

The Influence of Streamer Credibility on Increasing Purchase Intention on Skintific Indonesia's Live Streaming Shopping

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Abstract

Skintific is a beauty brand with a large e-commerce market share that has adopted TikTok livestream shopping as a marketing strategy. Although this strategy has proven effective in increasing sales, its effectiveness still needs to be evaluated, especially in relation to the streamer's credibility as a factor influencing consumer purchasing decisions. This study was conducted to evaluate whether increasing streamer credibility through interactivity can significantly optimize purchase intention, with streamer credibility as the independent variable and interactivity as the mediating variable. Data were collected through Google Forms from a sample of 312 TikTok users who had watched Skintific live shopping and were interested in purchasing Skintific products, residing in Bandung and Greater Jakarta. Analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to identify the direct and indirect effects of the variables studied. The results showed that streamer credibility had a significant positive impact on purchase intention, and this influence was partially mediated by interactivity during livestream shopping. The most potential target audience is women aged 19-27 years residing in Bandung and Greater Jakarta who work as private employees and students. This research suggests that Skintific should improve streamers' credibility by providing training to ensure their expertise; providing guidance on communication ethics and transparency to build trust; and teaching storytelling techniques to encourage engagement.

INTRODUCTION

The development of digital technology has significantly impacted trade in Indonesia, with e-commerce being one of the fastest-growing sectors. According to the Global eCommerce Market 2024 report released by eCBD, global e-commerce growth in 2024 is estimated to reach 10.4%. Indonesia ranks as the country with the highest e-commerce growth in the world, at 30.5%, nearly three times the global average (eCBD, 2024). Supporting this, the Ministry of Trade (2024) also shows a significant increase in the number of e-commerce users, with a projected increase from 58.63 million users in 2023 to 99.1 million users in 2029.

In line with the increasing number of users, the e-commerce penetration rate in Indonesia also continues to experience a significant increase. In 2023, the penetration rate reached 21.56% and is expected to continue to increase to 34.84% by 2029 (Ministry of Trade, 2024). According to a Statista survey (2023), 49.73% of e-commerce users in Indonesia purchased beauty products, making it the second-largest category after fashion. This is reinforced by the Indonesian FMCG E-commerce Report 2023 from Kompas, which noted that beauty products dominate FMCG (Fast Moving Consumer Goods) sales in e-commerce with a proportion of 49%.

Amidst the rapid development of e-commerce, a new product promotion trend has emerged and is gaining popularity: live streaming shopping. This method allows consumers to gain more in-depth product information by watching live demonstrations and asking questions before making a purchase. This trend is growing rapidly in Indonesia, along with increased conversion rates from live shopping experiences. In fact, according to a 2023 Jakpat survey, 86% of the 973 respondents familiar with the concept of live streaming shopping reported having watched such sessions, and 65% of them had made a transaction using this method.

Live streaming shopping In e-commerce, it has significant potential to increase sales conversions compared to conventional methods (Presetio & Yudha, 2023). A study by Lian et al. (2024) found that this method can convert approximately 3% more consumers per 100 visitors compared to conventional methods because it generates approximately \$290 in additional revenue per session and is able to provide more comprehensive product information, thus reducing product return rates by 16.2% in a two-week period compared to conventional e-commerce methods.

Indonesia is one of the countries with the second-highest number of TikTok users globally, second only to the United States, with over 107.7 million users as of February 2025. This creates a vast market share and an ideal ecosystem for the growth of live streaming shopping in Indonesia (Statista, 2025). This platform has the capability to capture a significant market share in the e-commerce sector, especially in the Fast-Moving Consumer Goods (FMCG) category, as evidenced by the transaction value in the first half of 2024 of around 8.9 trillion rupiah (Kompas, 2024). Recent studies have shown that live streaming shopping on TikTok significantly influences purchasing decisions, especially among Generation Z, who are more responsive to real-time engagement-based marketing strategies than conventional methods (Sari & Nugroho, 2023). The combination of high digital penetration, shifting shopping behavior, and live streaming-based marketing strategies make TikTok a platform with a modern e-commerce ecosystem, providing significant opportunities for brands looking to optimize engagement and conversions in a competitive digital environment.

