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## **Generating Purchase Intentions Through Live Streaming and Social Influence: Brand Trust as a Mediator**

### **Pembangkitan Intensi Membeli Melalui *Live Streaming* dan Pengaruh Sosial: Kepercayaan Merek sebagai Mediator**

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Masuk tanggal : 01-07-2024, revisi tanggal : 30-01-2025, diterima untuk diterbitkan tanggal : 16-07-2025

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#### **Abstract**

*The current surge in the beauty industry is attributed, in part, to the public's growing awareness of the importance of maintaining skin health. This is reinforced by the observation that people tend to show a heightened interest in skincare products that are both affordable and of high quality. However, this boon has created various competitions and challenges for skincare industry companies. One such challenge is the societal perception of men using skincare products. Additionally, intense industry competition strengthens the competitiveness of companies. Recently, one highly effective marketing strategy that can enhance consumer purchasing intent and trust is live streaming through e-commerce. This provides companies with the convenience of reaching a broader consumer base. Meanwhile, after obtaining information through live streaming, consumers reinforce this information with various recommendations obtained from their surroundings. Therefore, this research aims to identify the influence of live streaming in e-commerce and social influence on purchase intention, as well as to analyze the mediating role of brand trust. Research hypotheses are tested using Partial Least Square – Structural Equation Modeling (PLS-SEM) with the assistance of Smart-PLS 4 software. Based on the results, it is revealed that one hypothesis is rejected, which pertains to the influence of live streaming in e-commerce on purchase intention. On other hand, social influence and brand trust successfully exert positive and significant influences on purchase intention. Furthermore, live streaming e-commerce and social influence significantly impact brand trust, and brand trust acts as a mediator between live streaming in e-commerce, social influence, and purchase intention.*

**Keywords:** *brand trust, e-commerce, live streaming, purchase intention, social influence*

#### **Abstrak**

Peningkatan industri kecantikan yang terjadi saat ini, salah satunya disebabkan oleh kesadaran 84erusahaan akan pentingnya menjaga kesehatan kulit. Hal ini diperkuat dengan pernyataan bahwa 84erusahaan cenderung memiliki minat tinggi terhadap produk *skincare*

dengan harga terjangkau namun *brand* berkualitas. Namun, keuntungan ini menciptakan berbagai persaingan dan tantangan bagi 85 perusahaan industri *skincare*. Salah satunya 85 perusahaan persepsi 85 perusahaan terhadap pria yang menggunakan *skincare*. Kemudian, persaingan industri yang cukup ketat memperkuat daya saing 85 perusahaan. Belakangan ini, salah satu strategi pemasaran dengan efektivitas tinggi yang dapat meningkatkan niat membeli dan kepercayaan konsumen 85 perusahaan *live streaming* melalui *e-commerce*. Hal ini memberikan kemudahan bagi 85 perusahaan untuk menjangkau konsumen lebih luas. Sementara itu, setelah memperoleh informasi melalui *live streaming*, konsumen akan memperkuat informasi dengan berbagai saran yang diperoleh dari lingkungan sekitar. Oleh karena itu, penelitian ini ditujukan untuk mengidentifikasi pengaruh *live streaming e-commerce* dan *social influence* terhadap *purchase intention* serta menganalisis pengaruh *brand trust* sebagai variabel mediasi. Hipotesis penelitian diuji dengan menggunakan *Partial Least Square – Structural Equation Modelling* (PLS-SEM) dengan bantuan *software* Smart-PLS 4. Berdasarkan hasil, diketahui terdapat hipotesis ditolak yaitu *live streaming e-commerce* terhadap *purchase intention*, sedangkan *social influence* dan *brand trust* berhasil memberikan pengaruh positif dan signifikan terhadap *purchase intention*. Kemudian *live streaming e-commerce* dan *social influence* berhasil memberikan pengaruh positif dan signifikan terhadap *brand trust*, serta *brand trust* mampu menjadi mediator *live streaming e-commerce* dan *social influence* terhadap *purchase intention*.

