The Role of Product Information Quality and Streamer Credibility in Building Trust and Purchase Intention

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Abstract

The rapid advancement of digital technology today. The presence of live streaming makes it one of the marketing strategies that allow us to share moments and sales in real time. Several factors influence the success of a marketing strategy using live streaming. This study analyzes Product Information Quality (PIQ), Streamer Information Quality (SIQ), and Streamer Credibility (SC) on Purchase Intention in the context of Shopee live-streaming. Trust becomes a mediating variable in consumer purchasing decisions. This research uses SOR theory with the focus of the research to understand and explain the quality of product and streamer information, as well as streamer credibility in influencing trust in online transactions. A quantitative approach was chosen to analyze the structural model by distributing a sample of 236 respondents, then processed with SEM-PLS. PLS analysis revealed that PIQ, SIQ, and SC positively and significantly influence Trust. Trust has a positive and significant effect on Purchase Intention. The research results are expected to enrich empirical findings related to the role of live streaming. The ability to develop trust should be considered in online marketing strategies because shopping is logical and emotional.

Keywords: Live Streaming, Trust, Information Quality, Credibility, Purchase Intention.

1. Introduction

The advancement of digital technology has presented live streaming as a solution to the lack of customer trust in online shopping. Many consumers hesitate to purchase due to the limited information they receive about the product. Photos and descriptions displayed in e-commerce often do not provide a clear picture of the product's actual quality, size, or details. In addition, the lack of direct interaction with the seller makes it difficult for consumers to ascertain whether the purchased product will match their expectations. Live streaming is the new way to do shopping online. Through live streaming, consumers can watch products in real time and see live demonstrations of how products look from different angles. In addition, they can interact with the streamer or seller, ask questions directly, and receive quick answers. This makes the shopping experience more transparent and reassuring, as consumers get more complete and accurate information.

The most popular e-commerce platforms in Indonesia, with 64% active users, are Shopee, Tokopedia, and Lazada. 78% of Indonesian consumers are familiar with live-streaming shopping, 71% have accessed Shopee's live-streaming feature, and 56% have purchased it (IPSOS, 2022). Shopee is a well-known e-commerce platform that is widely used in Indonesia. The product guarantee and safety offered by Shopee contribute to consumer satisfaction. (Hening & Ratna 2023). Customer trust is likely to increase when making online purchases through live streaming. The quality of product information delivered live and interactively allows customers to see product details from various angles and witness real-time product demonstrations. This helps to reduce any doubts that may arise when only looking at images.

The quality of information from the streamer can also play an important role in building trust. A skilled streamer can clearly explain the product's features and uses and provide relevant recommendations based on the customer's needs. This gives the impression that the information is accurate and useful. Streamers known to be reputable and honest, with transparent and convincing interactions, can make customers feel more confident that the promoted product is what it promises. Customers see streamer expertise based on the streamer's experience during live-streaming activities. (Guo et al., 2022).

Among the factors that can create trust in the live streaming context are product information quality (PIQ), streamer information quality (SIQ), and streamer credibility (SC). According to (H. Luo et al., 2021) The research identified that PIQ, SIQ, and SC significantly influence customer trust. Trust was further found to have a significant favorable influence on consumer purchase intention in live-streaming activities (Zheng et al., 2022).

Live streaming has become a popular marketing strategy for online shopping. Digital businesses must understand customer purchase intentions in order to stay competitive quickly. However, there is limited research on the impact of factors such as Product Information Quality (PIQ), Streamer Information Quality (SIQ), and Streamer Credibility (SC) on customer purchase intentions,

especially in Indonesia, which has a large number of Internet users and online shoppers. This research was inspired by Luo et al. (2024) with the novelty of adding trust variables. The trust variable was chosen because online shopping purchases have a high risk where the seller and customer do not directly meet. This study aims to establish a structural model that connects PIQ, SIQ, and SC with customer purchase intentions, using trust as a mediator. Additionally, the research aims to investigate the factors that influence trust, shopping enjoyment, and consumer purchase decisions in live-streaming shopping, considering different cultural contexts.

2. Literature Review

This study uses five main variables. The six variables include product information quality, streamer information quality, credibility, trust, flow, and purchase intention. Researchers used a research model inspired by Luo et al., (2024). The article aims to know how live streaming affects customer engagement and impulse buying behavior and how it is moderated by their propensity to transact. Researchers developed a research model by including trust variables as reinforcing variables and using the Stimulus Organism Response (SOR) theory. The live streaming strategy is increasingly relevant in today's digital era because e-commerce used to display only text and image-based product catalogs. It is also now changing consumer behavior. Several factors can influence consumer behavior: product information quality, streamer information quality, and streamer credibility. These three factors can strengthen customer trust and increase purchase intentions.

