

LIVE STREAMING, CONTENT ATTRACTIVENESS, TRUST, AND PROMOTION EFFECTS ON FAUNA WOVEN BAG PURCHASES IN MADIUN

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Abstrak

Keputusan pembelian konsumen melalui *Live Streaming e-commerce* dipengaruhi oleh berbagai faktor, khususnya pada produk kerajinan lokal. Penelitian ini bertujuan menganalisis pengaruh interaksi *Live Streaming*, daya tarik konten, kepercayaan konsumen, dan promosi terhadap keputusan pembelian tas anyaman Brand Fauna Tas di Shopee. Penelitian menggunakan pendekatan kuantitatif dengan 385 responden masyarakat Kota Madiun yang dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan regresi linear berganda menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa interaksi *Live Streaming* ($B=0,292$; $t=10,814$; $p<0,001$), daya tarik konten ($B=0,254$; $t=9,438$; $p<0,001$), kepercayaan konsumen ($B=0,224$; $t=8,630$; $p<0,001$), dan promosi ($B=0,230$; $t=8,609$; $p<0,001$) berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai Adjusted R^2 sebesar 0,458 menunjukkan bahwa 45,8% variasi keputusan pembelian dapat dijelaskan oleh model penelitian. Interaksi *Live Streaming* menjadi variabel dengan pengaruh paling kuat. Oleh karena itu, Brand Fauna Tas disarankan meningkatkan interaksi, kualitas konten, kepercayaan konsumen, dan strategi promosi secara terpadu.

Kata Kunci: *Live Streaming*, daya tarik konten, kepercayaan konsumen, promosi, keputusan pembelian.

Abstract

Consumer purchasing decisions through *e-commerce Live Streaming* are influenced by various factors, particularly for local handicraft products. This study aims to analyze the effects of *Live Streaming* interaction, content attractiveness, consumer trust, and promotion on the purchase decision of woven bags from Brand Fauna Tas on Shopee. This study employed a quantitative approach involving 385 respondents from Madiun City selected using *purposive sampling*. Data were collected through a five-point Likert-scale questionnaire and analyzed using multiple linear regression with SPSS 25. The results show that *Live Streaming* interaction ($B=0.292$; $t=10.814$; $p<0.001$), content attractiveness ($B=0.254$; $t=9.438$; $p<0.001$), consumer trust ($B=0.224$; $t=8.630$; $p<0.001$), and promotion ($B=0.230$; $t=8.609$; $p<0.001$) have positive and significant

effects on purchase decisions. The Adjusted R^2 value of 0.458 indicates that 45.8% of the variation in purchase decisions is explained by the research model. Live Streaming interaction has the strongest effect. Therefore, Brand Fauna Tas is advised to improve Live Streaming interaction, content quality, consumer trust, and promotional strategies in an integrated manner.

Keywords: Live Streaming, content attractiveness, consumer trust, promotion, purchase decision.

A. INTRODUCTION

The development of digital technology has changed consumer behavior and increased competition in e-commerce. Consumers can now search for product information, communicate with sellers, and make purchases through various digital platforms. One of the strategies that has developed rapidly is *Live Streaming commerce*, which combines product promotion, entertainment, and real-time interaction between sellers and consumers. This development provides businesses with opportunities to create more interactive shopping experiences and influence consumer purchasing decisions.

Live Streaming interaction is an important factor because consumers can ask questions, receive immediate responses, and observe product demonstrations directly. Such interaction can increase consumer engagement and reduce uncertainty during the purchasing process. (Wongkitrungrueng et al., 2020) explain that real-time interaction is an important characteristic of Live Streaming commerce because it creates a more personal shopping experience. (Wulandari, 2024) also found that host interactivity significantly influences consumers' purchase intention.

In addition to interaction, content attractiveness can influence consumers' attention and evaluation of products. Attractive content should be informative, relevant, creative, and visually appealing so that consumers can better understand the products offered. (Sun et al., 2022) explain that content attractiveness includes visual and audio quality, creativity, information relevance, and persuasive communication. Consumer trust is also important because consumers cannot directly examine products in online transactions. (Pavlou & Fygenonson, 2006) state that trust reflects consumers' confidence in the seller's ability, honesty, and good intentions.

Promotion is another factor that may encourage purchasing decisions. Discounts, vouchers, *flash sales*, and free shipping can provide economic incentives and create urgency for consumers.