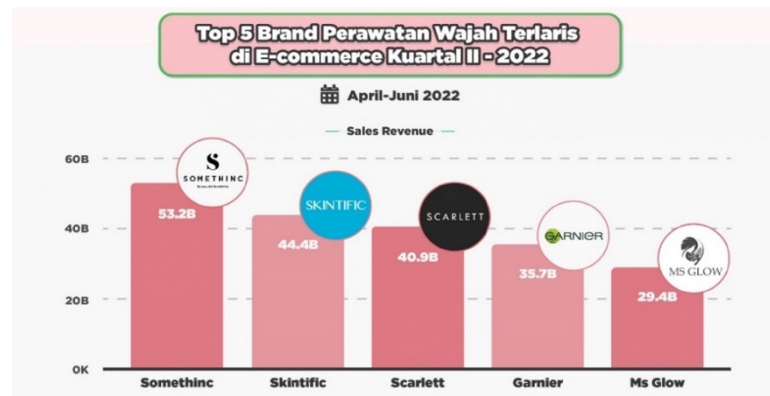
**Kata Kunci:** *e-commerce*, kepercayaan merek, niat membeli, pengaruh sosial, *streaming* langsung

## Introduction

Awareness of the importance of skin care is increasing. This condition is demonstrated by the ability of the cosmetics industry to survive and develop amidst the crisis caused by the pandemic (CNBC Indonesia, 2022). This industry is dominated by skin care sales at 29.6% (Krjogja, 2023). This data shows that people tend to have a high interest in skin care products because there are various quality brands that offer products at affordable prices.

However, skin care companies still face various challenges, such as the limited number of male consumers and the level of industry competition. Until now, skincare users are dominated by women, while skincare use by men is often considered something unusual (Fimela, 2021). Meanwhile, in terms of competition, TVOne News (2023) shows that in 2022, the number of skin care companies in Indonesia will increase by 20.6%, and the number of skin care MSMEs will increase by 83%. Therefore, to increase competitiveness, companies in this industry need to know various factors that can increase people's interest in buying skincare.

One of the Canadian skincare brands that is currently popular is Skintific (Skin and Scientific). This brand sells various types of products to maintain healthy skin and treat skin problems. This brand has been traded in Indonesia and is well known since the end of 2021 (Kompas, 2023).



**Figure 1:** Top 5 Facial Care Brands in E-Commerce  
Source: (Kompas, 2022)

According to (Amanda et al., 2023), the positive response and high enthusiasm of the Indonesian people for Skintific products resulted in sales reaching 10,000 times for each product through the e-commerce platform. This achievement makes Skintific the second best-selling skin care brand, as seen in Figure 1.

One of the marketing strategies used by Skintific is live streaming via e-commerce. Study by Liu et al. (2020) shows that live streaming, as part of a digital marketing strategy, can influence consumer purchase intention. In that study, live streaming allows brands to interact directly with consumers, providing an opportunity for them to ask questions about the products, which can significantly affect their purchase intention. This research supports the importance of live streaming marketing in enhancing purchase intention within the context of e-commerce, including skincare products. According to Cai et al. (2019), marketing via live streaming involves real-time interaction between buyers and sellers. Buyers can ask questions about the products offered and sellers can answer them directly, so that buyers can obtain detailed information about the product which can ultimately increase purchasing intentions (Manzil & Vania, 2023). Live streaming strategies can also increase customer trust in a brand. Customers who already trust a brand will tend to trust information obtained from live streaming about that product.

Then, customers will tend to trust suggestions from their social environment regarding the desired product performance. This influence can be a driver for individuals to form and increase purchasing intentions (Magetsari & Pratomo, 2019; Veronica & Rodhiah, 2021). Furthermore, various social environmental influences on a brand can make individuals trust the brand's performance. Positive suggestions and recommendations regarding a product will make individuals feel confident that the product is a quality product, which in turn will increase consumer purchasing intentions.