2.1. Product Information Quality

Product information quality is defined as that which relates to users' perceptions of the quality of online information (e.g., text) (McKinney et al., 2002). However, in live streaming, product information quality also includes the usefulness of the content, vividness, and believability, primarily since the information is delivered through video rather than text. The quality of product information is essential in live streaming. For buyers, accurate and precise information can help them make informed decisions and feel more confident about their purchases (Liu et al., 2022). A detailed explanation of the features, benefits, and how the streamer uses the product can also increase trust in the seller. According to research by Zhu et al., (2019), the level of consumer interest involvement is positively correlated with cognitive participation. It is seen when people see a recommendation from an influencer. If their understanding of the product or interests aligns with the recommendation, it can increase their likelihood of purchasing.

Sellers who proactively seek feedback from the audience and continuously improve their product presentations will be more successful in creating an enjoyable and satisfying shopping experience. The quality of product information in live streaming is key to building customer trust and satisfaction, reducing purchase uncertainty, and differentiating sellers from competitors. Providing accurate, transparent, and detailed information will create closer customer relationships, increase loyalty, and drive long-term business growth.

2.2. Streamer Information Quality

The quality of streamer information in live streaming is the extent to which the information conveyed by the streamer is considered relevant, trustworthy, and valuable by their audience. The quality of streamer information includes several important factors, such as streamer expertise in understanding and explaining products and their honesty and integrity in providing accurate and non-misleading information. The questionnaire indicators of streamer information quality are real-time interaction, responsiveness, and empathy. According to the results of Liu et al., (2022)Individual perceptions of streamer attractiveness are significantly and positively related to the intention to give gifts on live streaming related to entertainment. In contrast, individual perceptions of similarity with streamers are significantly and positively related. An impartial explanation will help shoppers feel more confident and confident in their decisions, reducing the doubts that often arise when shopping online.

According to research by Qiang et al., (2023), when live streaming streamer speech exceeds the threshold, it can hurt customer purchasing behavior. Therefore, streamers can continue to improve their knowledge of the products being sold, ensuring that every detail delivered can provide added value to buyers. Satisfied buyers are likely to leave positive reviews and recommend products to others that benefit the seller.

2.3. Streamer Credibility

Streamer credibility can be built through a combination of the expertise of the experts in the topics they cover, including relevant understanding and experience, as well as their honesty and integrity in delivering accurate and transparent information. The questionnaire indicators of streamer credibility are expertise, review consistency, and effect of influence. Kang et al. (2020) show the importance of streamers' popularity in influencing customer interaction in live streaming; the number of viewers who follow live streaming will also increase along with the streamer's popularity.

However, one drawback is that the audience can be distracted from promoting the product (Kuvita & Karlíček, 2014). Streamers must maintain energy and enthusiasm during the broadcast to capture the audience's attention from beginning to end. In addition, the technical ability to handle live streaming tools and platforms is also an important factor in determining the session's success.

A streamer's credibility is measured by their popularity, expertise, experience, and knowledge in their live streaming program. Viewers will be more interested and loyal if the streamer consistently delivers quality, informative, and entertaining content. In addition, professional ethics in communication and interaction with the audience are also important factors in building trust. Training and upskilling for streamers are also essential to ensure they can maximize the potential of live streaming.

2.4. Trust

Customer trust is key to business success, especially in e-commerce and live streaming. Customer trust is consumers' belief in a company, product, or service. Customer trust in Shopee's live streaming is greatly influenced by the positive experience they feel during the live streaming. When customers feel satisfied after purchasing a product through live streaming, this reflects that the product information they saw matched what they were looking for, thus fulfilling their expectations. Previous research has shown that trust is a key factor in online purchasing decisions, especially in the context of live streaming, where direct interaction with the streamer can strengthen perceptions of credibility (Wang et al., 2021).

The ability of live streaming to provide needed product information directly can strengthen customer confidence in the accuracy and transparency of the broadcast (Addo et al., 2021). Research by Mai Thoại Diễm et al., (2023), also shows that the parasocial relationship between consumers and streamers plays an important role in building trust, ultimately impacting purchase intentions and repurchase rates.