(Kamilah et al., 2025) found that promotional incentives through *Live Streaming* can increase consumer purchase intention, while (Ramadhani & Siregar, 2022) found that *flash sales* and free shipping significantly influence purchasing decisions on Shopee. These findings indicate that promotional strategies can strengthen consumers' motivation to purchase products through digital platforms.

Previous studies have examined *Live Streaming*, content, consumer trust, and promotion in digital commerce, but research that simultaneously examines these factors in the context of local woven handicraft products remains limited. Therefore, this study aims to analyze the effect of *Live Streaming* interaction, content attractiveness, consumer trust, and promotion on purchasing decisions for Fauna Tas woven bags among Shopee users in Madiun City. The study is expected to contribute to digital marketing literature and provide practical information for Fauna Tas in developing effective marketing strategies.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

Live Streaming interaction refers to real-time communication between sellers and consumers through questions, responses, product demonstrations, and audience participation. This interaction creates a more personal and responsive shopping experience and can encourage consumer engagement and purchasing intention (Wongkitrungrueng et al., 2020).

Content Attractiveness

Content attractiveness refers to the ability of visual, informative, and creative content to attract and maintain consumers' attention during *Live Streaming*. Attractive content can provide relevant product information and create a more engaging shopping experience (Sun et al., 2022).

Consumer Trust

Consumer trust refers to consumers' confidence in the seller's ability, honesty, and reliability in fulfilling promises regarding products offered online. Trust can reduce uncertainty and encourage consumers to make purchasing decisions (Pavlou & Fygenson, 2006).

Promotion

Promotion refers to marketing activities that provide incentives to consumers through discounts, vouchers, *flash sales*, and other promotional offers. These incentives can increase perceived value and encourage consumers to make purchasing decisions (Kamilah et al., 2025).

Purchase Decision

Purchase decision refers to the process through which consumers recognize their needs, search for information, evaluate alternatives, make a purchase, and evaluate the product after purchase (Kotler & Keller, 2016).

B. METHOD

This study employed a quantitative research approach to examine the factors influencing purchasing decisions for Fauna Tas woven bags. The research object was Fauna Tas woven bags marketed through the Shopee marketplace, with respondents consisting of Shopee users in Madiun City. Primary data were collected through questionnaires using a Likert scale, while respondents were selected using purposive sampling based on predetermined criteria. The dependent variable was Purchase Decision, while the independent variables were Live Streaming Interaction, Content Attractiveness, Consumer Trust, and Promotion. Data were analyzed using IBM SPSS Statistics through descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression analysis, the coefficient of determination (Adjusted R^2), the F-test, and the t-test at a 5% significance level.

C. RESULTS AND DISCUSSIONS

The results and discussion examine Live Streaming Interaction (X1), Content Attractiveness (X2), Consumer Trust (X3), and Promotion (X4) as independent variables, and Purchase Decision (Y) as the dependent variable.

Instrument Validity and Reliability Test

The validity test showed that all 25 questionnaire items were valid because the calculated r values ranged from 0.719 to 0.863, exceeding the r table value of 0.100. The reliability test also

showed that all variables had Cronbach's Alpha values above 0.70, ranging from 0.866 to 0.895. Thus, the research instrument was valid and reliable for further analysis.

Tabel 1. Validity and Reliability Test Results

Variable	R Count Range	Cronbach's Alpha	Desision
Live Streaming Interaction (X1)	0.796–0.861	0.884	Valid and Reliable
Content Attractiveness (X2)	0.789–0.835	0.879	Valid and Reliable
Consumer Trust (X3)	0.796–0.863	0.895	Valid and Reliable
Promotion (X4)	0.795–0.848	0.887	Valid and Reliable
Purchase Decision (Y)	0.719–0.832	0.866	Valid and Reliable

Source: SPSS 25 Output (2026)

Classical Assumption Tests

The classical assumption tests indicated that the regression model met all required assumptions. The normality test obtained an Asymp. Sig. value of 0.155 (>0.05), indicating normally distributed residuals. The tolerance values ranged from 0.995 to 0.999 and VIF values from 1.001 to 1.005, indicating no multicollinearity. Furthermore, the Glejser test produced significance values above 0.05 for all independent variables, indicating no heteroscedasticity.