This research provides valuable insights for both academics and businesses. For academics, it contributes to the understanding of how digital marketing strategies, such as live streaming, and factors like user experience and social influence, impact consumer behavior, particularly in the skincare industry. For

businesses, especially in e-commerce, the findings offer practical guidance on how to improve customer engagement and increase purchase intention by optimizing online shopping experiences.

### **Live Streaming E-Commerce**

For theory of Live Streaming E-commerce, we use the theory according to Zhu et al. (2021), “live streaming e-commerce is a live shopping activity, where the seller explains the product during the broadcast, so that interaction occurs in real time”. Another theory according to Lu et al. (2018) stated that live streaming makes it easier for consumers to see products from a different perspective. As well as, Wongkitrungrueng et al. (2020) “stated that through e-commerce live streaming, consumers can ask questions about products, so they can convince consumers to buy the product”.

### **Social Influence**

For Social Influence, we used theory by Vahdat et al. (2020) who define social influence as the influence of the social environment that influences individual behavior. Meanwhile, according to Hoyer et al. (2018), social influence is defined as implicit information from individuals, groups or mass media that can influence a person’s behavior. According to Chua et al. (2018) social influence is how strong the influence of other people's opinions or perceptions is on an individual. Then according to Kotler and Keller (2016), social influence can be caused by the influence of the social environment, such as family and social status. Social influence can also be interpreted as a combination of certain groups that can produce knowledge with social validation to share points of view (Tjokrosaputro & Cokki, 2020).

### **Purchase Intention**

For theory of Purchase Intention, we use the theory according to Jundrio and Keni (2020) say that purchase intention is a person’s decision regarding a brand, whether positive or negative. Then purchase intention can be interpreted as behavior that describes the extent to which consumers intend to buy a product (Anisa & Marlana, 2022). Furthermore, purchase intention shows feelings driven by past, present and future thoughts about a product (Solomon et al., 2019). Apart from that, the experience of a product allows consumers to intend to buy that product (Setiawan & Briliana, 2021). Furthermore, purchase intentions generally arise when consumers already know the information and quality of the product (Lin et al., 2019). For example, when a consumer wants to buy a product at an expensive price, he will look for information about the product from the internet or the social environment, which will then give rise to his intention to buy the product.

### **Brand Trust**

For Brand Trust, we used theory by Chae et al. (2019), “brand trust is a consumer’s sense of trust in a company that can provide the best benefits.” Meanwhile, according to Wilson and Keni (2018), brand trust is a consumer’s sense of confidence in making purchases based on the company’s credibility. According

to Sharma et al. (2019), brand trust can influence the complexity of product purchases, thereby increasing purchase intentions.

### **Relationship Between Variables**

#### **The relationship between live streaming e-commerce and purchase intention**

Chan and Asni, (2022) stated that e-commerce live streaming has a positive correlation with consumer purchase intentions. Live streaming that is presented in an attractive way will make viewers interested in making purchases. This statement is supported by Saputra and Fadhilah (2022) who show that e-commerce live streaming has a positive and significant effect on purchasing interest because consumers can watch and shop anywhere. Furthermore, Sun et al. (2019) stated that consumer purchase intentions for products will increase when sales are live streamed. Hu and Chaudhry (2021) observed that during broadcasting, commercial information such as brands, products and prices will be explained completely. This information can increase consumer intensity to buy. In general, broadcasters on live streaming persuade consumers to make purchases during the live streaming. The broadcaster will convey information about the benefits of the product and various interesting promotions on offer, so that in the end it will increase the intensity of customers to make purchases. Thus, H1a is formulated as follows:

H1a: Live streaming e-commerce can positively influence Skintific customers' purchasing intentions.

