

The Influence of Visual Appeal on Trust Mediated by Presence and Authenticity in Shopee Live Users

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Abstract

This study aims to analyze the influence of visual appeal on trust with the mediating role of presence and authenticity in Shopee Live users. This study uses a quantitative approach with a survey method of 292 respondents who are active users of Shopee Live in Yogyakarta, who have exceeded the minimum number of samples required in the PLS-SEM analysis. The sampling technique used non-probability sampling using the convenience sampling method, and the data analysis was carried out using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results of the study show that visual appeal has a positive effect on presence and authenticity. Furthermore, presence and authenticity have a positive effect on trust, and presence also affects authenticity. In addition, presence and authenticity have been shown to mediate the relationship between visual appeal and trust, both partially and sequentially. These findings suggest that visual appeal not only increases trust directly, but also through psychological mechanisms such as a sense of presence and perception of authenticity.

INTRODUCTION

The development of digital technology has fundamentally changed the way consumers interact with brands and make purchases. One form of digital innovation that has experienced rapid growth in recent years is *live streaming* commerce, which is a direct product promotion and sale activity through online broadcasting. *This live stream* allows sellers to demonstrate products, answer consumer questions in *real-time*, and create a shopping atmosphere that resembles a face-to-face experience. A report by McKinsey & Company, (2023) shows that *live commerce* has become mainstream in China and is starting to develop in various countries, including Indonesia. This fact shows a significant shift from traditional *e-commerce* towards a more *immersive* and visual-based *shopping experience*.



Figure 1 Shopping Frequency to Favorite Live Shopping Platform (Lubis, 2024)

Based on figure 1. The growth of *live streaming commerce* is also evident in Indonesia. Based on the results of the Lubis survey, (2024) 48.7% of Indonesians shop through the live shopping feature several times a month, while 22.7% of consumers transact several times a week. Only a small percentage of respondents rarely (19.7%) or never (4%) shop live. This data illustrates that shopping activities through *live shopping* have become a new habit in the digital society. Platforms such as *Shopee Live*, *TikTok Shop*, and *Lazada Live* are the main platforms for interaction between sellers and buyers, where visual aspects and real-time experience are the main attractions for consumers.

The Most Popular Live Shopping Platform in Indonesia

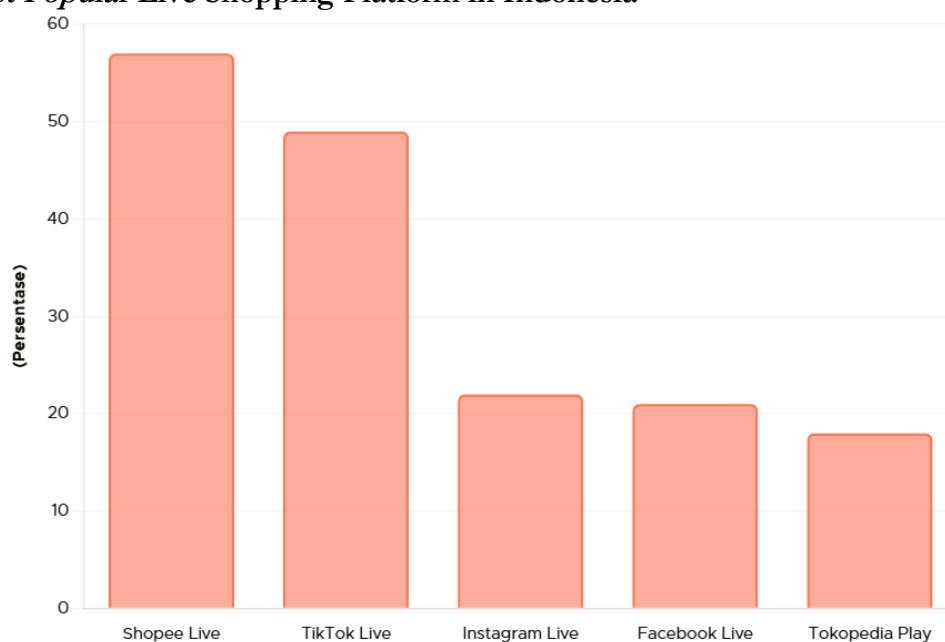


Figure 2 Most Popular Live Shopping Platforms in Indonesia, 2024

Source : (GoodStats, 2024)

Based on figure 2. data from goodstats, based on data on the use of live shopping platforms, Shopee Live is the most used service by consumers to shop online with a percentage of around 57%. After that, TikTok Live followed in second place with a usage rate of around 49%. Meanwhile, Instagram *Live* is in third place with a percentage of around 21%, followed by Facebook *Live* with around 20%. Tokopedia Play occupies the last position as the least used platform with a percentage of around 17%. This illustrates that Shopee Live and TikTok *Live* are still the main choices for people to shop through *the live streaming feature*. Researchers researched *Shopee Live e-commerce* because this platform has the highest percentage of users compared to other live shopping platforms.

However, behind this rapid growth, the level of consumer confidence in online transactions is still a major challenge. Many consumers have doubts about the authenticity of the products displayed, the honesty of the seller, and the quality of the goods received. In *live streaming commerce*, trust is a determining factor for the success of transactions because the interactions that occur are simultaneous and depend on visual perception delivered directly. When consumers don't trust streamers or platforms, they tend to delay buying and even move to other sales channels. Thus, understanding the factors that shape consumer trust in the context of *live streaming* is a relevant issue to be studied further.

In digital marketing, visual appeal refers to the aesthetic and ethical appeal of a design or visual content. Visual appeal can be achieved through color, layout, typography, imagery, and overall design. Visual *appeal is* essential to attract the audience's attention to a brand or message. The increasing role of attractive *visual appeal* in *e-commerce* platforms shows that display is now a major factor in shaping consumer trust. Modern customers no longer consider product information rationally, but also assess the credibility and professionalism of sellers through attractive, realistic and consistent visual displays. Strong *visual* elements on *live commerce* not only increase the emotional engagement of consumers, but also reinforce trust in the seller and the products shown. Therefore, *visual appeal* is not just an aesthetic aspect, but an important signal for consumers to assess the reliability and credibility of the *e-commerce platform* as a whole (Zhao et al., 2024)

Attendance describes the feeling of direct interaction even though there is no physical meeting. Through social media, video calls, as well as online games, individuals can build a real sense of presence. In *live streaming*, the presence fosters an atmosphere of virtual *togetherness*, so that viewers can feel warmth and social connections that resemble face-to-face interactions (Calysta et al., 2024). Today, *live streaming* is essential for increasing the social and emotional engagement of audiences. Viewers who follow the live broadcast on the TikTok platform, often feel like they are interacting directly with a streamer or content creator. This is made possible by two-way communication that happens in real-time through comment columns, emoticon reactions, and direct messages that the host sends to the audience. Having a digital social presence created through technology is now no longer limited to physical interactions. The streamer's facial expressions, voice intonation, and natural gestures increase the perception of presence. In addition, the sense of connectedness felt by the audience increases along with the stability of the internet connection and better visual quality. Therefore, the presence of live streaming reflects the change in modern communication patterns from direct interaction to digital interaction that can still create a sense of closeness, togetherness, and social intimacy in the virtual world.

Authenticity refers to an objective assessment of the authenticity of information. Traditional online shopping can pose a risk of fraud due to the static nature of product information displayed through photos and text (Zhao et al., 2024). As consumer trust grows in interactions that are perceived as genuine and honest, the truth in today's live streaming trade is increasingly prominent. Today's consumers are more interested in streamers who appear as they are, speak spontaneously, and show natural reactions to products promoted in digital marketing. Authenticity makes everything visible, makes the audience feel closer, and fosters trust because product

information is considered more accurate than promotions that seem far-fetched. On the Shopee Live platform, product quality and real two-way interaction often determine customer trust.