Tabel 2. Classical Assumption Test Results

Test	Indicator	Result	Decision
Normality	Asymp. Sig.	0.155	Normal
Multicollinearity	Tolerance	0.995–0.999	No multicollinearity
	VIF	1.001–1.005	No multicollinearity
Heteroscedasticity	Sig. X1	0.130	No multicollinearity
	Sig. X2	0.950	No. multicollinearity
	Sig. X3	0.995	No multicollinearity
	Sig. X3	0.868	No multicollinearity

Source: SPSS 25 Output (2026)

Multiple Linear Regression and Hypothesis Testing

The multiple linear regression analysis resulted in the following equation:

$$Y = 0.213 + 0.292X1 + 0.254X2 + 0.224X3 + 0.230X4 + e$$

The results show that all independent variables have positive regression coefficients and significant effects on Purchase Decision.

Tabel 3. Multiple Linear Regression and t-Test Results

Variable	B	β	t	Sig	Desicion
Live Streaming Interaction (X1)	0.292	0.407	10.814	0.000	H1 Accepted
Content Attractiveness (X2)	0.254	0.355	9.438	0.000	H2 Accepted
Consumer Trust (X3)	0.224	0.325	8.630	0.000	H3 Accepted
Promotion (X4)	0.230	0.324	8.609	0.000	H4 Accepted

Source: SPSS 25 Output (2026)

The t-test results indicate that Live Streaming Interaction, Content Attractiveness, Consumer Trust, and Promotion each have a positive and significant effect on Purchase Decision because all significance values are below 0.05.

Coefficient of Determination

The coefficient of determination test produced an R Square value of 0.464. This indicates that Live Streaming Interaction, Content Attractiveness, Consumer Trust, and Promotion jointly explain 46.4% of the variation in Purchase Decision, while the remaining 53.6% is explained by other factors outside the research model.

Tabel 3. Multiple Linear Regression and t-Test Results

R	R Square	Adjusted R Square
0.681	0.464	0.458

Source: SPSS 25 Output (2026)

DISCUSSION

The Effect of Live Streaming Interaction on Purchase Decision

Live Streaming Interaction has a positive and significant effect on Purchase Decision. This indicates that better interaction between hosts and viewers can increase consumers' willingness to purchase. Real-time communication helps consumers obtain product information, ask questions, and reduce doubts before purchasing.

The Effect of Content Attractiveness on Purchase Decision

Content Attractiveness has a positive and significant effect on Purchase Decision. Attractive, informative, and creative content can increase consumers' attention and interest in Brand Fauna

Tas products. Clear visual presentation also helps consumers understand the product and encourages purchasing decisions.

The Effect of Consumer Trust on Purchase Decision

Consumer Trust has a positive and significant effect on Purchase Decision. Higher trust in Brand Fauna Tas can reduce consumers' doubts and perceived risks in online transactions. Reliable product information, product quality, and positive purchasing experiences can strengthen consumers' confidence to buy.

The Effect of Promotion on Purchase Decision

Promotion has a positive and significant effect on Purchase Decision. Attractive promotions such as discounts, vouchers, free shipping, and flash sales can increase the perceived benefits of purchasing and encourage consumers to make faster purchase decisions.

D. CONCLUSIONS

The results show that Live Streaming Interaction, Content Attractiveness, Consumer Trust, and Promotion have a positive and significant effect on Purchase Decision of Brand Fauna Tas woven bags on Shopee among consumers in Madiun City. This indicates that better interaction, attractive content, higher consumer trust, and effective promotions can increase consumers' purchasing decisions.

Among these factors, Live Streaming Interaction has the strongest influence, followed by Content Attractiveness, Consumer Trust, and Promotion. Therefore, improving live streaming interaction, content quality, consumer trust, and promotional strategies is important to encourage purchase decisions for Brand Fauna Tas products.

E. SUGGESTIONS

For Brand Fauna Tas, it is recommended to improve the quality of interaction during Shopee Live by providing fast, friendly, and informative responses, while also presenting creative and informative content. The company should maintain consumer trust through transparent

product information, consistent product quality, and good customer service. In addition, promotional strategies such as discounts, vouchers, free shipping, and flash sales can be optimized to encourage purchase decisions. For future researchers, it is recommended to expand the research area and consider other e-commerce platforms to obtain broader findings. Future studies may also include additional variables such as price, product quality, brand image, electronic word of mouth (e-WOM), service quality, and perceived value to provide a more comprehensive understanding of factors influencing consumer purchase decisions.

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