Among various beauty brands, Skintific holds the top position in beauty product sales on e-commerce with its digital-based marketing strategy, including the use of social media and live streaming shopping. In the first quarter of 2024, with sales value exceeding 70 billion rupiah and successfully gaining a market share of 89.2% (Kompas, 2024). Data from Kalodata.com (2025) shows that 97% or around 8.6 billion rupiah of the total 8.86 billion rupiah Skintific sales via TikTok came from live-streaming shopping sessions in the most recent data, namely the period of February 15 - March 16, 2025, with the largest revenue in a single live streaming session being around 689 million rupiah. This shows the influence of live-streaming shopping on transaction volume is very significant, making it the main way to sell on TikTok.

Previous research has shown that streamer credibility significantly influences viewers' purchasing decision-making processes (Mardhiah & Widodo, 2023). Furthermore, streamers' product knowledge and self-image also play a crucial role in building consumer trust, which in turn increases purchase intention (Wijaya & Prasetyo, 2021). This credibility encompasses three main dimensions: expertise, which reflects the streamer's level of understanding and ability to convey product information accurately; trustworthiness, which relates to audience perceptions of the streamer's integrity and transparency; and attractiveness, which encompasses aesthetics, personality, and communication style that capture attention and build engagement with audiences (Chung et al., 2022).

In the context of live streaming beauty product shopping, the primary method of communicating product information is through presentations delivered by streamers (Xu et al., 2020). Through this mechanism, consumers do not need to independently search,

select, and compare information from various sources, but can instead gain a comprehensive understanding of the product directly through the streamer's explanations during the live broadcast session (Chung et al., 2022). Thus, streamers not only act as marketing intermediaries but also as primary sources of information influencing consumer perceptions, preferences, and purchasing decisions within the beauty industry's live streaming shopping ecosystem (Zhou et al., 2023).

Skintific's success in increasing sales through live streaming shopping demonstrates the potential for efficient digital-based marketing strategies. Therefore, further analysis is needed to evaluate whether increasing streamer credibility through interactivity can significantly optimize purchase intentions, thereby making live streaming strategies more effective and efficient in terms of marketing costs and their impact on sales. Therefore, based on the background description presented, the author intends to conduct research on "The Effect of Streamer Credibility on Increasing Purchase Intention in Skintific Indonesia's Live Streaming Shopping."

According to Lee & Eastin (2021), streamer credibility is the level of audience trust in the information conveyed and is influenced by three aspects: expertise, trustworthiness, and attractiveness. A streamer's credibility plays a significant role in increasing audience purchase intention (Chen et al., 2022). When viewers perceive the information conveyed as trustworthy, they are more likely to make a purchase compared to those who are still unsure. This aligns with research by Huang & Xu (2023), which shows that credible streamers can reduce perceived risk in online shopping. Recommendations from a streamer perceived as trustworthy make audiences more confident in the product's quality, thus encouraging them to purchase.

2.2 Interactivity

According to Huang & Li (2020), interactivity is the user's ability to control and customize the content presented by a digital system. Meanwhile, according to Nguyen (2022), interactivity in the context of live streaming and digital platforms is the direct exchange of information between content presenters, such as streamers, and audiences. Interactivity has three main dimensions: user control, system responsiveness, and social presence (Chen & Huang, 2022). User control gives audiences the freedom to customize their experience according to their needs, such as through live chat features or interactive polls. System responsiveness ensures that every interaction receives a quick and relevant response, so users feel cared for. Social presence creates the impression that users are interacting directly with other people, not just with an automated system. In the digital era, interactivity plays a very important role. One of the main reasons consumers prefer shopping via live streaming over traditional online shopping is the opportunity to interact directly with streamers and fellow viewers (Zhang et al., 2020). According to Li et al. (2023), emphasizes that in digital marketing, a high level of interactivity can increase customer engagement, build trust, and influence purchasing decisions.