Currently, building consumer trust is very important for business sustainability (Nurfadia et al., 2025). In a live broadcast, trust refers to how the audience builds trust in the broadcaster and the product being shown. This is especially important because viewers in the digital world cannot touch or try the product directly, so trust must be built through the visual cues and truthfulness of the broadcaster. In addition to being a form of social trust, trust also serves as the main foundation in building viewer *engagement*. When viewers feel confident in the broadcaster, they are more likely to participate more actively through comments, reactions, or sharing broadcasts with other users. Trust creates a sense of security and closeness that encourages viewers to stay on top of the content presented. A high level of trust in broadcasters and the audience community can increase social interaction during broadcasts, although they are not always directly related to purchasing decisions. Thus, trust plays an important role in maintaining the relationship between broadcasters and audiences, because it is the basis for the formation of emotional attachment and loyalty to the content, not just to the product or brand being promoted.

Previous researcher Zhao et al., (2024) This study found that an attractive visual display can increase a sense of *presence* and authenticity during live streaming interactions. As a result, it increases trust in the streamer and the products being promoted. Overall, the results show that engaging visuals not only capture the consumer's attention but also build trust through the psychological presence and perception of authenticity that emerges during live broadcasts, and in line with Sun & Dushime's research, (2022) state that the viewer's engaging visual experience and spontaneity create the correct perception, which strengthens the emotional bond between the viewer and the broadcaster. Research by Winarti et al., (2023) shows that *visual appeal* has a positive and significant effect on customer trust, meaning that the more attractive the appearance of the Shopee application (colors, text, images, layout), it can ultimately increase the level of user trust in the *Shopee live platform*. However, *visual appeal* does not have an indirect effect on brand loyalty through customer trust, which means that even an attractive visual appearance can increase trust.

This phenomenon shows an empirical gap in the literature, where research still focuses on the combination of visuals and interactions, rather than on the power of the visual itself in shaping perceptions of presence and authenticity. In fact, on some modern platforms such as *Shopee Live*, many consumers make purchases only based on the attractiveness of the product's visual appearance and streamer expressions, without direct interaction. This raises important questions about the extent to which visual appeal can affect trust through *presence* and *authenticity*, even when the element of interaction is minimized. This is the basis for the need to develop a new model by eliminating *interactivity* variables so that the analysis is more focused on the power of visual aspects in building consumer trust. In addition, theoretically, this research is rooted in *presence theory*. Presence theory emphasizes the psychological feeling that consumers are "present" and directly involved in the digital communication space. These two theories help explain the psychological mechanisms by which *visual* elements trigger a sense of presence, build a perception of authenticity, and ultimately foster trust in streamers and products being sold.

This research uses *presence theory* as a basis to explain consumer experience in the digital environment. This theory states that visual presentation in digital media can create a real sense of presence for users (Lombard & Ditton, 1997). Based on this theory, this study places *visual appeal* as the initial factor that gives rise to presence, which then influences consumers' assessment of *authenticity* and the level of *trust* in the streamer and the product displayed. *Presence theory* and this research model both explain the formation of consumer psychological responses, but differ in the scope of discussion, the theory is general, while this study focuses on variables that are relevant to the context of *live streaming commerce*. This study adopts a study by Zhao et al., (2024) which examines the influence of *live streaming* features on *consumer trust* through *presence* and *authenticity*, with modifications in the form of eliminating *interactivity variables* and focusing on the role of *visual appeal*. This study uses *Shopee Live* as a respondent in the data collection process. In contrast to

the research of Zhao et al., (2024), this study develops a conceptual model by including the relationship between presence and authenticity that has not been directly studied in previous research. This development is based on the consideration that the experience of presence perceived by consumers during live streaming can shape the perception of the authenticity of the seller, so that it can be said to be a conceptual replication with modifications from the research of Zhao et al., (2024). Based on research gaps found in previous studies that examined *live streaming* features related to *visual appeal* to *trust*. The mediating role of *presence* and *authenticity*, this researcher was carried out to further examine the phenomenon being studied.

RESEARCH METHODS

This study uses a quantitative approach to collect and analyze numeric data systematically. This quantitative approach focuses on the process of data collection, data analysis, interpretation of findings, and writing reports on research findings (Darmawan et al., 2024). This method allows researchers to measure relevant variables, find significant patterns, and find correlations between variables through the use of primary data. Primary data for this study were collected from respondents through an online questionnaire.

According to Sekaran, U., & Bougie, (2016) The research instrument in the form of a questionnaire is designed with a systematic arrangement of questions to collect primary data directly from the respondents. The primary data collection technique applied in this study is through the dissemination of questionnaires that have been systematically compiled based on social media, which are distributed through WhatsApp, and Instagram. Shopee *e-commerce* users and Shopee *Live* believers are the respondents to this study.

This research was conducted in Yogyakarta with a focus on active Shopee *Live users* who are domiciled in the Yogyakarta area. The selection of Yogyakarta as the location of the research is based on the characteristics of its dynamic society and is open to digital innovation, especially in online shopping activities. This city is also known to have a high concentration of *e-commerce* users among millennials and generation Z who actively utilize *live streaming* features for digital consumption activities. This condition makes Yogyakarta representative to describe consumer behavior in the context of *live streaming commerce*, especially in tracing the influence of visual appeal on trust through the mediating role of presence and authenticity in Shopee Live users.

This study uses primary data and literature studies. Primary data was obtained directly from respondents through the distribution of online questionnaires using *the Google Forms platform*. The questionnaire was compiled based on the indicators of each research variable, namely *visual appeal*, *presence*, *authenticity*, and *trust*, each of which was measured on a five-level Likert scale (1 = strongly disagree to 5 = strongly agree). The non-probability data collection technique was carried out by means of *Convenience Sampling*, which is the selection of respondents based on the ease of access and willingness of individuals to participate in the Research. The research population is all Shopee *Live users* in Yogyakarta who have watched Shopee Live. This research focuses on the *visual appeal* on Shopee *Live* to *presence*, *authenticity*, and *trust*, so that the relevant population is active users of the platform. In this study, the sample to be taken is respondents who are active users of Shopee *Live*, domiciled in the Special Region of Yogyakarta, have watched and believed in the Shopee *Live* feature in six months, and are aged 17–46 years, which includes generation Z and millennials as the most active group of digital users.

This study uses a non-probability sampling technique. This method was chosen because of the limited information that the researcher has regarding the identity and the exact number of the research population. The absence of complete population data causes the non-probability sampling method to be considered the most likely approach to use. The sampling technique applied is *Convenience Sampling*, which is the selection of respondents based on the ease of access and willingness of individuals to participate in the research (Sekaran & Bougie, 2016)

This technique is often used when researchers are faced with such as covering economic aspects, time efficiency, as well as optimization of available resources. Therefore, respondents were

selected from individuals who were willing to fill out questionnaires so that the data collection process could run more effectively. The questionnaire is distributed through Google Forms and distributed periodically using WhatsApp, and Instagram, another social media platform.

Data collection was carried out through an online questionnaire (*Google Form*) which was distributed to respondents who met the above criteria. The number of samples is determined by the formula (Hair et al., 2022). The determination of the sample size of the steps implemented in this study took into account the characteristics of the *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) method. PLS-SEM sets a minimum number of samples based on the 10-times rule, which is ten times the number of indicators or the most structural paths leading to a single construct in the research model. In the model used, the construct with the largest number of indicators has 16 indicators, Using *the non-probability sampling technique*, it is determined that the minimum number of samples to meet the needs of this 16+8x10 research data is 250 respondents.