#### **The relationship between social influence and purchase intention**

Tjokrosaputro and Cokki (2020) show that social influence has a positive and significant effect on consumer purchase intentions. Furthermore, Teo et al. (2019) shows that social influence has a significant effect on purchase intention. Positive information about a product that individuals receive from their social environment will influence purchase intentions for that product. Then, Naeem (2020) said that social influence occurs when individual decisions are influenced by their social environment. This influence can be in the form of experience or various information held by the social environment regarding a product. Based on the description above, it can be formulated:

H1b: Social influence can positively influence Skintific customers' purchasing intentions.

#### **The relationship between live streaming e-commerce and brand trust**

According to Lee and Chen (2021), e-commerce is slowly developing into social commerce, where it is becoming easier for consumers to obtain information, so that trust in a brand is easier to form. Meanwhile, according to Hou et al. (2023), repeated live streaming can directly increase consumer confidence. Furthermore, according to Sanny et al. (2020), e-commerce live streaming can have a big influence on consumer trust in brands. Then Dwivedi and McDonald (2020) argue that streaming sales communication has a positive correlation with brand trust. Research according to Hu and Chaudhry (2021), product visualization and authenticity in live streaming can build consumer trust. Next, a good rating for live

streaming broadcasters can be an aspect that strengthens consumers' trust (Li et al., 2018). Meanwhile, according to Dong and Wang (2018), the positive atmosphere created by broadcasters during live streaming can make it easier for consumers to gain trust in their products. Based on the description above, it can be formulated:  
H2a: Live Streaming E-commerce can positively influence the brand trust of Skintific customers.

### **The relationship between social influence and brand trust**

Social influence can be persuasive information, so it can influence consumer confidence in products (Balabanis & Chatzopoulou, 2019). According to Liu et al. (2018), there are several aspects of the social environment that can influence an individual's trust in a brand. Furthermore, according to Veronica and Rodhiah (2021), consumers can provide information about products to other customers by commenting via e-commerce applications. These comments can increase consumer confidence in a product. Based on the description above, it can be formulated:  
H2b: Social Influence can positively influence the brand trust of Skintific customers.

### **The relationship between brand trust and purchase intention**

Javed et al. (2017) show that brand trust has a positive effect on purchase intention. Sanny et al. (2020) also concluded that brand trust has a significant effect on purchase intention. Jufrizen and Lubis (2020) also shows that brand trust has a positive and significant effect on purchase intention. Consumer trust in a brand will create a sense of security in making purchases. This trust becomes increasingly important for e-commerce customers, where consumers will have higher purchase intentions if they believe that the company will deliver the product as promised. Based on the description above, it can be formulated:  
H3: Brand trust can positively influence Skintific customers' purchasing intentions.

### **The relationship between live streaming e-commerce and purchase intention is mediated by brand trust**

According to Saputra and Fadhillah (2022), consumer intentions in purchasing products can be influenced by beliefs about what they see, for example through e-commerce live streaming, so that the influence of e-commerce live streaming on purchase intentions can be mediated by brand trust. These results are in line with Wongkitrungrueng et al. (2020) who argue that information received from live streaming can influence consumer trust and purchase intentions. Lee and Chen (2021) further said that live streaming can provide information about products and increase consumer confidence. This research shows that various information about a product obtained from live streaming will influence consumer trust in that product. Furthermore, this trust can increase consumer purchasing intentions. Based on the description above, it can be formulated:  
H4a: Brand trust can mediate the positive influence of live streaming e-commerce on Skintific customers' purchase intention.

