

The Influence of Social Presence on Purchase Intention in Live Video Commerce: The Role of Immersive Experience as Mediator and Trust as Moderator

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Abstract: The rapid advancement of internet technology has revolutionized everyday life, making online shopping a common phenomenon. Apart from that, the development of technology can change several habits in human life, for example shopping in shops can now be done via smartphone (online). Technological advances and the development of online shopping have certainly increased competition between business actors, thereby encouraging them to implement innovative digital promotional strategies. Live streaming features on ecommerce platforms have emerged as a popular tool for businesses to showcase their products and interact with potential buyers. This research aims to determine the influence of social presence on purchase intention which is mediated by immersive experience and moderated by trust in Indonesian consumers involved in live video commerce. The population in this research is Indonesian people who live in West Java with an age range of 14–29 years (1995–2010) and belonging to generation Z. The research methodology uses descriptive research with a quantitative approach and uses primary data. in the form of a questionnaire to 385 respondents. Data analysis uses the Partial Least Square (PLS) approach with SmartPLS software as a data analysis tool. It is hoped that these findings will provide valuable insights for business people to optimize live streaming campaigns and drive sales.

Key-Words: *E-commerce, Social Presence, Immersive Experience, Trust, Live Video*

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1 Introduction

Internet technology is currently developing very rapidly, making human life easier [1]. This is what causes internet users in Indonesia to continue to increase. According to [2] said that technology is experiencing very rapid growth so that people think it can provide benefits to support work or daily activities. The Association of Indonesian Internet Service Providers [3] announced in February 2024 that the number of internet users in Indonesia reached 221,563,279 people from a total population of 278,696,200 Indonesians in 2023. From the results of the 2024 Indonesian internet penetration survey released by APJII, the results of the penetration level internet is currently 79.5%, an increase of 1.4% compared to the previous APJII period (2024). These figures show that the high number of internet users opens up great opportunities for the development of e-commerce. This is because

the main target market for e-commerce is internet users [4].

The online shopping phenomenon makes business competition increasingly fierce. Consumers with mobile phones are an expectation that must be met by business people. According to data taken from Statista, mobile phones account for 71% of retail traffic and generate 61% of online shopping orders, so it is estimated that by 2024 global retail mobile commerce sales are expected to reach almost \$4.5 trillion and constitute 69.9% of total sales. retail e-commerce [5]. According to [6], the high number of internet users encourages business people to be more creative in promoting their products through digital platforms. Digital promotion is a marketing strategy that utilizes digital media such as websites, social media, email, databases, mobile/wireless, and digital TV. The aim is to increase awareness, understand consumer profiles and behavior,

build customer loyalty and increase purchase intention. Apart from creating interesting content, business people must master all the features available on all platforms, including e-commerce. E-commerce is an important means for disseminating product information and expanding markets in achieving profits and global competitiveness [7]. [8] said that e-commerce offers a wider variety of products and changes company marketing strategies. This can increase customer demand and encourage companies to continue to innovate.

In the world of marketing, social media can be a platform for companies to advertise their products to consumers and reach new audiences [9]. Currently, along with technological developments, social media is developing innovative shopping features that allow sellers and buyers to carry out transactions directly in their applications. Interaction has become an inseparable part of contemporary interactive marketing practice [10]. Starting from virtual reality simulations, chatbots, voice-activated content, interactive short videos and live streaming to mobile and messaging apps, everything can be used to contact customers proactively, encourage customer participation, and interact with customers to form a marketing process that creates two-way value. In recent years, the live video commerce feature on several fast-growing e-commerce platforms such as Shopee, TikTok, Tokopedia, and Lazada has become the main marketing strategy to promote brands and sales. Live streaming is the main attraction which not only increases people's spending, but also becomes the main strategy for business actors, both local brands and UMKM.