2.3 Purchase Intention

Purchase intention relates to consumers' attitudes toward a purchase decision and their readiness to make a transaction (Nuangjamnong, 2022). According to Guntoro & Saputri (2023), purchase intention is a positive feeling toward a product that encourages individuals to purchase it through payment or certain efforts. For marketers, the concept of purchase intention is crucial because it can be an indicator in predicting changes in consumer behavior in the future (Prasetio et al., 2024). Furthermore, purchase intention can be defined as a customer's tendency to make online purchases, which is influenced by rational thought processes and emotional responses in decision-making (Song & Liu, 2021). One way to strengthen this purchase intention is through the live streaming shopping feature, where video content that presents a pleasant experience can increase consumer interest in

making a purchase (Huang, 2022).

2.4 Previous Research

Various previous studies have shown that streamer credibility plays a significant role in shaping consumer purchase intentions in the context of live streaming shopping. Another study by Deng et al. (2024) highlighted the influence of live streaming session characteristics that increase feelings of closeness and social power, thus driving purchase intentions. This closeness was defined by Puspawati & Febrianta (2023) as Live Shopping Engagement, which then positively influences purchase intentions. The results of Zhang et al. (2024) also support the importance of streamer credibility in building consumer trust, by showing that the functional, social, and emotional aspects of the value offered by streamers can increase purchase intentions. Factors that can build credibility for celebrities and streamers include expertise, trustworthiness, and attractiveness, which then influence purchase intentions (Sakinah & Rachmawati, 2020).

This study adapts the conceptual framework of a previous study highlighting the role of digital celebrities in livestream shopping (Febriyantoro et al., 2024). However, because Skintific Indonesia does not use digital celebrities as streamers, the variable was adjusted to include streamer credibility for greater relevance. Furthermore, the selection of celebrities or influencers like this has been shown to have no positive effect on purchase intentions for similar brands and products (Dewitasari & Hidayah, 2024). Therefore, this study positions streamer credibility as an independent variable that influences purchase intentions directly and through interactivity as a mediator. With this adaptation, this study aims to fill the gap regarding the effectiveness of non-celebrity streamers in livestream shopping and explore how interactivity strengthens the influence of streamer credibility on purchase intentions through livestream shopping.

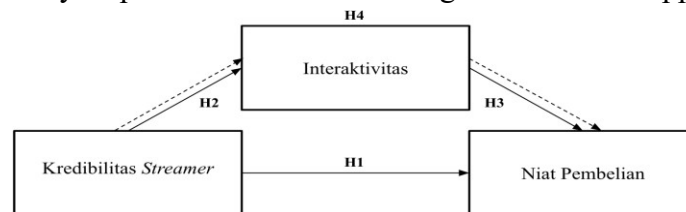


Figure 1. Framework of Thought

Source: Febriyantoro, MT et al. (2024).

METHODS

This study uses a quantitative approach with a survey method to examine the effect of streamer credibility on purchase intention of Skintific products through TikTok live streaming, both directly and through interactivity as a mediating variable. Data were collected through a five-point Likert scale-based online questionnaire distributed to 200 respondents who met the purposive sampling criteria, namely TikTok users who had watched Skintific live streaming, were interested in purchasing the product, and were domiciled in Bandung or Greater Jakarta. Validity and reliability tests were conducted through outer model analysis using outer loading values, AVE, Cronbach's Alpha, and Composite Reliability. Data analysis was conducted descriptively and inferentially using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method through SmartPLS software version 4 to test the structural model and hypotheses. The results of the analysis include direct, indirect, and total effect tests to determine the role of interactivity in mediating the relationship between variables.

