



The influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying trough customer trust in e-commerce shopee

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ABSTRACT

Marketing strategies, such as affiliate marketing and live streaming shopping, have emerged in response to the substantial amount of e-commerce consumers in Indonesia. By examining customer trust in Shopee E-Commerce, this study seeks to ascertain the impact of affiliate marketing, live streaming purchasing, and online customer reviews on impulse purchases. A total of 224 participants were enlisted for this study via an online questionnaire representing diverse regions in Indonesia. A combination of purposive and non-probability sampling methods was utilized to acquire the data for this study. Structural equation modeling (SEM) was employed to analyze the data using AMOS 22. According to this study, affiliate marketing, live streaming purchases, and online customer reviews significantly and positively influence impulsive purchasing. Meanwhile, live streaming shopping, online customer reviews, and affiliate marketing positively and significantly affect customer trust. Live streaming shopping, online customer reviews, and affiliate marketing indirectly influence customer trust and impulse buying. This research can help online business people optimize marketing in the live streaming sales and affiliate marketing industries, which are booming.

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1. INTRODUCTION

The development of information technology and technology in Indonesia is progressing very rapidly. This progress significantly impacts society, namely in the business sector. A critical aspect of this development is the use of information technology in the business world, where entrepreneurs currently utilize facilities in the form of Internet networks to carry out various buying and selling transactions digitally. According to (Gudiato et al., 2022) Shopee is an e-commerce company originating from Singapore under the umbrella of the Garena company. It is an electronic trading platform that facilitates easy and fast online buying and selling. Shopee is available as a mobile application and website to make it convenient for users to engage in online shopping activities.

According to survey data published by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia amounted to 215,63 thousand individuals throughout the period of 2022-2023. Compared to the preceding period, the number of users rose by 2.67% to 210.03 million. According to Databoks, Shopee is currently the E-

Commerce site with the most visitors in Indonesia. In September 2023, Shopee was recorded as receiving 237 million visits. There was an increase of around 38% compared to the position at the beginning of the year.

The emergence of numerous features that facilitate online purchasing for customers has been facilitated by recent advancements in information and technology, one of which is live streaming. Live Streaming Shopping is an online shopping technique that helps sellers in product marketing and facilitates relationships between sellers and buyers to interact directly with each other (X. Zhang et al., 2022). By integrating vendor activities with video, live streaming enables sellers to deliver information to audiences in real-time and interactive presentations through the Internet (Ghea. et al., 2023). Several researchers previously found that sales via live streaming can increase sales (Wongkitrungrueng & Assarut, 2020). Business behavior that promotes products through a live streaming strategy makes various efforts to make the audience who was originally just there to watch interested in making a purchase (Ming et al., 2021). This behavior is called impulse buying, which means consumers purchase spontaneously or without prior consideration (Kimiagari & Asadi Malafe, 2021).

Online customer reviews are a tool that prospective buyers use to obtain information that can be used as a basis for making purchasing decisions in the future (Nita et al., 2021)). In addition to promotional media from live streaming and customer review, consumers also consider the affiliate marketing program. Affiliate marketing is an initiative implemented by the e-commerce Shopee to pique consumer interest before making a purchasing decision. As defined by (Misra & Tedja Sukmana, 2021)), Affiliate marketing is an internet-based marketing system that facilitates the connection between consumers, intermediaries, and product owners. The operational approach of this business system consists solely of implementing the commission-based purchasing and marketing of services and products.

Several previous studies stated that live streaming shopping has a positive and significant influence on impulse buying (Suhay & Pratminingsih, 2023) different from research (Nuraini et al., 2023) which actually states that live streaming does not have a positive and significant effect on impulse buying. Then (Amirul Ichsan et al., 2023) state that online customer reviews positively and significantly affect impulse buying. Affiliate marketing positively and significantly affects impulse buying, in line with previous research (Ratih Amelia et al., 2023) Then (Kantha Yudha et al., 2022) stated that streaming shopping positively and significantly affects customer trust. Online customer reviews positively and significantly affect customer trust (Janius Flantiono et al., 2023). Apart from that, according to (Ramadhani et al., 2023)) Affiliate marketing positively and significantly affects customer trust. Rarely has this relationship between affiliate marketing variables and customer trust been researched, so I am interested in researching it. The customer trust significantly affects impulse buying (Moreno et al., 2022)