In the Indonesian market, 78% of consumers have heard of and know about alternatives to shopping via the live streaming feature, and 56% of consumers have made purchases via live streaming. With the live streaming feature, it can make it easier for customers to interact directly to meet their needs, making it possible to increase purchasing interest. Shopping via the live streaming feature is a new trend that is quite popular in Indonesia [11]. It is known that 88% of Indonesian people choose Shopee as the

channel used for live streaming, followed by TikTok Live, Lazada Live and Tokopedia Play. Another aspect that is the main consideration in choosing a live streaming feature for selling is how the platform can provide market share transaction value. According to [12] Indonesia, on the share of value indicator, the majority of local brands and MSMEs choose Shopee Live (44%), TikTok Live (28%), Lazada Live (17%), and Tokopedia Play (12%).

In live streaming marketing, sellers display their products via real time video and consumers participate in instant communication and short comments which provide consumers with more information about product details and increase their sense of social presence, thereby increasing purchase intention [13]. According to [14] say that social presence can help consumers to build closer relationships with sellers in e-commerce and better understand the services and products they want. The importance of social presence in live video commerce practice has attracted the attention of researchers. Previous research on social presence has shown the impact on trust, customer loyalty, and consumer purchase intention in several contexts such as online shopping, microblogs, and e-commerce [15]. In making purchasing decisions, consumers tend to be influenced by social interactions with other people, and this social presence is one of the main factors that facilitate consumer purchasing decisions [16]. According to [17], another factor that can influence consumers' buying interest in trading via live broadcasts is social presence. Research conducted by [18], states that real time interaction between the audience and the streamer or host can provide a strong sense of social presence to the audience, can meet the needs of the audience which will have an impact on consumer behavior. Social presence felt by viewers or customers can have an impact on consumer trust and purchase intention [17].

The presence and social interaction that live video commerce enables can improve the shopping experience, reduce buyer uncertainty, and increase purchasing interest and purchasing decisions [19]. According to [20], in live shopping the shopping guide provided by the

host can be based on the customer's personal needs, so that customers will focus their attention which will help create an immersive experience. Apart from that, it is said that online shopping is always related to shopping history and will have a direct impact on customer online shopping behavior [21]. Immersive experience will occur when someone experiences a smooth process in meeting their needs. Immersive experience has been understood as enhancing mediation in various virtual experiences [22]. Immersive experience perception can help customers identify the value and benefits they can get from an activity. Therefore, customers can more easily have an interest in buying and make purchasing decisions when they feel greater value and benefits [19].

According to [17], another factor that can influence consumers in making purchases on live streaming shopping is trust. Trust in consumers can be a variable that mediates the relationship between social presence and immersive experience on purchase intention in live streaming commerce. The host's ability to promote products on live video commerce can create a sense of consumer trust, thereby creating interest in wanting to buy in live streaming commerce. According to [23], said that trust contributes to an important role in increasing online purchase intention. Apart from that, the social presence felt by the audience can also influence consumers' sense of trust, which in turn can lead to interest in making purchases on live video commerce [24]. Many studies have proven that trust contributes an important role in increasing purchase intention in online shopping, but few studies have found the relationship between trust and purchase intention in social commerce [23].

Previous research studies stated that research discussing the impact of social presence in terms of shopping through live video commerce features is still very limited [15]. Therefore, researchers are interested in further researching whether there is an influence of social presence on purchase intention when shopping or knowing about the live streaming feature in e-commerce. The mediating factor that will be

used in this research is immersive experience and the moderating factor that will be used in this research is trust.

Based on the background explanation that has been explained, this research will discuss "The Role of Purchase Intention in E-commerce in Indonesia with Trust as a Moderator and Immersive Experience as a Mediator".

2. Literature Review

Social Presence

Social presence is defined as the perception formed by participants during online participation, which emphasizes the satisfaction or real perception of other people in video conference interactions [25]. According to [26] social presence is defined as "the extent to which a social commerce environment allows customers to build personal, warm, deep and sociable interactions with other people". In social presence theory, social presence implies the extent to which a person is considered a "real person" and the perceived level of communicating with other people through media [27].