This study uses validity tests and reliability tests, which are as follows:

Validity Test

Table 1 Validity Instrument Test Results

Variabel	Indikator	R_{Hitung}	R_{Tabel}	Remarks
<i>Visual Appeal</i>	VA 1	0.780	0.1552	Valid
	VA 2	0.822	0.1552	Valid
	VA 3	0.877	0.1552	Valid
	VA 4	0.774	0.1552	Valid
<i>Presence</i>	P1	0.847	0.1552	Valid
	P2	0.857	0.1552	Valid
	P3	0.773	0.1552	Valid
	P4	0.817	0.1552	Valid
<i>Authenticity</i>	A1	0.854	0.1552	Valid
	A2	0.877	0.1552	Valid
	A3	0.875	0.1552	Valid
	A4	0.858	0.1552	valid
<i>Trust</i>	T1	0.852	0.1552	Valid
	T2	0.854	0.1552	Valid
	T3	0.887	0.1552	Valid
	T4	0.882	0.1552	Valid

Source : (Processed by researchers, 2025)

Based on Table 1, the results of the validity test with 56 respondents showed that all statements about the respondent variables were valid. This is because the value is greater than (0.1552), so it can be concluded that all statements given for that variable are valid. Questionnaires are worth using to measure research data. $r_{hitung} > r_{tabel}$

Uji Reliabilitas

Table 2 Results of Instrument Feasibility Test

Variabel	Number of Items	<i>Cronbach's Alpha</i>	Results
<i>Visual Appeal</i>	4	0.829	Reliabel
<i>Presence</i>	4	0.840	Reliabel
<i>Authenticity</i>	4	0.887	Reliabel
<i>Trust</i>	4	0.890	Reliabel

Source : (Processed by researchers, 2025)

Based on Table 2, the results of the overall reliability test of the calculation results in the table above show that all variables studied have reliable instruments, where Cronbach's alpha value is > 0.6 .

Structural Equation Modeling (SEM) is the statistical analysis method used in this study. *Structural Equation Modeling* (SEM) models allow researchers to model and estimate complex

relationships between many *dependent* and independent variables simultaneously (Hair et al., 2021). In SEM, confirmatory factor analysis (CFA) is used to test and model the relationship between latent variables and observed indicators. This study uses.

RESULTS AND DISCUSSION

RESEARCH RESULTS

Descriptive Analysis of Respondent Characteristics

This sub-chapter describes the behavior of respondents who have been grouped according to gender, occupation, age, and have watched Shopee *live*.

Table 3 Characteristics of Respondents

Category	Frequency	Presentase
Gender		
Male	79	27.1
Women	213	72.9
Age		
1 7-22 Year	64	21.9
23-28 Year	143	49.0
29-34 Year	30	10.3
35-40 Year	24	8.2
>41 Year Up	31	10.6
Jobs		
Students	92	31.5
Employees	82	28.1
Self-employed	28	9.6
Others	90	30.8
Total	292	100

Source : Data processed by researchers (2026)

Based on Table 3, the number of respondents in this study was 292 people. In terms of gender, respondents were dominated by women as many as 213 people (72.9%), while men amounted to 79 people (27.1%). This shows that women participated more in this study than men. Judging from the age, most of the respondents were in the range of 23-28 years, which was 143 people (49.0%). Meanwhile, respondents aged 17–22 years were 64 people (21.9%), 31 people over 41 years old (10.6%), 30 people aged 29-34 years (10.3%), and 35-40 years old (8.2%). This data shows that the majority of respondents are between the ages of 23–28 years. Based on occupation, the most respondents came from other categories, namely 90 people (30.8%), followed by employees as many as 82 people (28.1%) and students as many as 92 people (31.5%). Meanwhile, respondents who work as self-employed amounted to 28 people (9.6%). This shows that respondents have diverse work backgrounds. Overall, it can be concluded that the respondents in this study are dominated by women, the majority are aged 23–28 years, and come from various types of occupations.

Data Quality Test

Table 4 Data Quality Test

Code	Question Indicator	Val./Relia.
	<i>Visual Appeal</i>	0.842
VA1	I find the view of the live broadcast I watch to be interesting.	0.804
VA2	The layout of the display in the live broadcast feels neat and comfortable to look at.	0.831

VA3	The picture quality and lighting in the broadcast made me interested in continuing to watch.	0.841
VA4	The visual display of the broadcast makes the viewing atmosphere feel fun and interesting.	0.820
Code	Question Indicator	Val./Relia.
	<i>Presence</i>	0.839
P1	I feel like I'm interacting directly with the streamer while watching the broadcast	0.827
P2	I felt close and involved in the atmosphere of the live broadcast I watched.	0.802
P3	I felt as if I was really present in the live broadcast	0.832
P4	I felt like I was part of the activity that took place during the broadcast.	0.823
Code	Question Indicator	Val./Relia.
	<i>Authenticity</i>	0.865
A1	The product information conveyed by streamers feels original and not exaggerated.	0.860
A2	Streamer interactions in broadcasts look honest and take place naturally.	0.848
A3	The products shown in the broadcast appear to be in real condition.	0.831
A4	The broadcast takes place spontaneously and does not look contrived.	0.835
Code	Question Indicators	Val./Relia.
	<i>Trust</i>	0.876
T1	I believe that streamers or sellers in broadcast are reliable	0.859
T2	I am confident that the information provided during the broadcast is trustworthy	0.843
T3	I feel safe to make a purchase through the live broadcast.	0.858
T4	I am sure the products offered match the description submitted by the streamer.	0.856

Source : Data processed by researchers (2026)

Based on Table 4, the results of the validity test show that all items of statements on the variables submitted to the respondents are declared valid. This is evidenced by a calculated r value that is greater than the table r of 0.117. Thus, it can be concluded that all statements in the questionnaire are suitable for use as research instruments, so that measurement indicators can be used for the next stage of analysis.

After ascertaining the validity of the instrument, the researchers proceeded with reliability testing measured through Cronbach's Alpha value as a benchmark for the consistency of the instrument. Referring to Puspasari & Puspita, (2022) an instrument A variable is categorized as reliable if it has a Cronbach's Alpha value higher than 0.6. The closer it is to 1 or in the range of 0.7, the better the reliability level of the instrument. The reliability test calculation process in this study was carried out with the support of the SPSS version 26 program. As for the results of the reliability test, it indicates that all variables contained in the statement have met the reliability standards indicated by Cronbach's Alpha value which exceeds the minimum limit of 0.6. Thus, measurement indicators and research variables can be used for the next stage of structural model analysis.