### The relationship between social influence and purchase intention is mediated by brand trust

According to Murtiningsih et al. (2019), brand trust influences purchase intention, especially if this influence is obtained from a positive social environment. When consumers are influenced by their social environment regarding a product, consumers will tend to trust the product and increase their intention to buy it. Furthermore, Shin et al. (2019) argue that brand trust is an important mediator for long-term relationships that can lead to consumer purchasing decisions. Ye et al. (2019) show that social influence can increase consumer trust which then results in higher purchase intentions. Positive information obtained from the social environment will influence consumer confidence in a product. This condition is because the information comes from experiences in the social environment when interacting with the product. Furthermore, this trust will increase customer intentions to make purchases. Based on the description above, it can be formulated: H4b: Brand trust can mediate the positive influence of social influence on Skintific customers' purchase intention. Based on the hypotheses, the research model of this study are as follows:

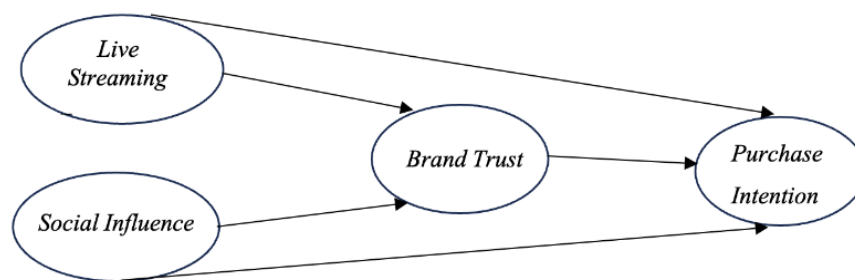


Figure 2: Research Model

### Methods

This research uses a descriptive method with a quantitative approach. The focus of this research aims to describe data from each variable used, namely e-commerce live streaming, social influence, purchase intention and brand trust. According to Malhotra et al. (2020), descriptive research generally describes a description of group characteristics that are relevant to the research topic. Then in data collection, the research used a cross sectional design because the collection process for subjects was only carried out once at a certain time and each individual had the same opportunity to participate.

In this research, the research population is all consumers who know or use Skintific products. The sampling technique used in this research is a non-probability method with a purposive sampling technique, namely a sampling technique. In this research, data collection was carried out by distributing questionnaires online with the help of Google Form. A total of 215 valid respondents were obtained for use in this research. The measurement tool used is a 5point Likert scale, namely “strongly disagree” to “strongly agree”. Based on the

data, the majority of respondents were women (58.14%) aged 21-25 years (46.51%), had a high school/vocational school education (43.72%), worked as employees (50.23%), and domiciled in North Jakarta (35.35%). Apart from that, most respondents intended to buy or use Skintific products because of recommendations from the surrounding environment or the quality of the products (46.05%). Furthermore, the majority of respondents answered that the Skintific product that was most popular was the Skintific Mugwort Acne Clay Stick (47.44%), which is a stick-shaped facial mask that provides convenience in the form of consumers not having to wash their hands before and after using the product.

The data analysis technique in this research is Partial Least Square-Structural Equation Modeling (PLS-SEM) using Smart PLS 4 software. The analysis method is carried out using two analysis models, namely inner-model and outer-model analysis. Inner-model analysis is carried out by testing the validity and reliability of the data and inner-model analysis is carried out by analyzing the coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), Goodness-of-Fit (GoF), path coefficient, and hypothesis testing. Validity analysis testing is carried out through 2 tests, namely the first is convergent validity analysis, by carrying out a loading factor test. The loading factor value is said to be valid if it obtains more than 0.7 and the Average Variance Extracted (AVE) value  $\geq 0.5$  (Hair et al., 2021). Then the second test is discriminant validity using the heterotrait-monotrait ratio (HTMT) value with a criterion of less than 1.00 so that the value is categorized as valid (Hamid et al., 2017). Then, through a cross loadings test, it is said to be valid if the loading value of each indicator on a construct is more than the loading value of the other indicator constructs (Hair et al., 2021). Then, reliability analysis is carried out based on Cronbach's alpha and composite reliability values which must obtain a result of 0.7 so that it is reliable (Hair et al., 2021).