Meanwhile, according to [28] social presence is a person's awareness of other people and interpersonal relationships in interactions which are related to the level of psychological closeness, sensitivity and human warmth. Apart from that, social presence is also defined as a subjective feeling when being with other people in a technologically mediated space, the feeling of being there, being there together means not meeting face to face [29].

Immersive Experience

In marketing, immersive experience is an implicit feeling (something contained in the consumer's mind that is not stated openly or implied) about closeness to an idea which is often associated with plunging deep into something but in fact is only in place [30]. It is also said that the immersive experience in live streaming makes users feel as if they are in the live streaming and forget about the real world.

Immersive experience refers to an individual's experience in an activity while ignoring other things, which will result in a feeling of pleasure.

According to [30], immersive experience can give users the feeling of experiencing a virtual product as an authentic product, which is called product experience. Immersive experience is a state of mind where individuals are fully involved in an activity or thing, forgetting about time and the surrounding environment [31]. When people are in an immersive experience, they will experience a high level of joy and satisfaction [15].

Trust

According to [32] trust is defined as "confidence in an exchange partner's reliability and integrity". Trust is a very important factor in building and maintaining relationships with customers or consumers over a long period of time [33]. According to [34] trust is the attitude of customers who will choose or rely on a brand when there is a risk involved, because they believe that the brand will provide results that match their expectations. Trust is based on confidence in the quality and benefits of the product, as well as confidence in service that satisfies customer needs.

Meanwhile, according to [35], trust is a consumer's desire to depend on the actions of a seller or company with the expectation that the seller or company will take actions that are important to the consumer, without paying attention to the consumer's ability to control the seller or company. According to [36] trust can be created when one party feels comfortable replacing it with something else. Trust can be built by fulfilling customer promises, ensuring the security of every customer transaction, and providing quality service.

Purchase Intention

According to [37] say that purchase intention is generally based on the match between purchase motives and brand characteristics considered by consumers. The creation of a purchase intention involves many processes that are felt by

consumers, such as motivation, perception, attitude formation, and integration. Purchase intention is different from actual purchases, when consumers feel an interest in buying a product, the consumer still has to make decisions about when to buy and how much money to spend to make the actual purchase. Purchase intention shows the consumer's possibility of buying a particular product in the future [38].

Another opinion according to [39] says that purchase intention can be used to predict which product or brand consumers will buy when shopping in the near future. Purchase intention is a customer's tendency to take actions related to purchasing and purchasing interest in online commerce is defined as a situation where consumers are willing and involved in an online transaction [30].

Influence Between Research Variables

The influence of each independent and dependent variable. The explanation of the conceptual framework drawing is as follows:

Influence of Social Presence on Purchase Intention

The relationship between social presence and purchase intention is based on research findings [15], namely that social presence has a positive and significant influence on purchase intention. Apart from that, according to [17] a factor that can influence purchase intention when trading via live video is social presence. Previous research by [18] also stated that real time interaction between the audience and the host provides a strong social presence to the audience and can meet the needs of the audience which has an impact on consumer behavior, especially purchase intention.

Influence of Social Presence on Immersive Experience

Social presence can capture a sense of humanity, warmth, sensitivity in a virtual environment [40]. According to research by [41] social presence is an important element in creating an immersive experience in a social virtual world. Social

presence can provide a feeling as if the viewer is actually there and interacting in a real way with other people in the virtual space.

In addition, research by [42] in the context of online learning and [15] in the context of live video commerce validates the positive and significant influence of social presence on immersive experiences.

Influence of Immersive Experience on Purchase Intention

According to [42], immersive experience perception can help users identify the value and benefits that can be obtained from an activity. It will be easier for customers to create interest in purchasing a product when they perceive greater value and benefits. In live video commerce, one of the things that makes viewers interested in making a purchase is a deep and immersive sense of involvement when shopping [43]. Previous research in [30] validated that there is a significant positive relationship between immersive experience and purchase intention.