2.5. Purchase Intention

Purchase intention is the process consumers take to analyze their knowledge of products, compare products with other products, and decide to buy. Live streaming has been found to build customer engagement and will have a positive impact on customer purchase intentions in social commerce (Wongkitrungrueng & Assarut, 2020). Research by Wang et al., (2021), which shows that interactivity and real-time engagement in live streaming can increase impulsivity in purchasing

decisions, especially when consumers feel pressured by time constraints or exclusive offers.

The pleasure felt when buying spontaneously and satisfaction in shopping through live streaming indicate a strong hedonic motivation, where consumers focus on the product's utility and enjoy the shopping experience itself. When consumers are happy to recommend live streaming purchases to others, it indicates a high level of trust and satisfaction with the platform, which in the long run can increase loyalty and positive word-of-mouth (Chen & Lin, 2017).

2.6. Hypothesis Development

Product quality information is one of the main factors to gain customer trust. According to Rajaguru et al., (2023), product quality information includes information completeness, timeliness, accuracy, relevance, understandability, and value addition. The attention and assessment of the product by the streamer can also replace the need to see or touch the product directly, thus having a positive and significant effect on increasing trust in product information (X. Luo et al., 2024). Information from product quality will also come alive if the streamer tries the product offered and can make customers feel involved with the product, thereby creating an emotional connection and increasing customer trust in the streamer or brand (Luo et al., 2021). Based on the previous research studies of this study, the following conclusions can be drawn hypotheses were formulated:
H_1: Product information quality affects trust.

Live streamers who can convey information, explain product features and benefits, and can interact and respond to questions well tend to be more trusted by customers (Fei et al., 2020). Shopping through live streaming, consumers will obtain detailed information about the product through verbal descriptions and direct experience from the streamer. Hence, quality information from the streamer significantly affects customer trust. During live streaming, customers will interact with the streamer to obtain the information they need (Zhou et al., 2019). Based on the findings of this study, the following conclusions can be drawn hypotheses were formulated:
H_2: Streamer information quality affects trust.

In e-commerce live streaming, customers usually see the streamer's expertise in delivering product information and recommending products for customers appropriately. When streamers can present clear and detailed information about product quality, customers feel more confident in their purchasing decisions. According to (2021), advertisements and celebrity endorsements' endorsement credibility are the main clues that

positively influence individual responses in purchase intention. Customers who perceive the streamer as having expertise and credibility will be more likely to trust the messages or recommendations conveyed, which can influence their purchase intentions (Wongkitrungrueng & Assarut, 2020). Based on the findings of this research, the following hypotheses were formulated:

H₃: Streamer credibility affects trust.

Research from Liu et al., (2022), shows that customer trust and purchase intention in live-streaming marketing show a positive and significant relationship. Customer trust plays an important role in shaping purchase intention in live streaming. In addition, trust is also identified as a key variable that positively affects purchase intention. Customer trust can also serve as a mediating variable that can strengthen purchase intentions at TikTok Shop through the influence of various factors such as store atmosphere and customer reviews (Qi & Masrom, 2023). Based on the findings of this study, the following hypothesis is formulated:

H₄: Trust affects purchase intention.

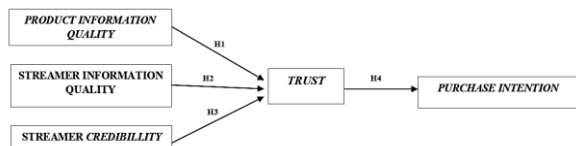Based on the hypothesis development, the research framework is constructed in Figure 1.

Figure 1. Research model

3. Methods

Quantitative methodology is used in this study, which aims to identify the relationship between variables and is researched using specific statistical techniques. The data processing tool used in this research is structural equation modelling (SEM). The population in this research is Indonesian people. The sample is on Shopee users in Indonesia, specifically targeting those who engage with live streaming. This study aims to examine how live-streaming shopping impacts purchase intentions for customers. Stimulus Organisme Respon (SOR) theory was chosen as the theoretical foundation to determine customer characteristics in purchasing through live streaming.

The sampling method used non-probability sampling and convenience sampling methods. To collect data, questionnaires from Google Forms were developed using a seven-level Likert Scale. The Lickert Scale of 7 points constructs the items in the questionnaire so the respondents could evaluate their opinions from strongly disagree (1) to agree (7) strongly. Before

distributing the questionnaire to the primary respondents, a pilot test was conducted with 50 people to ensure that the questionnaire was worth distributing without further modification. This study collected responses from 236 respondents, which were then analyzed using SEM-PLS and SPSS statistical software. This study aims to analyze the hypotheses that have been developed. Variables for product information quality consist of informative products, helpful, trustworthy, transparent colors, and products—variables for streamer information quality measure streamer interaction, responsiveness, and empathy. The third variable, streamer credibility, is determined by measuring expertise, review consistency, and the effect of influence. Variable trust determines the measurement of reliable, honest streamers who provide factual statements. Meanwhile, purchase intention is determined by measuring every time customers want to shop for live streaming or plan to buy products through live streaming.