This research will look at how far the influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying through customer trust in shopee e-commerce. This research is important as part of contributing to a broader understanding of consumer behavior in online shopping by developing factors that influence impulse buying through customer trust. In addition, research involving variables of live streaming shopping, online customer reviews, affiliate marketing, impulse buying, and customer trust by focusing on shopee e-commerce is still not widely studied. results of testing using SEM through AMOS statistical test tools to demonstrate the novelty of constructs on indicators that are used in providing a more comprehensive picture of results, this study also adds novelty to constructs that combine various indicators from earlier researchers.

2. RESEARCH METHOD

Live Streaming Shopping is an online shopping technique that helps sellers in product marketing and facilitates relationships between sellers and buyers to interact directly with each other (Z. Zhang et al., 2022). Live streaming shopping is the act of sellers broadcasting live to communicate about the products they sell, often by demonstrating how to use the product. Compared with conventional e-commerce and social commerce, the difference lies in the origin of the technology used. Traditional e-commerce emerged from the Web 1.0 era, involving interactions between

users. Meanwhile, social commerce inherits concepts from the Web 2.0 era, which allows many users to interact with each other and make purchases directly. In the context of online commerce, which adopts Web 3.0 technology, each of which allows real-time multidimensional interaction (Zam Zam, 2023)

Online customer reviews are “numerical ratings and descriptive comments.” Whether positive or negative, customer reviews are documents presented by present and former clients that detail their experiences using a specific product or service. These reviews may include opinions or recommendations (Satrio Budiarto, 2022). Electronic Word of Mouth (E-WOM) includes Online Customer Reviews (OCR) and User Reviews discovered on social media platforms or online sales sites. The success of a beauty product or service is now largely determined by the opinions or evaluations that have emerged as the primary source of information with regard to purchasing decisions. Consumers frequently seek dependable information prior to making a purchase decision. The assessment of product quality has been significantly influenced by online customer reviews (OCRs) due to the proliferation of the Internet (Akbar et al., 2023)

Affiliate marketing is a collaborative effort with other organizations, companies, and websites to gain profits after promoting a product or service. (Marquerette & Hamidah, 2023) Defines affiliate marketing as a collaborative activity that allows an organization, business, or website to gain benefits for both parties involved in a project through the activity of advertising products or services. In general, Affiliate Marketing is a method where an agent sells products to others and will receive a commission if a purchase occurs through their recommendation. (Misra & Tedja Sukmana, 2021)

Impulse Buying is a spontaneous purchasing activity carried out by consumers without planning and considering the subsequent consequences of a sudden purchase. (Ming et al., 2021) Online shopping activities are more likely to lead to impulse buying than traditional shopping activities (Ratnawati, 2023) Impulse buying is a crucial element in marketing strategy, and the complexity and patterns of impulse buying behavior often appear in various product categories. (Aryanti & Andarini, 2023). An announcer's skill in conveying information clearly and interestingly, as well as interacting in real-time, can influence a person's level of impulse buying (Ming et al., 2021)

Customer Trust refers to trust associated with online transactions, including the level of consumer trust in intermediary platforms and sellers, which positively correlates with consumer purchase intentions. The stronger a consumer's beliefs, the more likely they are to have the intention to make a purchase. The difference between online and offline trust lies in the physical distance between buyers and sellers and goods (Halila Titin Hariyanto & Lantip Trisunarno, 2020)

Trust comes from a long process. If trust is established between consumers and companies, it will be easier to build partnership relationships. A business transaction can be carried out between two or more parties if they both trust each other. However, this belief cannot be accepted instantly by other parties or business partners; instead, it must be built from scratch and provided with reliable evidence (Kartha Yudha et al., 2022)