RESULTS AND DISCUSSION

Prior to the main research, a pilot study was conducted with 32 samples whose data was processed using SmartPLS for reliability and validity testing. The analysis results showed that several indicators, including KS2, KS3, IS1, IS4, and NP4, did not meet the

required criteria and were therefore eliminated. A total of 312 of the 330 responses from respondents met the criteria and were suitable for use as a database for analysis. Demographic analysis showed that the majority of respondents were aged 19-27 years (77.6%) and were predominantly female (71.8%). This indicates that the dominance of information and data obtained by women from Generation Z tends to choose brands that can communicate values or brand advantages that align with their values (Francis & Hoefel, 2018), but they have a short attention span so their attention shifts very quickly to new, fresher content (Anderson, 2018). Meanwhile, the under-19 age group ranks second at 16.0%, while the 28-44 age group is a minority at 6.4%. Residential distribution is evenly distributed between Greater Jakarta (54.2%) and Bandung (45.8%), with private sector employees (40.7%) and students (36.9%) dominating the workforce, followed by self-employed individuals, civil servants, and housewives. This indicates that the live streaming shopping audience is heterogeneous and requires a varied communication approach tailored to their backgrounds.

Table 1. Statistical Description

Code	Indicator	Min.	Max.	Average	Standard Deviation
KS1	<i>Streamer</i> has a pleasant communication style.	1	5	4,253	0.826
KS4	<i>Streamer</i> He is an expert in conveying Skintific product specifications.	1	5	4.24	0.757
KS5	<i>Streamer</i> is very experienced in selling Skintific products.	1	5	4,228	0.81
KS6	<i>Streamer</i> It appears that they have studied various materials related to Skintific products.	1	5	4,285	0.804
KS7	<i>Streamer</i> This can provide good information to the audience about Skintific products.	1	5	4,256	0.804
IS2	<i>Live streaming shopping</i> Tiktok gives me the opportunity to communicate with other viewers about Skintific products.	1	5	4,051	0.876
IS3	I was able to get a lot of good advice about Skintific products from streamers.	1	5	4.08	0.956
IS5	Comments from other viewers helped me in making my purchasing decision for Skintific products.	1	5	4,119	0.903
NP1	I intended to buy Skintific products through TikTok live streaming shopping even though I wasn't initially in the mood to shop.	1	5	4,199	0.843
NP2	I prefer to buy Skintific products through Tiktok live streaming shopping.	2	5	4.24	0.814
NP3	I plan to frequently watch Tiktok live streaming shopping to buy Skintific products in the future.	1	5	4,196	0.842
NP5	I would recommend Skintific's Tiktok live streaming shopping to my friends.	1	5	4,186	0.842

Descriptive statistical analysis shows that consumers responded very positively to

TikTok livestream shopping as an information and purchasing channel, particularly regarding streamer credibility. Statements KS6 and KS7 had the highest means, while KS4 had the lowest standard deviation, reflecting a uniform perception of streamer expertise. On the other hand, indicators IS3 and IS2 had lower means and standard deviations, indicating the need to improve the quality of interactions and advice provided. These findings emphasize the importance of standardizing communication and enhancing interactive features to enhance consumers' experiences and purchase intentions in livestream shopping.

The study was tested using Partial Least Square Structural Equation Modeling (PLS - SEM) techniques. The outer model evaluation was created with three latent variables: Streamer Credibility (KS) as the independent variable, Purchase Intention (NP) as the dependent variable, and Interactivity (IS) as the mediating variable, all three of which were connected by appropriate paths. The final structural model after eliminating problematic indicators is shown in Figure 2.

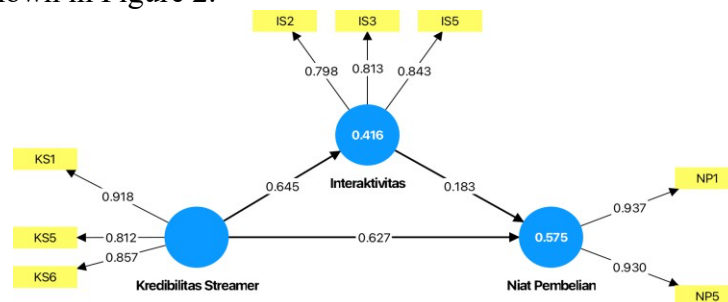


Figure 2. Outer Model Test
Source: Author's Processed Data (2025)

Evaluation of the outer model shows that all indicators have outer loadings above 0.7 and meet the reliability and convergent validity criteria in Table 2.