Evaluation of the Outer Model
Convergent Validity Test Results

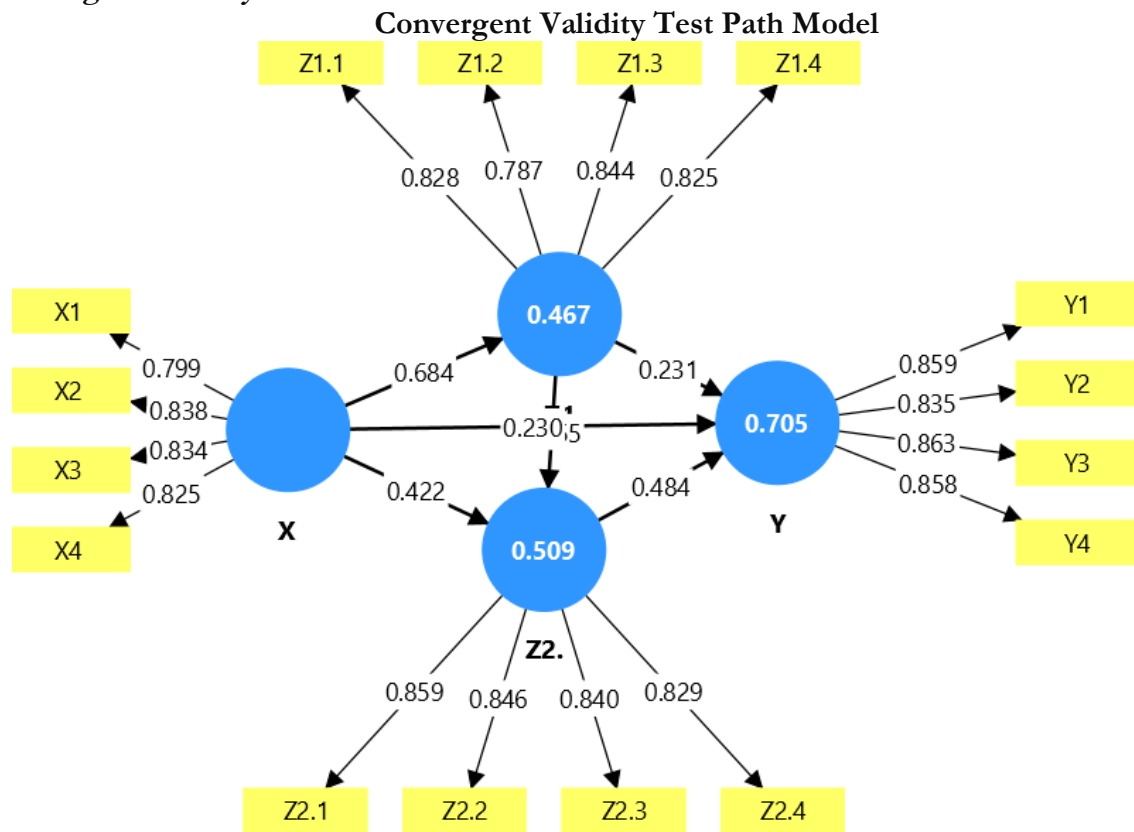


Figure 3 Convergent Validity Test Line Model

Selain itu, hasil pengujian validitas konvergen yang telah diolah dalam bentuk nilai *outer loading* ditampilkan pada Tabel 5 berikut.

Tabel 5 Nilai Outer Loading

	Authenticity (Z2)	Presence (Z1)	Trust (Y)	Visual Appeal (X)
X1				0.800
X2				0.834
X3				0.835
X4				0.827
Y1			0.859	
Y2			0.835	
Y3			0.864	
Y4			0.858	
Z1.1		0.828		
Z1.2		0.787		
Z1.3		0.844		
Z1.4		0.825		
Z2.1	0.859			
Z2.2	0.846			
Z2.3	0.840			
Z2.4	0.829			

Source : *SmartPLS Output Results version 4.1.1.8 (2026)*

Note: X = *Visual appeal*; Z1 = *Presence*; Z2= *Authenticity*; Y=Trust. Based on the results of the convergent validity test, each indicator has an outer loading value above 0.70, so it is worthy of being declared valid, so it is declared to have an adequate level of validity. In the *visual appeal* variable, the outer loading value is in the range of 0.800 to 0.835. Meanwhile, the *presence* variable

shows a value range between 0.787 to 0.844 The *authenticity* variable produces an *outer loading* value between 0.829 and 0.859, while the *Trust* variable shows a value in the interval of 0.835 to 0.864. Therefore, all indicators are considered to be able to represent the construct that is measured precisely.

Furthermore, the *value of Average Variance Extracted (AVE)* as one of the criteria in the convergent validity test is presented in Table 6 below.

Tabel 6 Nilai Average Variance Extracted

	Average variance extracted (AVE)
Authenticity (Z2)	0.712
Presence (Z1)	0.674
Trust (Y)	0.729
Visual Appeal (X)	0.679

Source: SmartPLS Output Results version 4.1.1.8 (2026)

Based on table 6, it can be seen that all constructs have an Average Variance Extracted (AVE) value above 0.50, indicating a strong quality of convergent validity. based on the measurement results of the *Outer Loading* and *Average Variance Extracted (AVE)* values, it shows that each item is valid in presenting its construct, and each construct is able to adequately explain the variance of related items. Thus, the measurement model meets the requirements of *convergent validity*.

Discriminating Validity Test

Table 7 Fornell Lacker Values

	Authenticity (Z2)	Presence (Z1)	Trust (Y)	Visual Appeal (X)
Authenticity (Z2)	0.844			
Presence (Z1)	0.643	0.821		
Trust (Y)	0.785	0.700	0.854	
Visual Appeal (X)	0.664	0.684	0.709	0.824

Source : SmartPLS Output Results version 4.1.1.8 (2026)

Based on Table 7, the Fornell-Larcker value on each construct in the model has met the requirements of discriminant validity. This can be seen from the higher square root values of AVE for each construct (*Authenticity* 0.844, *Presence* 0.821, *Trust* 0.854, *Visual Appeal* 0.824) compared to their correlation values for other constructs. The findings suggest that each construct has an adequate level of discriminant validity and is able to be clearly distinguished from other constructs in the model.

The next stage, the assessment of discriminant validity uses the *Heterotrait–Monotrait* ratio (HTMT) approach as one of the main measures to assess the degree of difference between constructs. The HTMT ratio aims to ensure that each construct is unique and does not overlap. The results of the discriminatory validity test through the HTMT value of the description can be seen in full in Table 8 below.

Table 8 Heterotrait-Monotrait Test Results (HTMT)

	Visual Appeal (X)	Trust (Y)	Presence (Z1)	Authenticity (Z2)
X				
Y	0.823			
Z1	0.809	0.815		
Z2.	0.777	0.898	0.751	

SmartPLS Output Results version 4.1.1.8 (2026)

Based on Table 8, the results of the Heterotrait–Monotrait (HTMT) test show that the entire value of the relationship between constructs is below the limit of 0.90. This indicates that the research model has met the criteria for discriminatory validity. The highest value is found in the relationship between Trust and Authenticity at 0.898. Even if the value is close to the set limit,

it is still acceptable. Meanwhile, the relationship between Presence and Authenticity has a value of 0.751 which is the lowest value in the model. Other relationships also showed values that were still within the recommended limits, namely between Visual Appeal and Authenticity of 0.777, Trust and Presence of 0.815, Visual Appeal and Presence of 0.809, and Visual Appeal and Trust of 0.823. Overall, these results show that each construct in the study has a fairly clear difference, so that there is no overlap between variables. Thus, the entire construct is declared to meet the discriminant validity and can be used for further analysis.

Reliability Test

Table 9. Reliability Test Results

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	<i>Average variance extracted (AVE)</i>
Authenticity (Z2)	0.865	0.866	0.908	0.712
Presence (Z1)	0.839	0.843	0.892	0.674
Trust (Y)	0.876	0.878	0.915	0.729
Visual Appeal (X)	0.843	0.843	0.894	0.679

Source : SmartPLS Output Results version 4.1.1.8 (2026)

Based on the findings of the reliability test results shown in Table 9, all constructs in this study show *Cronbach's Alpha* and *Composite Reliability* values that have exceeded the recommended minimum limit, which is 0.70. The *Authenticity* variable has a *Cronbach's Alpha* value of 0.865 and a *Composite Reliability* of 0.905, which indicates that the indicators on these variables have a good level of consistency. The *Presence* variable also showed adequate results with *Cronbach's Alpha* value of 0.839 and *Composite Reliability* of 0.892.