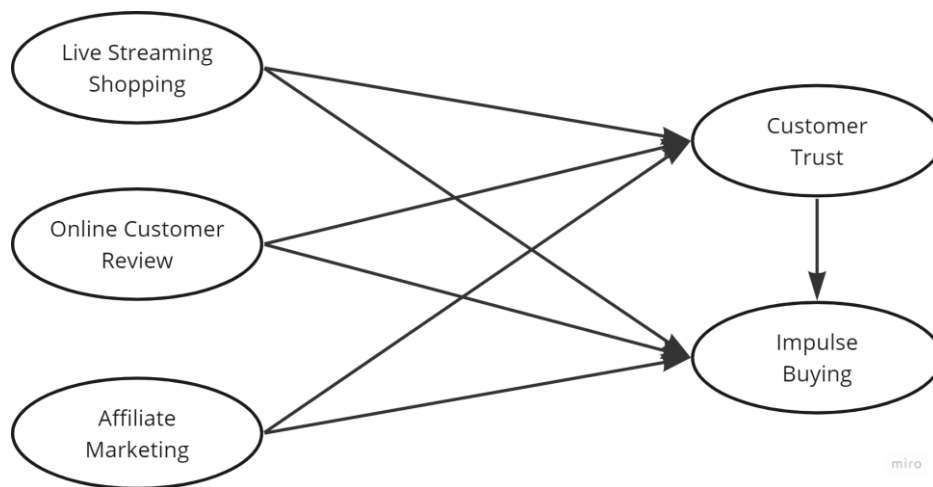


Figure 1. Reserch Framework

Live Streaming Shopping and Customer Trust

Live streaming shopping is a feature that makes it easier for consumers to observe products from various perspectives and immediately ask relevant questions during the broadcast. Many consumers are beginning to increase their appreciation for the ability to make purchases via live streaming (Lu & Chen, 2021). In previous research, several factors related to live streaming have been identified as potentially influencing consumer purchasing behavior. Research by (Wongkitrungrueng & Assarut, 2020) shows seller attributes influence trust and customer engagement. Previous research conducted by (Iisnawati et al., 2022; Kartha Yudha et al., 2022; Suhyar & Pratminingsih, 2023) states that live streaming shopping has a positive and significant effect on customer trust.

H1: Live Streaming Shopping has a positive and significant effect on Customer Trust

Online Customer Review and Customer Trust

Online customer reviews have the potential to be an effective promotional tool in the context of marketing communications. Therefore, online customer reviews can be categorized as a very important tool in the scope of online shopping when getting positive reviews on a product. This will provide trust and create a desire to buy from the online shop (Kamisa et al., 2022). Previous research conducted by (Cucu Andita Widya G & Sulis Riptiono, 2019; Janius Flantiono et al., 2023; Wahyudi et al., 2019) state that the online customer review variable positively and significantly affects consumer trust. H2: Online Customer Reviews have a positive and significant effect on Customer Trust

Affiliate Marketing and Customer Trust

Affiliate marketing can have a significant effect on customer trust levels. When customers see a product or service recommendation from a source they trust, such as a blogger or the owner of a website they follow, they are more likely to trust and purchase that product. However, along with the benefits, there are also potential risks if affiliates promote products in a less-than-honest or unethical manner, which could damage customer trust. Therefore, loyalty and transparency in affiliate practices are essential to maintain and strengthen customer trust in this marketing ecosystem. Previous research conducted by (Ramadhani et al., 2023) states that affiliate marketing has a positive and significant effect on customer trust. H3: Affiliate marketing has a positive and significant effect on Customer Trust

Live Streaming Shopping and Impulse Buying

A live streamer acts as an announcer or presenter who provides information during a live broadcast (Lu & Chen, 2021). In the context of trade, a live streamer is a seller who provides information and promotions on the products being sold to influence the audience or viewers to be

interested in buying the product. A streamer is not only related to physical appearance, such as voice, tone, body posture, and a beautiful or handsome face. However, the streamer is also related to a seller's personality and skills in conveying information interestingly and attractively (Lu & Chen, 2021). Apart from that, in the context of live broadcasts, a streamer must also be friendly and responsive in answering questions or audience responses in the comments column. A streamer's skill or ability to deliver product promotions that are sold well, clearly, and attractively can influence a person's intention to make an impulse purchase. The better the streamer's ability to broadcast live broadcasts, the greater the level of someone's impulse purchases. Therefore, it can be concluded that live streamers influence impulse buying. This statement is supported by research conducted by (Lee & Chen, 2021; Li et al., 2022; Ming et al., 2021; Wang et al., 2023) which states that live streaming shopping has a positive and significant effect on impulse buying. H4: Live Streaming Shopping has a positive and significant effect on Impulse Buying