Influence of Social Presence on Purchase Intention Mediated Immersive Experience

According to [31] the mediating role of immersive experience is a state of mind where the individual is fully involved in an activity or thing, forgetting about the surrounding environment and time. The interaction and clarity of the website has an impact on purchases through an immersive experience [44]. Meanwhile, according to [42] immersive experience is an important mediator that explains the theoretical mechanism of how social presence can influence purchase intention. Previous research in [15] and [25] validated the positive and significant influence of social presence on purchase intention through immersive experience.

Influence of Social Presence and Immersive Experience Moderated Trust

Trust is defined as the perception of online consumers regarding online retailers who can be trusted [45]. According to [46] trust is

considered an important predictor in determining online purchasing behavior. Trust shows an important role in determining online purchasing behavior and low trust can significantly reduce online shopping behavior. The researchers found that trust significantly moderates purchase intention and online purchasing behavior. In addition, researchers suggest that trust can be used as a moderating variable in future buying behavior [27].

Research Hypotesis

Based on the formulation of the problem, the hypothesis can be put forward as follows:

1. Social presence has a positive and significant effect on purchase intention.
2. Social presence has a positive and significant effect on immersive experience.
3. Immersive experience has a positive and significant effect on purchase intention.
4. Social presence has a positive and significant effect on purchase intention through immersive experience.
5. Social presence has a positive and significant effect on immersive experience which is moderated by trust.

Framework

Based on the theoretical basis and previous research, it can be described through a framework in the form of the following figure:

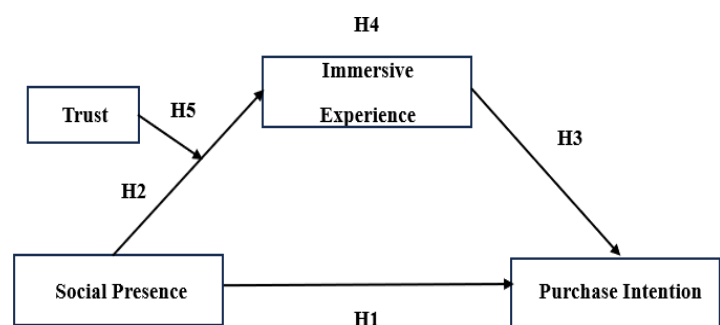


Figure 1. Research Framework.

3. Methodology

This research employs a quantitative methodology. Quantitative research is methodical scientific study of components, events, and their interactions. Developing and applying mathematical models, theories, and/or hypotheses about natural phenomena is the aim of quantitative research. Google Forms was utilized to collect data for the study, and they were disseminated online. We gathered responses from 385 respondents.

The interval scale is the measuring system employed in this investigation. factors that are both independent and dependent, [21]. For the purpose of the quantitative study, respondents were provided with five possible responses for each variable on a scale from 1 (strongly disagree) to 5 (strongly agree). In this study, we used Partial Least Square (PLS) method as explained to be a structural equation model based on variance (PLS) which is able to describe latent variables (not directly measurable) and is measured using indicators (manifest variables).

A variant of PLS that simultaneously examines structural measurements and measurement models can serve as its foundation. Statistical software called SmartPLS, or Smart Partial Least Square, is used in SmartPLS 3.0 to assess the association between variables and with indicator variables. Based on the statement stated above, it is known that the PLS analysis model is a development of the path analysis model, while there are several advantages to using the PLS analysis model, namely the data does not have to be in a certain distribution, the model does not have to be based on theory and there is indeterminacy, and the number of small samples.