Furthermore, the *Trust* variable obtained a *Cronbach's Alpha* value of 0.876 and *Composite Reliability* of 0.915, while the *Visual Appeal* variable had a *Cronbach's Alpha* value of 0.843 and a *Composite Reliability* of 0.894. These values reflect that all variables used in the research model have a good level of reliability, so that the indicators used are able to provide consistent and reliable construct measurements. Therefore, it can be concluded that all variables in this study have met the set criteria. reliability and feasible for use in the next stage of analysis.

Inner Model Evaluation

Path Coefficient Test Results (Hypothesis Testing)

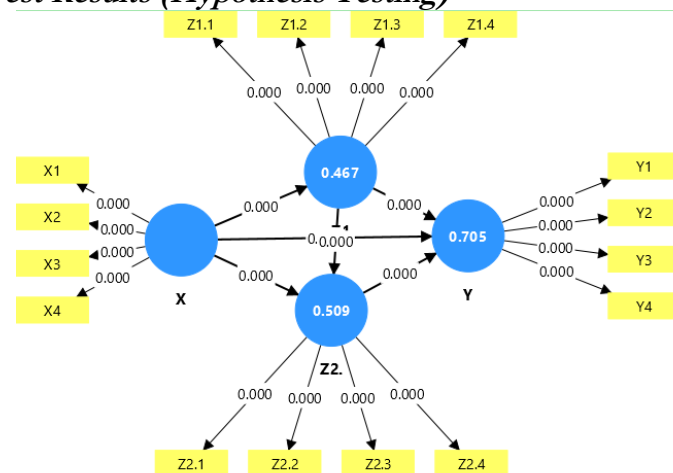


Figure 4. Bootstrapping Test Structural Model

Source : Hail Output SmartPLS version 4.1.1.8 (2026)

Hypothesis testing in this study was carried out by looking at t-value and p-value. The hypothesis is stated to be accepted if the t-value is greater than 1.96. Furthermore, if the p-value is less than 0.05, then the hypothesis is declared significant. The results of testing the hypothesis of this study are presented in the following Table 10.

Table 10. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Visual Appeal (X) - > Trust (Y)</i>	0.230	0.233	0.051	4.514	0.000
<i>Visual Appeal (X) - > Presence</i>	0.684	0.687	0.041	16.802	0.000
<i>Visual Appeal (X) - > Authenticity (Z2)</i>	0.422	0.422	0.063	6.651	0.000
<i>Presence (Z1) -> Trust (Y)</i>	0.231	0.229	0.047	4.910	0.000
<i>Presence (Z1) -> Authenticity (Z2).</i>	0.355	0.355	0.063	5.600	0.000
<i>Authenticity (Z2) - > Trust (Y)</i>	0.484	0.482	0.054	8.909	0.000

Source : Hail Output SmartPLS version 4.1.1.8 (2026)

The results of hypothesis testing in Table 10 show that all hypotheses that have a direct relationship have been declared accepted. Next, it will be explained in more detail about the results of testing the relationship between variables.

1. *Visual Appeal* had a positive effect on *Trust* (H1 accepted) with a T-Statistic value of 4.514 and a P-value of 0.000.
2. *Visual Appeal* had a positive effect on *Presence* (H2 accepted) with a T-Statistic value of 16,802 and a p-value of 0,000.
3. *Visual Appeal* had a positive effect on *Authenticity* (H3 accepted) with a T-Statistic value of 6.651 and a p-value of 0.000.
4. *Presence* has a positive effect on *Trust* (H4 accepted) with a T-Statistic value of 4,910 and a p-value of 0,000.
5. *Presence* has a positive effect on *Authenticity* (H5 is accepted) with a T-Statistic value of 5,600 and a P-value of 0,000.
6. *Authenticity* had a positive effect on *Trust* (H6 accepted) with a T-Statistic value of 8.909 and a p-value of 0.000.

Mediation Testing

Table 11. Mediation Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Visual Appeal (X) -> Presence (Z1) -> Authenticity (Z2)</i>	0.243	0.244	0.048	5.065	0.000
<i>Visual Appeal (X) -> Authenticity (Z2). -> Trust (Y)</i>	0.204	0.203	0.038	5.396	0.000
<i>Visual Appeal (X) -> Presence (Z1) -> Trust (Y)</i>	0.158	0.157	0.034	4.676	0.000
<i>Visual Appeal (X) -> Presence (Z1) -></i>	0.117	0.118	0.027	4.297	0.000

Authenticity (Z2) -> Trust (Y)					
Presence (Z1) -> Authenticity (Z2). -> Trust (Y)	0.172	0.171	0.037	4.643	0.000

Source : Hail Output SmartPLS version 4.1.1.8 (2026)

The significance of the influence of mediation can be seen from the t-statistical and p-value values. A variable is declared to be able to mediate significantly if the t-value is greater than the t-table of 1.650 and the p-value is less than 0.05. Based on the test results in Table 4.9, the following findings were obtained:

1. The Influence of Visual Appeal on Authenticity through Presence
The test results showed an *original sample* of 0.243 with a T-statistical value of 5.065 (> 1.968) and a P-value of 0.000 (< 0.05). These results show that *Presence* is significantly able to mediate the influence of *Visual Appeal* on *Authenticity*.
2. The Effect of Visual Appeal on Trust through Authenticity
The test results showed a coefficient value of 0.204 with a T-statistic of 5.396 and a P-value of 0.000. This proves that *Authenticity* plays a significant mediating variable in the relationship between *Visual Appeal* and *Trust*.
3. The Influence of Visual Appeal on Trust through Presence
A coefficient value of 0.158 was obtained with a T-statistical value of 4.676 and a P-value of 0.000. This indicates that *Presence* significantly mediates the influence of *the Visual Appeal* variable on *Trust*.
4. The Effect of Visual Appeal on Trust through Presence and Authenticity
In the serial *mediation test*, the resulting coefficient value was 0.117 with a T-statistic of 4.297 and a P-value of 0.000. This shows that *Visual Appeal* has a significant indirect influence on *the Trust* through the dual mediation of *Presence* and *Authenticity* in sequence.
5. The Influence of Presence on Trust through Authenticity
A coefficient value of 0.172 was obtained with a T-statistic of 4.643 and a P-value of 0.000. These results show a significant indirect influence between *Presence* and *Authenticity-mediated Trust*.

Coefficient of Determination (R-Square)

Table 12. Determination Coefficient Test Results (R-Square)

	R-square	R-square adjusted
<i>Trust (Y)</i>	0.705	0.702
<i>Presence(Z1)</i>	0.467	0.465
<i>Authenticity (Z2)</i>	0.509	0.505

Source : Hail Output SmartPLS version 4.1.1.8 (2026)

Based on Table 12, the determination coefficient (R-square) test shows that the endogenous variables in this study can be explained quite well by the exogenous variables used in the model. This can be seen from the R-square value of each variable which is above 0.33 so that it is included in the moderate category ($0.33 < R^2 < 0.67$). In fact, specifically for the *Trust* variable, the value obtained is 0.67 so that it can be categorized as having strong explanatory power. The R-square Adjusted value of the *Trust (Y)* variable of 0.702 indicates that 70.2% of *the Trust* variation can be explained by independent variables in the model, while the remaining 29.8% is influenced by other factors outside of this study. For the *Authenticity (Z₂)* variable, the Adjusted R-square value of 0.505 means that 50.5% of *the Authenticity change can be explained by the independent variable being studied, while the other 49.5% is affected by other variables not included in the model. Meanwhile, the R-square Adjusted value* for the *Presence* variable (*Z₁*) of 0.465 indicates that 46.5% of *the Presence* variation can be explained by independent variables, and the remaining 53.5% is explained by other factors outside the study model.