Online Customer Review and Impulse Buying

Online customer reviews are something that plays a vital role in the continuity of a business. Almost all customers see online reviews as a consideration for shopping for a product on the e-commerce platform. Online customer reviews will lead to impulse purchases because positive reviews can increase sales. However, if a customer's review is negative, it can influence potential customers not to make a purchase (Ratih Amelia et al., 2023). Previous research conducted by (Amelia Wati & Ridwan Basalamah, 2022; Didit Darmawan, 2023) state that online customer reviews positively and significantly affect impulse buying.

H5: Online Customer Reviews have a positive and significant effect on Impulse buying

Customer Trust and Impulse Buying

Customer trust is the level of consumer confidence in the credibility of a company's product. The level of consumer trust can occur if someone feels satisfied, comfortable, and confident with the reputation of a company's product (Chen et al., 2021). Consumer trust in a product can be one measure of a company's success. As is known, building consumer trust in online shopping methods is not easy. This is because online shopping is limited by distance and physical touch when buying (Wongkitrungrueng & Assarut, 2020). Of course, this is a challenge for entrepreneurs engaged in online sales. However, if business actors can overcome this challenge, they will gain benefits because they have won the hearts and trust of consumers.

The live streaming feature can allow potential consumers to ask the seller or streamer directly in more detail about the product. Furthermore, streamers can respond responsively to their questions in real-time during the broadcast. This can certainly increase consumer confidence in the company. The level of consumer confidence can influence the desire of someone initially not interested in buying to become interested in buying, which is usually called impulse buying. Therefore, researchers conclude that there is an influence between customer trust and consumer impulse buying in live streaming commerce. This is supported by previous research (Chandruangphen et al., 2022; Moreno et al., 2022) who also found that there is a positive and significant influence between customer trust on impulse buying. H6: Customer Trust has a positive and significant effect on impulse buying

Affiliate Marketing and Impulse Buying

Affiliates are parties who promote products. Affiliates or publishers will try influencing and persuading people to buy a product. The high growth of online business in Indonesia is directly proportional to the growth of promotional systems and models to attract the attention of potential buyers it will increase the desire to buy products, which are called impulse purchases. Shopee is a marketplace that facilitates sellers in Indonesia to grow with the presence of Affiliate Marketing as a promotional medium. (Ratih Amelia et al., 2023) This research was supported by (Marquerette & Hamidah, 2023) The results of his research suggest that affiliate marketing influences impulse purchases of products on the Marketplace, so it is important for sellers to use affiliate marketing promotional media. H7: Affiliate Marketing has a positive and significant effect on impulse buying

In this research, data collection is used to obtain valid, relevant, and accurate data so that the truth of the research results is not in doubt. The data used in this research are primary data and

secondary data. Primary data was obtained directly through distributing questionnaires on Google Forms. The questionnaire uses a Likert scale of 1 to 5 with categories: Strongly agree with a score of 5; Agree has a score of 4; Neutral has a Score of 3; Disagree has a score of 2; Disagree has a score of 1. Secondary data was obtained from journals and the Internet. The population in this research are consumers who have shopped at Shopee E-Commerce. The number of samples in this study was 224 respondents. The sampling technique used was purposive sampling with a non-probability sampling technique with the following criteria: 1) Indonesian citizens; 2) at least 17 years old; 3) Have shopped at Shopee E-Commerce at least 2 times within 2 months. This research will use Structural Equation Modeling (SEM) with the AMOS 22 statistical tool to analyze and evaluate the measurement and structural models of the research constructs being built. The fit test model will be assessed based on fit index parameters such as CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI).