Table 2. Outer Loading, Internal Consistency Reliability, and Convergent Validity

Variables	Indicator	Outer Loading	α	CR	AVE
Streamer Credibility (KS)	KS1	0.918	0.828	0.834	0.746
	KS5	0.812			
	KS6	0.857			
Interactivity (IS)	IS2	0.798	0.752	0.752	0.669
	IS3	0.813			
	IS5	0.843			
Purchase Intention (NP)	NP1	0.937	0.852	0.854	0.871
	NP5	0.93			

Discriminant validity was evaluated using HTMT (Heterotrait-Monotrait Ratio), all values < 0.90 (Table 3).

Table 3. Discriminant Validity (HTMT)

	IS	KS	NP
IS			
KS	0.815		
NP	0.734	0.886	

After evaluating the outer model and meeting all criteria, the evaluation continued to the inner model to test the relationships between latent variables. The structural model evaluation was conducted using bootstrapping. The results are shown in Figure 3.

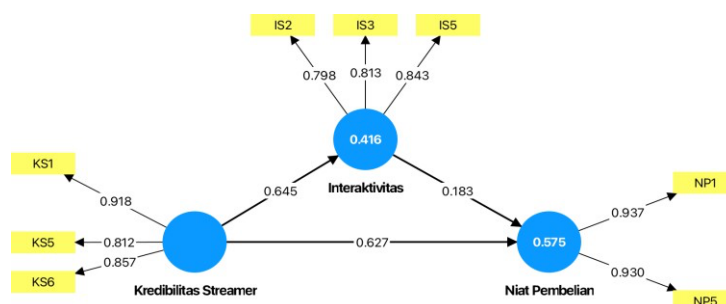


Figure 3. Inner Model Test
Source: Author's Processed Data (2025)

Inner model analysis was conducted to evaluate the relationships between latent variables. This analysis included tests for collinearity, predictive power (R^2 & Q^2), model fit, and effect size (f^2).

Table 4. Coefficient of Determination, Stone-Geisser Test, and Goodness of Fit

Variables	R^2	Q^2	GoF
IS	0.416	0.413	0.490
NP	0.575	0.557	

The R^2 values of 0.416 (IS) and 0.575 (NP) are considered moderate. Both Q^2 values are above zero, indicating good predictive ability. The GoF value of 0.490 is considered good, indicating a good overall model fit.

Further analysis was conducted by evaluating the F^2 value, which measures the magnitude of the influence of one variable on another. Based on data from Table 4.2.2.3, the influence of KS on IS has an F^2 value of 0.711, which is classified as a large influence. The influence of KS on NP has an F^2 value of 0.541, which is also classified as a large influence. The influence of IS on NP has an F^2 value of 0.046, which is classified as a small influence. These findings highlight the role of KS as a key driver in this model.

Table 5. F Square Effect Size (F^2)

Track	F^2
IS -> NP	0.046
KS -> IS	0.711
KS -> NP	0.541

After testing the outer and inner models, the final analysis was a path analysis based on the hypothesis, measuring the direct, indirect, and total effects. Hypothesis testing was performed by analyzing the T-statistics and P-values from the bootstrapping results. The hypothesis was accepted if the T-statistics value was > 1.96 and the P-values were < 0.05 .