Effect Size (F2)

Table 13. Effect Size Result (f^2)

	f-square
<i>Visual Appeal (X) ->Trust (Y)</i>	0.080
<i>Visual Appeal (X) -> Presence (Z1)</i>	0.877
<i>Visual Appeal (X) -> Authenticity (Z2).</i>	0.193
<i>Presence (Z1)-> Trust (Y)</i>	0.084
<i>Presence (Z1) -> Authenticity (Z2)</i>	0.137
<i>Authenticity (Z2) -> Trust (Y)</i>	0.389

Source: Hail Output SmartPLS version 4.1.1.8 (2026)

Based on the results of the effect size calculation (f^2) in Table 13, it can be known the magnitude of the influence of each exogenous variable on the endogenous variable in the research model. The effect size value is used to see how strongly an independent variable contributes in explaining the dependent variable. The relationship between *authenticity* (Z_2) and *trust* (Y) has an f^2 value of 0.600. This value shows that authenticity has a strong influence on trust. This means that the higher the level of authenticity felt, the more the respondents' trust will be significantly increased.

Furthermore, the relationship between *presence* (Z_1) and *authenticity* (Z_2) has an f^2 value of 0.137, which indicates an influence in the small category. Thus, Z_2 *presence* still plays a role in shaping authenticity, but its contribution is not as big as other variables. Meanwhile, the relationship between *presence* (Z_1) and *trust* (Y) has an f^2 value of 0.084 which is included in the medium category. This shows that *presence* makes a considerable contribution to increasing *trust*, although the effect is not as big as other variables. Furthermore, the relationship between *visual appeal* (X) and *authenticity* (Z_2) has an f^2 value of 0.103 which is also in the medium category. This means that *visual appeal* has a considerable role to play in increasing *authenticity*. On the other hand, the relationship between *visual appeal* (X) and *presence* (Z_1) shows a value of f^2 of 0.877 which is classified as very strong. Thus, it can be concluded that *visual appeal* is the main factor that most affects *presence* in this research model.

In addition, the relationship between *visual appeal* (X) and *trust* (Y) has an f^2 value of 0.080 which falls into the subcategory. This shows that *visual appeal* has a direct contribution to *trust*, but the influence is relatively small compared to the indirect influence through intermediary variables. Overall, *visual appeal* has a very strong influence on *presence*, while *authenticity* has a strong influence on *trust*. These findings show that *presence* and *authenticity* play an important role as variables in bridging the influence of *visual appeal* on *trust*.

Predictive Relevance Test Results (Q-Square)

Table 14. Q-Square Test Results

	Q ² predict	RMSE	MAE
Presence (Z1)	0.460	0.741	0.546
Authenticity (Z2)	0.435	0.760	0.579
Trust (Y)	0.485	0.727	0.546

Source : Hail Output SmartPLS version 4.1.1.8 (2026)

Based on the results of PLSpredict analysis using SmartPLS 4.1.1.8, the Q² predict value in the *Authenticity* construct was 0.435, *Presence* was 0.460, and *Trust* was 0.485. All of these Q²-predict values are greater than zero, indicating that the model has good predictive ability or has predictive relevance to the endogenous construct being studied. Furthermore, the RMSE and MAE values in each construct were used to see the level of model prediction error. The results of the analysis showed that the *Trust* construct had the lowest RMSE and MAE values, namely 0.727 and 0.546. This indicates that the model has the best level of prediction accuracy on the *Trust*

construct compared to other constructs. Thus, it can be concluded that the PLS-SEM model built has good predictive relevance and is able to adequately predict all endogenous constructs.

Discussion

The Effect of Visual Appeal on Presence

The test results show that *Visual Appeal* has a positive and significant effect on *Presence* on Shopee *Live*. This is shown by a coefficient value of 0.684, a t-statistical value of 16,802 which far exceeds the minimum limit of 1.968, and a *p-value* of 0.000 which is below the significance level of 0.05. Thus, the hypothesis that *Visual Appeal* has a positive effect on *Presence* is acceptable. The relatively large coefficient value indicates that *visual appeal* has a strong contribution in forming a *sense of presence* in Shopee Live viewers. When the broadcast is presented in an attractive manner, supported by adequate lighting, clear product visuals, and a neat layout, viewers tend to feel more engaged and as if they are directly in the broadcast situation. In other words, visual elements not only serve as a display sweetener, but also play a role in creating a more immersive experience for the audience.

In the context of *live streaming commerce*, the *visual aspect* is the first stimulus received by consumers. An attractive display can increase attention, maintain focus, and encourage emotional engagement during the broadcast process. This engagement then develops into *presence*, which is a psychological condition when consumers feel truly present and part of the ongoing activity. These findings are in line with previous research by Batara et al., (2024), Z. Li et al., (2025), and Yin et al., (2023) in the research paper, which also showed that *Visual Appeal* had a positive effect on *Presence* (H2 received) with a T-Statistic value of 14.673 and a *p-value* of 0.000. These results further strengthen the argument that visual quality in Shopee *Live* is an important factor in building a consumer engagement experience.

Theoretically, these findings support the view that visual stimuli in the digital environment are able to elicit psychological responses in the form of engagement and a feeling of presence. In the context of Shopee *Live*, *Visual Appeal* acts as the main stimulus that triggers the formation of interactive experiences and increases the psychological closeness between consumers and broadcast content.

The Effect of Visual Appeal on Authenticity

Based on the results of the hypothesis test, it can be seen that *Visual Appeal* has a positive and significant effect on *Authenticity* on Shopee Live. This is reflected in the coefficient value of 0.442 which shows a positive and quite strong relationship direction. In addition, the t-statistical value of 6.651 has exceeded the critical limit of 1.968 and is reinforced with a *p-value* of 0.000 which is below the significance level of 0.05. Thus, the hypothesis that the *visual appeal* has a positive effect on authenticity is accepted.

The large value of the coefficient indicates that the *visual aspect* has a substantial contribution in shaping the perception of authenticity in consumers. In practice, display quality such as image clarity, adequate lighting, and the presentation of the product in detail and as it is, can increase consumer confidence that the information conveyed is honest and not fabricated. Through live broadcasts, consumers get the opportunity to see the condition of the product more realistically, so that the perception of the authenticity of the product and the credibility of the seller is increasingly formed.

In the context of Shopee Live, visual appeal not only serves as an aesthetic element, but also as a means of communication that influences consumer judgment. A professional and realistic display helps minimize doubts, especially since transactions are made without physical interaction with the product. When the visuals displayed are able to accurately represent the condition of the product, consumers tend to judge the seller to be more transparent and trustworthy. This ultimately reinforces the perception of *authenticity*. These findings are also consistent with the results of previous research in the study of Zhao et al., (2024), Song & Liu, (2022), and Sun &

Dushime, (2022) Which showed that *Visual Appeal* has a positive and significant influence on *Authenticity* Previous research affirmed that visual quality is an important determinant in building the perception of authenticity in the environment *Live streaming commerce*.

Conceptually, *visual appeal* can be understood as a stimulus that affects the consumer evaluation process. When consumers receive clear, informative, and realistic visual stimuli, the response that emerges is an increase in confidence in the authenticity of the product and the integrity of the seller. Thus, the better the visual quality displayed, the stronger the authentic perception formed in consumers.

The Influence of Presence on Trust

The test results show that presence has a positive and significant effect on trust in Shopee Live. A coefficient value of 0.231 indicates that the higher the level of presence that the audience feels during the live broadcast, the more their trust in the seller increases. A t-statistical value of 4.910 which is well above the limit of 1.968 and a p-value of 0.000 which is smaller than 0.05 reinforce that the relationship is statistically significant.