**Table 1.** Measurements

Items	Outer Loadings	AVE	Sources
<b>Live Streaming E-Commerce</b>			
The existence of live streaming on e-commerce makes it easier for me to see the condition of Skintific products from a different perspective.	0,892	0,812	Ming et al. (2021)
The interaction in live streaming makes the negotiation process easier for sellers and buyers.	0,910		
<b>Social Influence</b>			
I am happy to share my shopping experience in e-commerce with the local environment.	0,808	0,693	Akhtar et al. (2018)



Items	Outer Loadings	AVE	Sources
I often get information about Skintific products from friends and family.	0,824		
My surroundings often recommend Skintific products.	0,863		
The social environment influences my actions in purchasing Skintific products.	0,842		
I often recommend Skintific products to friends and family.	0,823		
<b>Brand Trust</b>			
The Skintific brand can make me feel safe when purchasing products.	0,833		
The Skintific brand has never made me feel disappointed with a product.	0,808	0,665	Dwivedi and Johnson (2013) & Febrian and Fadly (2021)
The Skintific brand can be relied on when purchasing products.	0,804		
<b>Purchase Intention</b>			
I have the intention to purchase Skintific products.	0,826		
Price is not a problem if I have the intention of buying Skintific products.	0,848	0,726	Mainardes et al. (2019) & Schivinski and Dabrowski (2014)
My intention to purchase Skintific products is high.	0,880		

**Table 2.** Analysis Results Heterotrait-Monotrait Ratio (HTMT)

Variable	Live Streaming E-Commerce	Social Influence	Brand Trust
Social Influence	0,396		
Brand Trust	0,618	0,771	
Purchase Intention	0,448	0,949	0,876

**Table 3.** Result of Loading Factor Analysis

	Live Streaming E-Commerce	Social Influence	Brand Trust	Purchase Intention
LE 3	0,892			
LE 4	0,910			
SI 1		0,808		
SI 2		0,824		
SI 3		0,863		

	Live Streaming E-Commerce	Social Influence	Brand Trust	Purchase Intention
SI 4		0,842		
SI 5		0,823		
BT 1			0,833	
BT 2			0,808	
BT 4			0,804	
PI 1				0,826
PI 2				0,848
PI 5				0,880

**Table 4.** Result of Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability
Live Streaming E-Commerce	0,770	0,897
Social Influence	0,889	0,918
Brand Trust	0,749	0,856
Purchase Intention	0,811	0,888

The results indicate that live streaming e-commerce plays a significant role in consumer experience, with high outer loadings suggesting it enhances product visibility and facilitates communication between sellers and buyers. The AVE of 0.812 confirms its reliability. Social influence also strongly affects purchase intentions, with high loadings on items like “My surroundings often recommend Skintific products” (0.863) and “The social environment influences my actions” (0.842), and HTMT value of 0.949, highlighting its strong relationship with purchase intention. AVE for social influence is 0.693. Brand Trust is crucial for purchase decisions, with loadings like “The Skintific brand can make me feel safe” (0.833), supported by an HTMT of 0.876 and AVE of 0.665. Variable Purchase Intention is strongly influenced by these factors, with outer loadings of 0.880 on “My intention to purchase is high”. The AVE for purchase intention is 0.726. All constructs show good reliability, with composite reliability ranging from 0.856 to 0.918, indicating consistency in measurement.

## Result and Discussion

This research highlights the significant role of brand trust and social influence in shaping consumer purchase intentions in the context of live streaming e-commerce. While live streaming itself had a moderate effect on brand trust, its direct impact on purchase intention was not significant, suggesting that consumers often use live streaming primarily for product information rather than immediate purchases. However, social influence played a strong role in boosting both brand

trust and purchase intention, emphasizing the power of recommendations from influencers, peers, and social networks. These findings suggest that effective communication strategies in digital marketing should focus on building brand trust, leveraging social influence, and ensuring high-quality, interactive content in live streaming to strengthen consumer relationships and drive purchases.