The variables in this research consist of the live streaming shopping (LSS) variable with 3 indicators: active interaction between broadcasters and viewers, similarity in product quality, and user perception of benefits. (Nurul Anisa Rahma et al., 2022) Meanwhile, the Online Customer Review (OCR) variable has 3 indicators: Argument quality, source credibility, and valence (Akbar et al., 2023) Then the Affiliate Marketing (AM) variable with 3 indicators, namely effectiveness, efficiency, (Susanto, 2022) Next is the Customer Trust (CT) variable with 2 indicators, namely, There is a trust, and there is security (Simanjuntak et al., 2020). The Impulse Buying variable has 3 indicators: spontaneous purchases, purchases without thinking long, and purchases influenced by emotional states (Ghea Septia Atika Refasa et al., 2023)

3. RESULTS AND DISCUSSIONS

3.1. Result

a. Characteristic of responden

Analysis of the respondent's profile in this study is based on the demographic characteristics contained in Table 1. The demographic characteristics presented include domicile, age, gender, last education, income per month (for those who are already working), monthly pocket money (for individuals who have not been employed).

Table 1. Characteristics Respondents

Categories	Items	F	%
Age	17 To 20 Years	51	23%
	21 to 30 years old	146	65%
	31 To 40 Years	23	10%
	41 to 50 Years	4	2%
	50 Years and Over	0	0%
	Total	224	100%
Gender	Man	56	25%
	Woman	168	75%
	Total	224	100%
Last education	elementary school	0	0%
	Middle/Junior High School	0	0%
	high school/high school	150	33%
	D1/D2/D3	21	5%
	Bachelor degree)	44	10%
	Postgraduate (S1/S2/S3)	9	2%
Total	448	50%	
Domicile	Sumatra	19	8%
	Java	61	27%
	Kalimantan	105	47%
	Sulawesi	17	8%
	Nusa Tenggara	8	4%
	Bali	10	4%
	Maluku	3	1%
	Papua	1	0.4%
	Total	224	100%

Work	Student	5	2%
	Student	156	70%
	Civil servants	17	8%
	POLRI/TNI	4	2%
	Businessman	6	3%
	BUMN	6	3%
	Private sector employee	30	13%
	Total	224	100%
Monthly Income (For those who are already working)	Not yet working	126	56%
	Less than IDR 2 million	25	11%
	More than IDR 2 million to IDR 4 million	40	18%
	More than IDR 4 million to IDR 6 million	10	4%
	More than IDR 6 million to IDR 8 million	11	5%
	More than IDR 8 million to IDR 10 million	2	1%
	More than IDR 10 million	10	4%
	Total	224	100%
Monthly Pocket Money (For those who have not worked)	Already Working	86	38%
	Less than IDR 1 million	71	32%
	More than IDR 1 million to IDR 1.5 million	40	18%
	More than IDR 1.5 million to IDR 2 million	9	4%
	More than IDR 2 million to IDR 2.5 million	4	2%
	More than IDR 2.5 million	14	6%
Total	224	100%	
In the last 2 months, how many times have you shopped at Shopee E-Commerce	2 times	116	52%
	3-4 times	77	34%
	5-6 times	19	8%
	More than 6 times	12	5%
	Total	224	100%

Model Measurement

The results of the model test refer to the standard value of goodness of fit. In contrast, the validity test will look at the acquisition of the value of the standardized loading factor (SLF). In contrast, the reliability test will assess the acquisition of Average Variance Extracted (AVE) and Construct Reliability (CR).

Table 2. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	276
Df		245
χ^2 - Significance Probability	≥ 0.05	0,000
CMIN/DF	≤ 3.00	1,707
RMSEA	≤ 0.08	0.056
RMR	< 0.05	0.099
NFI	≥ 0.90	0.874
IFI	≥ 0.90	0.944
TLI	≥ 0.90	0.936
CFI	≥ 0.90	0.943

Table 2 is the results of the model suitability test, which shows that the model suitability requirements are acceptable and declared fit. Five measurements show the level of suitability. If 3-4 measurements obtain a degree of good fit or above the cut-off value, the research model configuration can be declared adequate and accepted.