These findings suggest that the experience of direct engagement in live broadcasts has a role in shaping consumer trust. When viewers feel as if they are really in the broadcast atmosphere, can see the interaction in real-time, and witness the seller's response to the audience's questions, then the level of confidence in the seller's credibility tends to increase. This psychologically perceived presence is able to reduce doubts that often arise in online transactions.

In the context of Shopee *Live*, *presence* can be created through active interaction between streamers and viewers, direct delivery of information, and real-time product demonstrations. The stronger the experience, the smaller the distance between the seller and the consumer, so that trust becomes easier to form. The results of this study are supported by previous research by Hanoky, (2023), Awlyasari et al., (2024) and Mishra, (2025) stating that *Presence* has a positive effect on Trust, H4 is accepted. Therefore, it can be emphasized that the existence of interactive experiences in *live streaming commerce* is an important factor in building consumer trust.

Based on the results of the study, there are several practical implications that can be applied. First, sellers need to create an interactive and communicative broadcast atmosphere. Quick responses to audience questions, audience name mention, and active engagement in conversations can increase a sense of closeness and presence. Second, real-time broadcast delivery without many lags or technical glitches needs to be considered. The stable quality of the connection and smooth flow of communication will help create a more immersive experience for the audience. Third, the *Shopee Live platform* can continue to develop interactive features such as responsive comment columns, poll features, or *real-time* notifications that strengthen the attendance experience. The higher the level of presence felt by consumers, the greater the chance of forming trust in the seller. Overall, this study emphasizes that presence is not just a viewing experience, but a psychological element that plays a role in building trust in digital transactions through Shopee *Live*.

The Influence of Authenticity on Trust

The test results showed that authenticity had a positive and significant effect on *trust* in Shopee *Live*. A coefficient value of 0.484 indicates that an increase in the perception of authenticity in a live broadcast will be followed by an increase in the level of consumer trust. A value of 8.909 which is far beyond the limit of 1.968 and a p-value of 0.000 which is below 0.05 show that the relationship is statistically significant. The magnitude of this coefficient shows that $t_{\text{statistik authenticity}}$ has a strong contribution in forming trust compared to several other variables in the model. In the context of *live streaming commerce*, consumers can't touch or try products directly, so they rely heavily on the information conveyed by *streamers*. When the delivery of information feels honest, not exaggerated, and in accordance with the actual condition of the product, then trust will be formed more quickly.

Authenticity in Shopee *Live* can be reflected in the way streamers explain products as they are, show product details directly without visual manipulation, and provide open responses to questions or criticisms from viewers. Honesty in such communication helps reduce the perception of risk that often arises in online transactions. The findings of this study are also in line with the research of Zhang & Chen, (2022), Jiang et al., (2022), and Song & Liu, (2022) who stated that *Authenticity* has a positive effect on *Trust*.

This reinforces that authenticity is an important factor in building a relationship of trust between sellers and consumers on live streaming platforms. Based on these results, there are several implications that can be applied by business actors on Shopee *Live*. First, sellers need to maintain transparency in conveying product information. Realistic and conditional explanations will increase the perception of *authenticity* and ultimately strengthen consumer trust. Second, it is important for streamers to build communication that is natural and does not seem contrived. Spontaneous and interactive delivery styles tend to be more trusted by the audience compared to presentations that are too formal or *scripted*. Third, the Shopee platform can encourage *live streaming* practices that prioritize honesty, for example through content monitoring policies or broadcast ethics guidelines. Thus, the transaction environment becomes more reliable. Overall, the results of this study confirm that authenticity is a key element in building trust in Shopee *Live*. When consumers feel authenticity in every interaction and information conveyed, trust in sellers will be formed more strongly and sustainably.

The Influence of Visual Appeal on Trust

The test results showed that *visual appeal* had a positive and significant effect on trust in Shopee *Live*. The path coefficient value of 0.230 with a t-statistic of 4.514 and a p-value of 0.000 indicates that the proposed hypothesis is acceptable. A positive coefficient direction indicates that the better the visual appeal displayed during the live broadcast, the higher the level of consumer trust. In the context of *live streaming commerce*, *visuals* are the first element that audiences receive before they process information in more depth. A clear product display, adequate lighting, the right angle of shooting, and a neat layout can create a professional impression. This impression contributes to the perception of the seller's credibility, which ultimately forms *trust*.

Unlike conventional transactions, purchases through *live streaming* do not provide an opportunity for consumers to physically inspect products. Therefore, *visual quality* plays a role as a substitute for a hands-on experience. When products are displayed in detail and realistically, consumers tend to feel more confident in the information conveyed. Conversely, a less clear view can create doubt and increase risk perception. These findings are in line with previous research by Winarti et al., (2023) Tiwari & Kumari, (2024) and Tiara Melati Putri, (2023) Stating that *visual elements* in the online environment are able to influence consumer confidence. Several studies on *live commerce* have also shown that the quality of visual appearance and professionalism of presentation contribute significantly to the formation of trust, as consumers use visual cues as a basis for evaluation in situations of uncertainty. Thus, the results of this study strengthen the empirical evidence that *visual appeal* not only serves to attract attention, but also has a strategic role in building trust.

Practically, this finding provides direction that business actors who use Shopee *Live* need to place *visual quality* as part of their marketing strategy, not just a complementary technical aspect. The use of good lighting, cameras with adequate resolution, and clean and consistent landscaping can enhance the perception of the store's professionalism. *Streamers* also need to ensure that products are displayed in detail and transparently, including showing texture, size, and how to use them directly. This approach can help reduce consumer uncertainty and strengthen confidence before making a purchase. For platform managers, these results show the importance of providing broadcast quality guidelines or standards for sellers to keep the *visual experience* consumers receive optimal. Technical support and education on effective *live streaming* techniques can contribute to an overall increase in trust.

Presence Affects Authenticity

Presence has proven to have a positive and significant effect on *authenticity* in the context of Shopee *Live*. This is shown by a coefficient value of 0.355, a t-statistical value of 5.600 which is greater than 1.968, and a p-value of 0.000 which is below 0.05. Thus, the hypothesis that presence has a positive effect on authenticity is acceptable. The positive coefficient shows that the stronger the feeling of presence felt by consumers during the live broadcast, the higher their perception of the authenticity of the information conveyed. In a *live streaming* environment, *presence* arises when the audience feels directly involved in the interaction, whether through two-way communication, spontaneous responses from streamers, or real-time product demonstrations.

The feeling of being "present" in the sales process creates a more real experience compared to simply looking at photos or reading product descriptions. When consumers can witness firsthand how products are used, see the natural expressions and responses of streamers, and observe interactions with other viewers, the perception of honesty and openness of information becomes stronger. This condition encourages the formation of authenticity. These findings are in line with previous research by Nam et al., (2023), Hameed & Perkis, (2021), and Yin et al., (2023) stating that *presence* has a positive influence on *authenticity* in digital experiences, explaining that presence is an initial condition that allows individuals to assess the quality of virtual experiences more deeply. When users feel a strong presence, they are better able to evaluate the consistency, logic, and appropriateness of the experience with expectations, so that the experience is perceived as more authentic.

Practically, the results of this study show that business actors who use Shopee *Live* need to create an interactive and responsive broadcast atmosphere so that the audience feels directly involved. Streamers should not only convey information in one direction, but also actively respond to comments, answer questions spontaneously, and display products directly without giving the impression of being excessive or fabricated. The use of real-time product demonstrations, honest delivery of personal experiences, and natural communication can increase the audience's sense of presence. The stronger the perceived presence experience, the greater the chance of forming a perception of *authenticity*.