In this research, a coefficient of determination ( $R^2$ ) test was carried out to measure the ability of the independent variable to explain the dependent variable. The coefficient of determination explains the ability of the independent variable to explain the dependent variable. The  $R^2$  value of brand trust is 47.5%, so that 47.5% of the variation in this variable can be explained by live streaming e-commerce and social influencers, and is included in the moderate category, while the remaining 52.5% explained by other variables. Then, the  $R^2$  value of the purchase interest variable is 70.5%, so that 70.5% of the variation in this variable can be explained by live streaming e-commerce, social influencers and brand trust, and is included in the moderate category, while the remaining 29.5% are explained by other variables.

**Table 5.** Result of Effect Size Testing ( $f^2$ )

Variable	Effect Size ( $f^2$ )
Live Streaming E-Commerce → Purchase Intention	0,001
Social Influence → Purchase Intention	0,749
Brand Trust → Purchase Intention	0,155
Live Streaming E-Commerce → Brand Trust	0,129
Social Influence → Brand Trust	0,510

Hair et al. (2019) argue that effect size analysis is carried out to show changes in the  $R^2$  value if a variable is removed from the research model. If the  $f^2$  value is 0.35, it means the variable has a large effect, an  $f^2$  value of 0.15 means it has a medium effect, and an  $f^2$  value of 0.02 means it has a small effect. The largest magnitude of influence is found in the social influence variable which has an influence on the purchase intention variable greater than 0.35, namely 0.749.

**Table 6.** Result of Bootstrapping Testing

Variable	Path Coefficient	t-statistics	p-values	Conclusion
LE → PI (H1a)	0,019	0,410	0,682	Not Supported
SI → PI (H1b)	0,612	9,873	0,000	Supported
LE → BT (H2a)	0,275	5,021	0,000	Supported
SI → BT (H2b)	0,548	11,210	0,000	Supported
BT → PI (H3)	0,295	3,987	0,000	Supported
LE → BT → PI (H4a)	0,081	2,991	0,003	Supported

Variable	Path Coefficient	t-statistics	p-values	Conclusion
SI → BT → PI (H4b)	0,162	3,554	0,000	Supported

Path coefficient analysis is used to describe the relationship between variables. A coefficient value close to 0 indicates a weak relationship. Meanwhile, a path coefficient value close to -1 indicates a strong negative relationship and a path coefficient value close to +1 indicates a strong positive relationship (Hair et al., 2019). The e-commerce live streaming variable has a positive effect on purchase intention, with a value of 0.019. Then the social influence variable has a positive effect on purchase intentions, with a value of 0.612. Furthermore, the brand trust variable has a positive effect on purchase intention, with a value of 0.295. Furthermore, the live streaming e-commerce and social effect variables have a positive influence on brand trust, with values of 0.275 and 0.548, so that the strongest direct influence on brand trust is obtained from the social effect variable. Then the variables live streaming e-commerce and social influence on purchase intentions through brand trust have a positive effect, namely 0.081 and 0.162, so it can be concluded that the relationship between the variables is in the same direction because they have positive results. The results of this research show that the H1a variable, namely e-commerce live streaming on purchase intentions, is not supported because the t-statistic and p-value do not meet the criteria. Then the other hypothesis has significant results, namely with t-statistics value  $\geq 1.96$  and p-value  $\leq 0.05$ . Thus, it can be concluded that all hypotheses are supported (H1b, H2a, H2b, H3, H4a, H4b) except H1a.

This research combines key concepts from communication and consumer behavior theories to explore how live streaming e-commerce, social influence, and brand trust affect purchase intentions. The study found that while live streaming positively influenced brand trust, its direct effect on purchase intention was minimal, aligning with the idea that live streaming mainly serves as a tool for building brand awareness rather than immediate sales. On the other hand, social influence had a strong impact on both brand trust and purchase intention, reflecting the power of recommendations from influencers and peers, which is supported by social influence and e-WOM. Additionally, brand trust played a mediating role, reinforcing the importance of trust in fostering consumer loyalty and driving purchase intention. These findings highlight the need for marketers to focus on creating high-quality, interactive content and leveraging social proof to enhance trust and influence consumer behavior.