Table 3. Value of Standardized Loading Factor, Construct Reliability, and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Live Streaming Shopping	The announcers actively answer questions during the broadcast	0.808	0.934	0.642
	Broadcasters have in-depth knowledge about the products offered during the broadcast	0.786		
	Shopee Live helps me visualize products in detail and look more clearly like in the real world	0.784		
	Shopee Live gives me the opportunity to get information about how to use the product	0.831		
	The prices offered at Shopee Live are commensurate with the benefits experienced by consumers	0.797		
Online Customer Reviews	The more positive reviews, the more it encourages my purchase	0.773	0.922	0.556
	Before making a product purchase, I need to compare existing reviews	0.729		
	I believe in the reviews given by previous consumers	0.731		
	I bought the product because I saw reviews from other people	0.765		
	I feel that Shopee E-Commerce provides enough information about customer reviews.	0.74		
	I once decided not to make a purchase based on negative reviews I read on E-Commerce Shopee	0.735		
Affiliate Marketing	The Affiliate marketing program on Shopee E-Commerce conveys the seller's message accurately	0.783	0.913	0.593
	The Shopee Affiliate program provides reviews and information according to my needs	0.834		
	The Shopee Affiliate program makes it easy for me to save time in finding interesting products on Shopee E-Commerce	0.765		
	Affiliate marketing on Shopee helps me find discount offers that I might not have found without the help of a Shopee Affiliate	0.741		
	I shopped at Shopee E-Commerce after seeing a recommendation from a Shopee Affiliate	0.724		
Customer Trust	I believe in the product information provided on Shopee's E-Commerce	0.786	0.916	0.64
	I believe in customer reviews and testimonials about products on Shopee E-Commerce	0.819		
	I am sure that Shopee E-Commerce will not share my account privacy data	0.774		
	Shopee e-commerce provides security in transactions	0.821		
Impulse Buying	I tend to have a very strong urge or desire to shop for a product on Shopee E-Commerce	0.755	0.893	0.564
	I tend to shop for various things when I am in a positive mood	0.782		
	I tend to make purchases suddenly without planning first	0.741		
	I had a temper that I did not really need after I made an impulse purchase	0.727		

Table 3 is the result of testing the validity and reliability of the model as a whole. The standardized loading factor (SLF) value for all indicator variables in the full model is above 0.50. This shows that all indicators are declared valid and are believed to be able to measure the construct of the entire model being built. The reliability test results present relevant results. All instruments are declared reliable and can consistently measure the constructs of all models built. This is shown by the Avariance Extraction (AVE) value for all instrument indicators, which obtained a value of ≥ 0.50 , and the Construct Reliability (CR) value obtained a value of ≥ 0.70 .

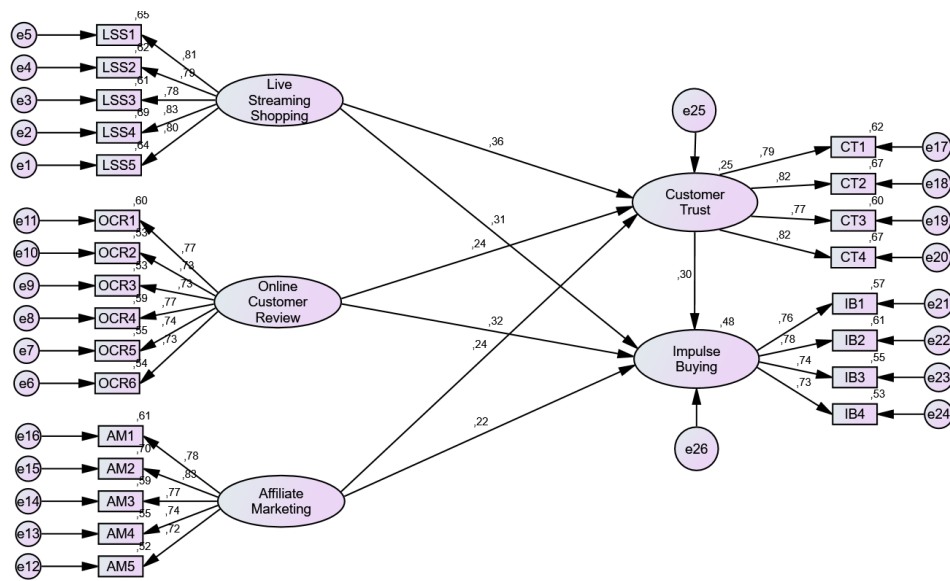


Figure 2. Full model analysis

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows:

