

ABSTRACT

The advancement of digital technology has driven the growth of e-commerce in Indonesia, with live shopping emerging as one of the innovations that has captured consumer interest. Live shopping offers an interactive experience that distinguishes it from conventional online shopping. This research aims to analyze the influence of live shopping platform types on purchase intention models and to identify factors that affect purchase intention through live shopping across four major e-commerce platforms in Indonesia. The methodology employed is quantitative with a Multigroup PLS-SEM approach. Data collection was conducted through Google Form-based questionnaires distributed to 500 respondents who were users of Tokopedia, Shopee, TikTok, and Lazada platforms and had previously utilized live shopping features.

The research findings indicate that live shopping platform types have limited influence on purchase intention models, with differences identified only in the Trust-to-Attitude pathway, specifically between Tokopedia and Shopee ($p = 0.033$), Shopee and TikTok ($p = 0.001$), and Shopee and Lazada ($p = 0.041$). Trust demonstrates a positive and significant effect on Attitude for the Shopee platform ($\beta = 0.175$; $p = 0.029$), a significant negative effect on TikTok ($\beta = -0.183$; $p = 0.011$), and no significant effect on Tokopedia ($\beta = -0.151$; $p = 0.240$) and Lazada ($\beta = -0.105$; $p = 0.339$). Across all platforms, Attitude exhibits a significant positive effect on Intention to Live Shopping with path coefficients ranging from $\beta = 0.329$ – 0.375 ($p < 0.001$), Subjective Norm with $\beta = 0.380$ – 0.474 ($p < 0.001$), and Perceived Behavioral Control with $\beta = 0.203$ – 0.368 ($p < 0.01$). Intention to Live Shopping demonstrates a positive and significant effect on Online Live Shopping Behavior with path coefficients ranging from $\beta = 0.746$ – 0.801 ($p < 0.001$). Online Live Shopping Experience does not exhibit a significant effect on Attitude. These research findings provide insights regarding platform characteristics in influencing purchase intention models through live shopping in Indonesia.

Keywords — Live Shopping, Platform e-commerce, Purchase Intention, Online Shopping Experience, Theory Of Planned Behavior (TPB), Partial Least Squares Structural Equation Modelling (PLS-SEM), Consumer Behavior