4. RESULTS AND DISCUSSION

Validity tests show that there is a relationship between the measures of the construct principles. A rule of thumb for convergent validity testing is a loading value greater than 0.7 squared greater than 0.5 and an extracted mean difference greater than 0.5. The reliability test was carried out to measure the internal consistency of the measuring instrument in this research. PLS can be tested with two criteria: Composite Reliability of the construct indicator block and Cronbach's Alpha (Ramayah et al., 2018). Although a value of 0.6 is still acceptable, it is explained that the rule of thumb alpha value, or composite reliability, must be greater than 0.7 (Hair et al, 2020). Validity and reliability test results using the following SmartPLS software:

Table 1
Evaluation of Measurement Model

Factor	Cronbach's Alpha	Composite Reliability
Social Presence	0.871	0.903
Immersive Experience	0.857	0.913
Trust	0.736	0.850
Purchase Intention	0.732	0.847

Source: SmartPLS data processed (2024)

We can use Cronbach's Alpha to measure dependency. The reliability of each indication in the model is reflected in this figure. Although 0.8 or 0.9 is the optimal number, 0.7 is the minimum number. High dependency is defined as having a Cronbach's Alpha value between 0.7 and 0.9. Reliable item variables are indicated by a Composite Reliability value > 0.7 . Therefore, it makes sense that the three latent variables (social presence, immersive experience, trust, and purchase intention) have CA and CR values greater than 0.7, which indicates that all variables have a high level of dependence and the data is reliable.

Additionally, the Average Variance Extracted (AVE) table reveals that the variable AVE values > 0.5 for each of the four variables Social Presence, Immersive Experience, Trust, and Purchase Intention. When the Average Variance Extracted (AVE) value is greater than 0.50 and the outer loadings value is greater than 0.70. indicators are considered to have a high level of

validity and fulfill convergent validity (Chin & Todd, 1995). Convergent validity is regarded as good if the external loading indicator is higher than 0.7 (Hair et al., 2015). The indication should be eliminated if the external loading value is less than 0.5, as it is deemed negligible (Ramayah et al., 2018). These are the results of the external loading test:

Table 2

Outer Loading

Variabel	Indicator	Questions	Outer Loading	Conclusion
Social Presence	SP1	I feel more connected with other people in live video commerce.	0.751	Valid
	SP2	I feel more comfortable talking to strangers in live video commerce.	0.760	Valid
	SP3	I can feel the host's enthusiasm for live video commerce.	0.779	Valid
	SP4	I feel close to live video commerce hosts.	0.796	Valid
	SP5	I can feel the emotional closeness to live video commerce.	0.831	Valid
	SP6	When I watch live video commerce, I feel like I'm not alone.	0.761	Valid
Immersive Experience	IE1	When I watch live commerce videos, I lose track of time.	0.868	Valid
	IE2	When I watch live video commerce, I forget my surroundings.	0.912	Valid
	IE3	When I watch live	0.865	Valid

		commerce videos, I forget my worries.		
Trust	T1	By watching live video commerce, you trust the host.	0.810	Valid
	T2	I believe that the products and services recommended on live video commerce match the reviews of the hosts.	0.828	Valid
	T3	I believe the products and services recommended by the hosts are beneficial to everyone	0.788	Valid
Purchase Intention	PI1	I am very likely to buy products from sellers in live video commerce	0.832	Valid
	PI2	I will consider purchasing the product from the seller (in the future)	0.780	Valid
	PI3	I have an interest in purchasing products from sellers on live video commerce	0.803	Valid

Source: SmartPLS data processed (2024)

Based on the calculation results shown in table 2, it shows that there is no outer loading indicator that has a value less than 0.5. This means that the indicator is declared valid because the correlation coefficient is more than 0.5.