Table 4. Hypothesis Testing

Hypothesis	Path	Estimate	S.E	CR	P
H ₁	Customer_Trust-> Live_Streaming_Shopping	0.372	0.074	4,997	0,000
H ₂	Customer_Trust-> Online_Customer_Review	0.259	0.076	3,421	0,000
H ₃	Customer_Trust-> Affiliate_Marketing	0.244	0.074	3,308	0,000
H ₄	Impulse_Buying-> Live_Streaming_Shopping	0.287	0.067	4,289	0,000
H ₅	Impulse_Buying-> Customer_Trust	0.272	0.071	3,852	0,000
H ₆	Impulse_Buying-> Online_Customer_Review	0.313	0.068	4,584	0,000
H ₇	Impulse_Buying-> Affiliate_Marketing	0.21	0.064	3,303	0,000

Based on Table 4. the calculated t value for the customer trust variable towards live streaming shopping is 4.997, which shows that the gain is greater than the t table value of 1.96. Likewise, a p-value of less than 0.001 indicates a value smaller than 0.05 ($\dot{y} = 0.05$). This shows that the first hypothesis regarding customer trust positively and significantly affects live streaming shopping. The second hypothesis, the t-value for customer trust, also obtains a value of 3.421, and a p-value less than 0.001 shows a value smaller than 0.05 ($\dot{y} = 0.05$). This means that customer trust positively and significantly affects online customer reviews. The third hypothesis, the calculated t-value for customer trust in affiliate marketing, is 3.308, and the p-value is less than 0.001 shows a value smaller than 0.05 ($\dot{y} = 0.05$). This means that customer trust positively and significantly affects affiliate marketing. Hypothesis four, the t-calculated value for impulse buying towards live streaming shopping is 4.289, and the p-value is less than 0.001 shows a value smaller than 0.05 ($\dot{y} = 0.05$). This means that impulse buying positively and significantly affects live streaming shopping. Hypothesis five, the t-calculated value for impulse buying towards customer trust is 3.852, and the p-value is less than 0.001 shows a value smaller than 0.05 ($\dot{y} = 0.05$). This means that impulse buying positively and significantly affects customer trust. Hypothesis six, the t-count value for impulse buying towards online customer reviews is 4.584, and the p-value is less than 0.001 shows a value smaller than 0.05 ($\dot{y} = 0.05$). This means that impulse buying positively and significantly affects online customer reviews. Hypothesis seven, the t-count value for impulse buying towards affiliate marketing is 3.303, and the p-value is less than 0.001 shows a value

smaller than 0.05 ($\hat{\gamma} = 0.05$). This means that impulse buying positively and significantly affects affiliate marketing.

The indirect effect on the influence of the mediating variables is presented in Table 5 which was obtained from the Sobel test.

Table 5. Sobel Test - Significance of mediation

Items	Sobel test statistics	Two-tailed probability
Live_Streaming_Shopping--> Customer_Trust --> Impulse_Buying	3,047	0.00231112
Online_Customer_Review --> Customer_Trust --> Impulse_Buying	2,254	0.01088895
Affiliate_Marketing --> Customer_Trust --> Impulse_Buying	2,499	0.01245066

Based on the Sobel test results in Table 5 the hypothesis Sobel test statistic is 3.047 is greater than the t-table value of 1.96, and the p-value is 0.00231112 less than 0.05 ($\hat{\gamma} = 0.05$). These results show that there is a significant indirect influence of live streaming shopping on customer trust through impulse buying, the statistical value of the Sobel hypothesis test is 2.254 greater than the t-table value of 1.96 and the p-value is 0.01088895 less than 0.05 ($\hat{\gamma} = 0.05$) These results show that there is a significant indirect influence of online customer reviews on customer trust through impulse buying. Meanwhile, the statistical value of the Sobel hypothesis test result is 2.499, which is greater than the t-table value of 1.96, and the p-value is 0.01245066, which is less than 0.05 ($\hat{\gamma} = 0.05$). These results show that there is a significant indirect influence of affiliate marketing on customer trust through impulse buying

