0.082 > 0.05$ and t-statistics $1.744 < 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H8b are not eligible, then H2a in this study was rejected. This means that the value of the hedonic of the live streaming feature is not to make customers believe against the seller.

Previous research shows the same thing, namely the value of the hedonists of the live streaming feature itself is not to make customers believe against the seller in Facebook Live Thailand [7]. In this study, the streaming features directly touches the side of the pleasure and entertainment of its users. The live streaming is a feature that was recently launched in Indonesia and the sellers still conduct a variety of promotion and events to promote the feature. Because the feature is still relatively new, users are also still in the stage of curiosity. According to the event, it can be seen that the users of a live streaming feature only want to try the products and to better understand their usefulness. Thus, it can be seen that the hedonic value of the live streaming feature does not encourage users to feel more trust in the seller.

H2b: the utilitarian value of a live streaming feature has a positive relationship with trust in the products.

Hypothesis H2b shows the p-value $0.004 < 0.05$ and t-statistics $2.887 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H2b have qualified that H2b is accepted, which indicates that the value of the hedonic value of the live streaming to encourage customer engagement.

Through a live streaming feature, the seller can present their products in enjoyable means. In addition, sometimes the seller invites the artist to be the MC of promotion events to promote a product. The streaming live streaming event, which is presented by the artist, is seen attractive by young adults. The respondents of this research, most of whom are young adults in the age of 18-24 years; they were to idolize an artist and curious with their lives. In addition, the audience will feel entertained when looking at the artists they idolized demonstrate a product. By viewing the product through a live streaming feature, prospective buyers are expected to have more trust in the product; so that they believe that the product can be used in accordance with their expectations. This means that the hedonic value of the live streaming feature can make customers more trust in the products.

H3a: the symbolic value of the live streaming feature has a positive relationship with trust in the seller.

Hypothesis H3a shows the p-value $0.007 < 0.05$ and t-statistics $2.708 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H3a have qualified that H3a is accepted, which indicates that the value of the hedonic value of the live streaming encourages customer engagement.

Previous research states that the value of the symbolic encourages confidence in the seller. Live streaming feature allows the occurrence of social interaction with the seller [7]. The audience of the live streaming most of whom are young adults (71%) is the segment who is active in social activities. Through a live streaming feature, the product can be presented not only by technology but rather by the human. This can make the audience identify himself with the seller as human classified as a social creature. The interaction among human beings, such as the seller and a fellow of the audience, encourages the audience to believe in the seller.

In this study, respondents mostly access the online store at the time came home from work, after 17.00 (44%). With a live streaming feature, the online store would feel like social media because of its interaction with the seller and the other users. Users of the live streaming feature can interact with others in a playful way after work, studies, and other activities. This causes users to stream live to convey more trust in the seller's online shop.

H3b: the symbolic value of a live streaming feature has a positive relationship with trust in the products.

Hypothesis H3b shows the p-value $0.079 > 0.05$ and t-statistics $1.762 < 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H3b are not eligible, then H3b in this study was rejected. This means that the hedonic value of the live streaming feature itself is not to make customers believe in the seller.

In addition, a live streaming feature allows the occurrence of social interaction with the seller, while not allowing the interaction with the product directly. So it can be said that the symbolic value of the live streaming feature does not affect the customer trust in the products.

H4: Customer confidence in the product has a positive relationship with trust in the seller.

Hypothesis H4 shows the p-value $0.486 > 0.05$ and t-statistics $0.698 < 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H8b are not eligible, then H4 in this study was rejected. This means that confidence in the product do not make customers believe against the seller.

Most of the sellers examined are classified in the category of reseller. This means that the product is not made by the seller, yet the product is taken from the other party for resale. Hence, the trust in the products does not cause the audience to believe in the seller. Products sold by resellers are usually classified as public products with different prices. The product, even presented within a unique and fun way through the live streaming, did not make potential buyers believe in the seller. This may be due to the price of goods varies between the seller, so it does not give the seller too profitable and desirable position.

H5: the utilitarian value of the live streaming feature has a positive relationship with customer engagement.

Hypothesis H5 shows the p-value $0.048 < 0.05$ and t-statistics $1.986 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H5 has qualified that H5 is received which indicates that the value of the utilitarian of the live streaming to encourage customer engagement.

In this study, 93 percent live streaming feature is accessed through the smartphone. One of the live streaming features is the audience can submit questions or request them to be directly addressed by the seller. Through *smartphone*, the audience can easily type their questions in the comments field. The seller who was doing a live streaming can read the comments and answer audience questions directly to encourage the audience to engage directly during the streaming.

H6: the hedonic value of the live streaming feature has a positive relationship with customer engagement.

Hypothesis H6 shows the p-value $0.022 < 0.05$ and t-statistics $2.301 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H6 have qualified that H6 is accepted, which indicates that the value of the hedonic value of the live streaming to encourage customer engagement.