For platform managers, it is important to ensure the stability of the live streaming system so that interactions take place without technical interference. Connection interruptions or response delays can diminish the presence experience and ultimately weaken the perception of authenticity. Theoretically, these findings reinforce the understanding that authenticity in *live streaming commerce* is not only influenced by the content of the message, but also by the interactive experience that consumers feel during the communication process. *Presence* is an important factor in building a perception of authenticity which then contributes to the formation of trust.

Presence Mediates the Relationship between Visual Appeal and Trust

The results of the mediation test showed that *presence* was able to mediate the influence of *visual appeal* on trust on Shopee *Live*. This can be seen from the indirect effect value of 0.158 with a t-statistic of 4.676 and a p-value of 0.000, which shows that the indirect effect is significant. These findings indicate that *visual appeal* not only influences trust directly, but also through the formation of a sense of presence that consumers feel during a live broadcast. Conceptually, *visual appeal* serves as an initial stimulus that shapes the user experience. Clear product displays, adequate lighting, and good video quality create a more lively and interactive broadcast atmosphere. This condition increases the feeling as if consumers are in a direct shopping situation. This feeling of presence then strengthens confidence in the seller and the products offered.

In the context of *live streaming commerce*, *trust* is not formed instantly. Consumers first experience immersive interactions before finally building trust. Presence is a psychological mechanism that bridges the *visual* influence on trust. When audiences feel engaged and witness the process in real-time, the perception of risk is reduced and confidence increases. This research is in line with previous research by Lv et al., (2022), Oktaviani et al., (2024), Q. Li et al., (2023) who stated that the characteristics of the *live streaming environment* including visual quality and

broadcast display have a positive effect on *presence*, and *presence* subsequently increases consumer trust. Studies on *live commerce* and *presence* show that good visual quality can increase a sense of user engagement, which ultimately strengthens trust in sellers. Other research in the context of interactive *e-commerce* has also found that the experience of social presence is an important factor in lowering consumer uncertainty. Thus, the results of this study strengthen the empirical evidence that *presence* is a relevant mediating pathway in explaining the relationship between *visual appeal* and *trust*. In addition, because the direct influence of visual appeal on trust is also significant, the role of presence in this model is partial mediation. This means that *visual appeal* affects trust both directly and through *presence*.

Practically, the results of this study show that business actors at Shopee *Live* are not enough to pay attention to visual aesthetics alone, but also how the visuals are able to create an experience that makes the audience feel present and involved. A clear and professional display needs to be accompanied by active interactions, such as answering questions directly, mentioning the audience's names, and conducting real-time product demonstrations. Improving visual *quality* should be directed to support the creation of immersive experiences. The use of a camera with the right viewing angle, natural movements, and a communicative broadcast atmosphere can strengthen the sense of presence. When consumers feel part of the interaction process, trust is formed more strongly. For platform managers, it is important to ensure that the live streaming system runs stably without technical interruptions, as the quality of the presence experience is greatly influenced by the smooth interaction. Support for interactive features such as responsive comment fields and real-time notifications can also strengthen the user's sense of engagement. Theoretically, these findings confirm that the formation of trust in *live streaming commerce* is not only directly influenced by visual factors, but also through the psychological experiences that consumers feel. Presence serves as a mechanism that explains how visual stimuli can be translated into trust in the context of uncertainty-laden digital transactions.

Authenticity Mediates the Relationship between Visual Appeal and Trust

The results of the mediation test showed that authenticity significantly mediated the relationship between *visual appeal* and *trust* on Shopee *Live*. This is shown by an indirect effect value of 0.204 with a t-statistic of 5.396 and a p-value of 0.000. This means that visual appeal not only has a direct effect on trust, but also through increasing the perception of authenticity. A clear, realistic, and not exaggerated visual appearance can create the impression that the information conveyed is honest and transparent.

In the context of *live streaming*, consumers rely heavily on visual cues to assess the credibility of sellers. When *the visuals displayed look natural and in accordance with the condition of the product, perception increases and ultimately strengthens trust*. These findings are in line with *the authenticity* of previous research by Zhao et al., (2024), Song & Liu, (2022) and Rodrigues et al., (2024) which stated that the perception of authenticity in digital communication plays an important role in building consumer trust. Thus, *authenticity* becomes a mechanism that explains how *visual appeal* can be translated into *trust*.

Practically, business actors at Shopee *Live* need to ensure that the visual display is not only attractive, but also reflects the condition of the product in real life. Hands-on product demonstrations and transparent delivery can improve the perception of authenticity. Theoretically, these results confirm that the formation of *trust* in *live streaming commerce* occurs through a gradual process, where *visual appeal* affects *authenticity* first before finally strengthening consumer *trust*.

Presence and Authenticity mediate the relationship between Visual Appeal and Trust

The results of the mediation test showed that *presence* and *authenticity* significantly mediated the relationship between *visual appeal* and *trust* on Shopee *Live* respectively. This is shown by the *indirect effect* value of 0.117 with a t-statistic of 4.297 and a p-value of 0.000. This means that *visual appeal* affects *trust* through increased *presence* which then strengthens *authenticity*. An attractive and

realistic visual display not only builds a sense of presence, but also provides validation that the product information is genuine.

In the context of *live streaming*, consumers need a real experience (*presence*) to then believe in the authenticity of the products offered. When the visuals presented are able to present both aspects, consumer trust will be formed more firmly. These findings are in line with previous research by Q. Li et al., (2023) and Winarti et al., (2023), which stated that *the flow of presence* towards *authenticity* is crucial in the digital environment. Thus, *presence* and *authenticity* become a tiered mechanism that explains how visual appeal translates into *trust*.

Practically, business actors at Shopee Live need to optimize visuals that provide an immersive and transparent experience. Theoretically, these results confirm that the formation of *trust in live streaming commerce* occurs through a gradual process, where *visual appeal* affects *presence* and *authenticity* before finally strengthening *consumer trust*.

CONCLUSION

Based on the discussion in Chapter IV above, the conclusion of this study is as follows:

Based on the results of the analysis that has been carried out, this study shows that visual *appeal*, *presence*, and authenticity have a significant role in forming consumer trust in Shopee Live. *Visual appeal* was proven to have a positive effect on presence (0.684), authenticity (0.442), and trust (0.230). This indicates that the quality of the visual display is not only eye-catching, but also able to create a more lively experience and increase consumer confidence in the seller.

In addition, presence also has a positive effect on trust (0.231) and authenticity (0.355). These findings suggest that when consumers feel engaged and as if they are directly present in the broadcast, they tend to trust the information being conveyed more easily. On the other hand, authenticity has the strongest influence on trust with a coefficient value of 0.484, which means that the perception of authenticity is the main factor in building consumer trust. This study also found that presence and authenticity play a role as mediating variables. Presence mediated the influence of visual appeal on trust with an indirect effect value of 0.158, while authenticity mediated with a value of 0.204. In addition, there is also the effect of chain mediation through presence and authenticity with a value of 0.117. This shows that trust is not formed instantly, but rather through the experience of involvement and the perception of authenticity first.

In terms of model capability, the R-square Adjusted value shows that trust can be explained by 70.2%, authenticity by 50.5%, and presence by 46.5% by the variables in this study. Meanwhile, the rest are influenced by other factors outside of the unresearched model. Overall, it can be concluded that in the context of Shopee Live, good visual quality, strong interactive experiences, and authentic information delivery are important factors in building consumer trust. Therefore, these three aspects need to be seriously considered by business actors in order to increase the effectiveness of live streaming activities in encouraging trust and purchase decisions.

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