3.2. Discussion

This research proposes a conceptual model to identify the influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying through customer trust in the E-Commerce Shopee. Based on the results of this research, all hypotheses are accepted, which show that live streaming shopping, online customer reviews, and affiliate marketing have a positive and significant effect on impulse buying on E-Commerce Shopee. Meanwhile, live streaming shopping, online customer reviews, and affiliate marketing positively and significantly affect customer trust in Shopee E-Commerce. Meanwhile, the results of the Sobel test show that live streaming shopping and online customer reviews have a significant indirect effect on impulse buying through customer trust. The results of this research are helpful for companies for future marketing strategies by considering live streaming, online customer reviews, and affiliate marketing for sales on e-commerce Shopee.

Previous research states that live streaming shopping affects customer trust (Iisnawati et al., 2022; Kartha Yudha et al., 2022; Suhyar & Pratminingsih, 2023) This is because live streaming activities provide an interactive platform that allows consumers to see products directly, interact with hosts, and get real-time information. This process can strengthen customer confidence in product quality and authenticity. This research is in line with previous research which states that online customer reviews affect customer trust, (Cucu Andita Widya G & Sulis Riptiono, 2019; Janius Flantiono et al., 2023; Wahyudi et al., 2019) Consumers tend to trust the experiences of fellow consumers, and online reviews by providing a real picture of the quality, and satisfaction of the product. This is in line with previous findings stating that affiliate marketing affects customer trust (Ramadhani et al., 2023) This affiliate marketing program has credibility and can be a source of reference trusted by consumers, making them feel more secure in making purchase decisions. Moreover (Lee & Chen, 2021; Li et al., 2022; Ming et al., 2021) These findings suggest that live streaming shopping influences impulse buying because the atmosphere generated by live streaming, often full of energy and entertaining, can evoke positive emotions and a desire to own the product immediately. Thus, (Didit Darmawan, 2023) Online customer reviews create a strong psychological influence on impulse buying by providing information that supports and validates quick and spontaneous purchase decisions. In addition, trust can strengthen the emotional bond between consumers and brands, making them more likely to respond positively to impulse buying incentives (Chandrungphen et al., 2022). For example when Strategies such as exclusive offers, special discounts, or additional bonuses offered through affiliate links can trigger the consumer's

desire to immediately make a purchase decision without lengthy research or consideration (Marquerette & Hamidah, 2023).

The results of this research show that in increasing impulse buying through customer trust, online business people are expected to be able to optimize marketing strategies in the live streaming sales, affiliate marketing, and online customer review industries, which are currently booming.

4. CONCLUSION

Based on the conclusions of this research, all hypotheses are accepted, which show that live streaming shopping, online customer reviews, and affiliate marketing influence impulse buying through customer trust in E-Commerce. Business people, especially those who sell on Shopee E-Commerce, need to continue increasing customer trust because it has been proven that customer trust makes consumers more interested in unplanned purchases (impulse buying). One is selling products according to the original image, which is very important for consumers. In this case, trust is also important for consumers in impulsive product purchases. Thus, if customers feel confident, customers will also feel satisfied. Because of this, customers will shop for products sold on Shopee E-Commerce. This research provides actionable insights for practitioners seeking to enhance customer trust and stimulate impulse buying behaviors, thus contributing to the effective formulation of marketing strategies in the dynamic landscape of online commerce.

Future researchers who want to research similar matters can use more respondents to obtain more accurate results. Apart from that, this research is only limited by testing using live streaming shopping variables, online customer reviews, affiliate marketing, and customer trust to test their influence on impulse buying. Therefore, future researchers are expected to be able to test other variables not examined in this research that have a dominant influence on a person's impulsive buying tendencies. In order to obtain varied results along with future technological developments.

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