In this study, most respondents access the online store at 17.00-23.59; it is the time span in which respondents have finished work. This means that the live streaming features is more accessible to the audience at that time. In addition, online stores often provide a variety of special promos that can only be accessed through this feature. The audience is also invited to perform a variety of activities such as playing games or answering the quiz. The live streaming feature is considered as an enjoyable way to present products, and the audience considers this feature entertaining so that it encourages their involvement.

H7: the symbolic value of the live streaming feature has a positive relationship with customer engagement.

Hypothesis H7 shows the p-value $0.022 < 0.05$ and t-statistics $2.301 > 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H7 have qualified that H7 is accepted, which indicates that the value of the hedonic value of the live streaming to encourage customer engagement. As many as 38 % of respondents in this study access to the live every day. With given a variety of promo, it can encourage the audience to share that information with the people around them for example their friends.

Through the comments column on the features of live streaming, the audience not only can interact with the seller but also with fellow viewers. The audience can read the comments from the other audience and exchange opinions. Social interactions appear during the live event was to encourage the audience to become more involved during the process of the live streaming. Thus, the symbolic value of the live streaming feature can encourage customer engagement.

H8a: Trust towards the seller has positive relationship with customer engagement.

Hypothesis H8a shows the p-value $0.599 > 0.05$ and t-statistics $0.527 < 1.96$ ($\alpha = 0.05$); so that all of the criteria on the hypothesis H8a are not eligible, then H8a in this study was rejected. This means that the trust against the seller does not encourage customer engagement.

Some research states that most sellers who sell on Facebook Live is *a reseller* and to encourage the involvement of customers is becoming more difficult because the seller is not the creator of the product. In this study, most of the sellers are resellers. Hence, the audience is not encouraged to be involved in the activity of the seller [7].

H8b: Confidence in the product has positive relationship with customer engagement.

Hypothesis H8b shows the p-value $0.488 > 0.05$ and t-statistics $0.694 < 1.96$ ($\alpha = 0.05$) so that all of the criteria on the hypothesis H8b are not eligible, then H8b in this study was rejected. This means that the trust against the products does not encourage customer engagement.

Without customer confidence in the product, the value of utilitarian hedonic cannot affect customer engagement, however confidence in the product itself is not enough to affect customer engagement [7]. This means that even if a customer believes that they can use the product according to their expectation, it is not to be driving them to be more involved with the seller. This because in this study, the most categories of goods purchased is the product of fashion (32.2%). The product has been demonstrated by the seller during the live streaming and because the category is fashion, customers can imagine themselves wearing it by merely looking at the picture and not watching the live streaming. Therefore, this study proves that the mere trust alone is not able to encourage customers to become more involved.

Evaluation on The Effect of Mediation

In this study, researchers performed an analysis on the effects of mediation, i.e., whether the variable of *trust* (confidence in the product and the seller) plays a role and conveys the effect of mediation towards variable of customer engagement. Furthermore, this study also examined the indirect effect of the shopping value variable (the value of utilitarian, hedonic, and symbolic value) to the variable of customer engagement. To determine the effect of mediation, Table 8 demonstrated it.

Table 8. *Specific Indirect Effects*

	P-Values
UV -> TP -> CE	0.584
UV -> TS -> CE	0.647
HV -> TP -> CE	0.506
UV -> TS -> CE	0.757
HV -> TP -> CE	0.603
UV -> TS -> CE	0.633

Data from table 8 demonstrated that all hypotheses involving the variables of trust has *p-value* above 0.05 where the value is not significant. This means that there is no effect of mediation detected in this study. A live streaming is a feature that is fairly new, not much known to the public; so that people nowadays might still be curious to try and want to know more about these features. So the audience was mostly still in the stage of awareness that is new to the seller through these new features. The audience is not yet up on stage the intention to purchase anything, hence their trust on the product and the seller does not become a driver of customer engagement.

CONCLUSION

From the results and analysis, to make users of the live streaming feature believe in the seller, it is necessary to increase the symbolic value. The live streaming feature can educate sellers to interact more with their audience, such as reading audience comments and answering viewers' questions directly. Meanwhile, to make the users believe in the products, then the seller should increase the value of the hedonic perceived by user through the features. The seller can hold a variety of activities such as games or quizzes and gives a special promotion for the winner of the game. In addition, in order to transform the features into a facility with high customer involvement, then the seller needs to increase the three *shopping values* (the value of utilitarian value, hedonic, and symbolic values). Among all of the values scrutinized in this study, the symbolic value is the most significant one because it increases customer engagement. The seller should be able to improve the interaction and social aspects live streaming because the symbolic value is proven to draw the most impact on customer engagement. In addition, the seller should be taught how to improve the interaction with the audience. A live streaming feature is still relatively new in Indonesia, so further research is required to determine the impact of a live streaming feature in the future.

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