Table 3

Discriminant Validity

Variabel	Social Presence	Immersive Experience	Trust	Purchase Intention
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SP1	0.751	0.497	0.419	0.463
SP2	0.760	0.514	0.403	0.397
SP3	0.779	0.576	0.366	0.400
SP4	0.796	0.567	0.407	0.346
SP5	0.831	0.679	0.480	0.424
SP6	0.761	0.666	0.424	0.385
IE1	0.868	0.868	0.416	0.379
IE2	0.912	0.912	0.463	0.413
IE3	0.865	0.865	0.396	0.403
T1	0.810	0.413	0.810	0.506
T2	0.828	0.384	0.828	0.552
T3	0.788	0.371	0.788	0.412
PI1	0.832	0.407	0.521	0.832
PI2	0.780	0.281	0.488	0.780
PI3	0.803	0.384	0.458	0.803

Source: SmartPLS data processed (2024)

Table 3 shows that it satisfies the cross-loading requirements. Sekaran & Bougie (2016) argue that every construct in the cross-loading test needs to be higher than the indicators of the other constructs. The cross-loading value of this variable is greater than the cross-loading values of its constituent variables. Therefore, it is reasonable to say that the study's measurements have strong discriminant validity (Zaman et al., 2021).

a. Structural Model Evaluation

The R-Square number is the endogenous construct's coefficient of determination. The higher the R-Square score, the better the proposed research model for prediction (Indrawati, 2017). R square has a value between 0 – 1 with the condition that the closer it is to one, the better it is. R square have value 0.7 (strong), 0.5 (moderate), 0.2 (weak) (Sarstedt et al, 2017).

Table 4
R-Square

variable	R Square	R Square Adjusted
Purchase Intention	0.855	0.855

Source: SmartPLS data processed (2024)

Based on Table 4, the R square value in this study is 0.855. The R-Square value of the Purchase Intention variable is 0.855. which shows that 0.855 is influenced by the Social Presence, Immersive Experience and Trust variables on factors that influence Purchase Intention, while the remaining 0.145 is influenced by variables outside the research. As a result, the indicators used in this research were only able to explain 85 percent of the variance in Customer Satisfaction, while the remaining 15% could be explained by other factors.

b. Hypothesis Test Result

Table 5 show that the t-statistic in this study is greater than 1.96. According to Ghazali & Latan (2015), a hypothesis test is deemed significant if the t-statistics value is more than 1.96 and regarded not significant if it is less than 1.96. The path coefficient table in the SmartPLS output contains the t-statistic, which we may use in structural model testing to determine the predictive model's significance between the independent and dependent variables.

Table 5
Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Immersive	0.146	0.144	0.072	2.028	0.043

Experience -> Purchase Intention					
Moderating Effect -> Immersive Experience	-0.005	-0.008	0.021	0.220	0.826
Social Presence -> Immersive Experience	0.693	0.692	0.036	19.317	0.000
Social Presence -> Purchase Intention	0.507	0.510	0.046	11.122	0.000

5. CONCLUSIONS

Based on the table 5 in the previous chapter, the test results for each hypothesis are as follows:

Based on table 5 in the previous chapter, the results of testing each hypothesis are as follows:

The influence of immersive experience on purchase intention.

The path coefficient value is positive 0.146, which indicates a positive influence on purchase intention according to the path coefficient table. Furthermore, it shows a fairly large influence with a t statistic of 19.317, a value of more than 1.96 and a p value of 0.000. value less than 0.05. This shows that there is a fairly large and positive relationship between the social presence variable and immersive experience.

The influence of social presence on purchase intention

The path coefficient value is positive 0.507, indicating a positive influence on purchase intention, according to the route coefficient table above. Furthermore, the t statistic is 11.122, meaning the value is higher than 1.96. Thus, it can be said that purchase intention is influenced positively and significantly by social presence.

Based on the results of data analysis, we found that social presence and immersive experience have a positive and significant influence. However, the role of trust as a moderator does not show a positive influence on immersive experience. This finding shows that consumers in live video commerce will have purchase intention if they have a sense of immersive experience. Based on this survey, the majority of respondents had positive experiences conducting transactions with live video commerce.

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