Table 6. Hypothesis Testing

Hypothesis	Track	Path Coefficient	T Statistics	P Values	Status
H1	KS -> NP	0.627	10,058	0.000	Accepted
H2	KS -> IS	0.645	10,643	0	Accepted
H3	IS -> NP	0.183	3,219	0.001	Accepted
H4	KS -> IS -> NP	0.118	3,064	0.002	Accepted

Based on the results presented in Table 6, all hypotheses, including H1, H2, and H3 with direct effects, and H4 with indirect effects, are accepted because they meet all significance criteria with varying degrees of influence. The explanation is as follows:

1. H1: Streamer credibility influences purchase intention.
 The test results show that streamer credibility has a positive and significant influence on purchase intention, with a T-statistic of 10.058 and a P-value of 0.000. The path coefficient value of 0.627 and f^2 of 0.541 indicate a significant influence. This means that the higher the streamer's credibility in terms of product mastery, communication, and expertise, the greater the viewer's intention to purchase through TikTok live streaming. These findings support the studies of Febriyantoro et al. (2024) and Song & Liu (2021) which state that digital influencer credibility directly drives purchase intention.
2. H2: Streamer credibility influences interactivity.
 Streamer credibility was also shown to significantly influence interactivity, with a T-statistic of 10.643 and a P-value of 0.000. The path coefficient of 0.645 and the highest f^2 of 0.711 indicate that streamer credibility is the main driver of increased interaction with viewers. A credible communication style encourages audiences to actively ask questions and participate during live streaming. These results are consistent with the findings of Febriyantoro et al. (2024) regarding the role of digital celebrities in increasing social interaction.
3. H3: Interactivity influences purchase intention.
 Interactivity has a significant positive effect on purchase intention (T-statistic 3.219, P-value 0.001), but with a path coefficient of 0.183 and an f^2 of 0.046, the effect is relatively small. This means that while interactivity can drive purchases, its impact is not as strong as that of streamer credibility. This suggests that the acceptance of suggestions and communication between viewers still needs to be improved to achieve a stronger effect.
4. H4: Interactivity mediates the effect of credibility on purchase intention.
 The results show that interactivity significantly mediates the effect of credibility on purchase intention, with a T-statistic of 3.064, a P-value of 0.002, and a path coefficient of 0.118. This mediation is partial, as the direct path from credibility to purchase intention is also significant. This means that streamer credibility not only directly influences purchase intention but also indirectly through increased interactivity. This reinforces the dual-track strategy: increasing credibility and strengthening interaction during live streaming. This finding aligns with the study by Febriyantoro et al. (2024) which highlights the important

mediating role of social interaction.

CONCLUSION

From the results of this study, it can be concluded that streamer credibility influences purchase intention through live streaming shopping directly and indirectly through interactivity. Streamers who have a pleasant communication style, master the skill of conveying product specifications, and possess product knowledge are able to create active participation that helps purchase decisions based on all information and suggestions obtained through the streamer's interactivity with viewers. The increase in streamer credibility can be partially explained by interactivity as a partial mediator. Interactivity is able to provide a greater total effect when compared to the direct effect without the influence of this variable. Furthermore, interactivity also has a positive influence on purchase intention through live streaming shopping, although the effect is not as strong as the direct impact of streamer credibility. This process confirms that to encourage purchase decisions, establishing streamer credibility is a fundamental aspect that not only convinces viewers directly but also creates an interactive environment that contributes to sales success.

Based on the process and results of this study, future research can adapt the same model as proposed in this study by developing and strengthening the indicators used as measurement items for each variable, by expanding the data scope and research targets. To obtain more accurate data and a greater impact, a longitudinal method can be used to determine the long-term and ongoing effects of live streaming shopping. This method aims to observe consumer behavior and shopping experiences over time under the same control situations and environments, resulting in more objective results. Furthermore, in the practice of live streaming shopping, it is highly recommended that Skintific prioritize the selection of credible and interactive streamers through training, and schedule live streaming during the most active viewing times to maximize audience reach. Social media listening must also be continuously carried out to convey product information in new and fresher ways to continue to attract attention and demonstrate that the brand is listening and responsive, so that the information conveyed can be more relevant and useful for viewers in making purchasing decisions

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