Based on the results of the research conducted, it can be concluded that e-commerce live streaming has a positive and insignificant influence on the purchase intention of Skintific customers, while social influence can positively and significantly influence the purchase intention of Skintific customers. Then, e-commerce live streaming and social influence can positively and significantly influence Skintific customers' brand trust. Furthermore, brand trust can positively and significantly influence the purchase intention of Skintific customers. Then,

brand trust can significantly mediate the positive influence of e-commerce live streaming and social influence on Skintific customers' purchase intention.

Through e-commerce live streaming, consumers have the convenience of shopping from anywhere, but sometimes e-commerce live streaming is only a source of information for people to see a product, but not followed up with the intention to make a purchase. Consumers tend to watch live streaming of other business actors in similar industries so that their intention to buy products can be influenced by other factors. However, live streaming carried out regularly can build consumer trust in Skintific products, especially if the activity is of high quality. Quality can be seen through the ratings and quality of the broadcaster. Streamers have a dominant role in live streaming because they are content presenters. Live streaming with good quality can increase trust in Skintific.

Furthermore, the social influence obtained will strengthen consumers emotional trust in product quality. Often, consumers look for information and reviews about products from their social environment, such as family and friends. However, through e-commerce, the source of this information becomes wider. Consumers tend to trust other people's recommendations regarding Skintific products. These other people are not only the consumer's family or friends, but can include anyone who provides information about the product, such as social media posts about product shopping experiences. Consumers tend to trust reviews obtained from figures they idolize. Then, brand trust can also build emotional bonds between consumers and brands, so that consumers tend to choose products from brands that are believed to have high quality. This trust can also foster a sense of security, so that the intention to buy the product increases.

E-commerce live streaming activities are often used to inform product quality and strengthen relationships with consumers. Through live streaming, broadcasters can convey the value of the product orally, and get feedback without worrying that the message will not be conveyed. Through live streaming, companies can also gain positive implications from the consumers perspective towards the brand. Things that are less than optimal in live streaming can be improved so that they can strengthen brand credibility. In this way, purchasing interest will become stronger until it reaches the level of consumer loyalty. Then, when they want to buy a product online, consumers will first investigate the quality of the product from their social environment. Positive information from the environment can increase trust in a brand because this information comes from user experience, so it is considered to have high credibility. Furthermore, trust can motivate customers to buy Skintific products because they already know the benefits of the product from their social environment.

## Conclusion

Based on the results of this research, live streaming e-commerce does not significantly influence the purchasing intentions of Skintific customers, while social influence and brand trust can positively and significantly influence the purchasing intentions of Skintific customers. Then, e-commerce live streaming and social influence can positively and significantly influence Skintific customers'

brand trust, and brand trust can significantly mediate the influence of e-commerce live streaming and social influence on Skintific customers' purchasing intentions. In this research, of course, there are still sample limitations, namely the research was only obtained from 215 respondents who live in Jakarta so the data obtained is limited.

Then the research only examined e-commerce live streaming, social influence, and brand trust on Skintific customers purchasing intentions. We hope that future researchers can identify other variables that can influence Skintific customers' purchasing intentions, such as attitudes and the need for uniqueness (Willim et al., 2023). In addition, a larger number of samples in different areas can be used, so that the research results can represent Skintific customers in general. It is also hoped that through this research, the Skintific company can maintain brand visibility and innovate through creating varied products, then maintain and increase customer trust in the brand by providing quality products.

### Acknowledgement

Through this research, the researcher would like to express gratitude to all levels of the Faculty of Economics and Business, Bachelor of Management Study Program, Universitas Tarumanagara, who have supported the implementation of this research, as well as to all respondents who have participated in this research.

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