4. Result

The study collected a sample of 236 respondents. Researchers developed closed questions and distributed the questionnaire via Google Forms. In addition, respondents were asked to fill in general questions on personal profiles, their business, and other information. The data collection is carried out to measure how much product, streamer information quality, and streamer credibility moderated by trust affect purchase intention on live streaming.

4.1. Respondent Characteristics

Table 1. Demographic profile

Parameter		Frequency	%
Gender	Male	110	46.6%
	Female	126	53.4%
Age	<20 years	51	21.6%
	20 - 29 years old	144	61%
	30 -39 years old	27	11.4%
	Above 40 years	14	5.9%
Education Certificate	High school	97	41.1%
	Diploma - Bachelor	129	54.7%
	Magister	7	3%
	Other	3	1.3%
Monthly Expenditure	<Rp 2.000.000	124	52.5%
	Rp 2.000.000 - Rp 5.000.000	94	39.8%
	Rp 5.000.000 - Rp 10.000.000	14	5.9%
	>Rp 10.000.000	4	1.7%
Employment	Students	103	43.6%
	Private sector	40	16.9%
	Public Officers	66	28.0%
	Other	28	11.9%

The questionnaires were developed mainly by Luo et al. (2024), with some adaptations for Indonesian respondents. A descriptive analysis of the respondents'

characteristics reveals that 46.6% are male and 53.4% are female. Most respondents fall within the 18-29 age group (82.6%), while 17.4% are aged 30 and above. Among them, 129 respondents (56.4%) are employed, whereas 103 (43.6%) are still students. Also, 124 respondents (52.5%) reported monthly spending of less than Rp—2,000,000.00. The backgrounds of the participants are varied, as detailed in Table 1.

4.2. Analysis

This study uses a measurement model to test the data's validity and reliability. The overall measurements' validity convergent and reliability test results are demonstrated as follows (Table 2). Convergent validity is tested using outer loading, as shown in Figure 2 and the AVE values (Table 2). Of all tested variables, they show values above 0.7. According to Hair et al., (2021), the recommended AVE value is > 0.5. Thus, according to convergent validity, the data has satisfied the convergent validity requirement and is reliable.

Table 2. Validity and reliability analysis

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Product Information Quality	0.943	0.950	0.616
Purchase Intention	0.946	0.958	0.822
Streamer Credibility	0.949	0.956	0.665
Streamer Information Quality	0.942	0.951	0.638
Trust	0.927	0.948	0.821

Table 3. Fornell Larcker Criterion

Variable	PIQ	PI	SC	SIQ	TRU
Product Information Quality	0.785				
Purchase Intention	0.575	0.906			
Streamer Credibility	0.722	0.585	0.815		
Streamer Information Quality	0.824	0.589	0.809	0.799	
Trust	0.737	0.583	0.830	0.791	0.906

Table 4. The results of the collinearity test

Variable	PIQ	PI	SC	SIQ	TRU
Product Information Quality (PIQ)					3.204
Purchase Intention (PI)					
Streamer Credibility (SC)					2.971
Streamer Information Quality (SIQ)					4.437
Trust		1.000			

Table 2 shows the instruments' reliability, indicating that the composite reliability and Cronbach's alpha values exceed 0.7. Discriminant validity assessment

was performed by looking at the cross-loading results and the Fornell-Larcker Criterion. In the discriminant validity test, the results of the Fornell-Larcker criteria on the square root of the AVE and the HTMT ratio indicated that all variables were accepted. This means that the overall constructs of this study are unique and different from the others. The Fornell-Larcker criteria on the square root of the AVE are presented below (Table 3). The result in SEM PLS can be shown in **Table 5**. Hair et al. (2021) state that the value of T-statistics must be more than 1.96, and the P-value must be less than 0.05. From these results, all hypotheses are supported and significant.

Table 5. Estimation results in SEM PLS

Variable	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
PIQ → Trust	0.174	2.042	**0.042**
SIQ → Trust	0.225	2.782	**0.006**
SC → Trust	0.522	7.499	**0.000**
Trust → PI	0.583	11.089	**0.000**

Table 4 clearly shows that no critical multicollinearity problem was found, as the overall VIF values are less than 5. Thus, the results declare no multicollinearity problem among the variables.
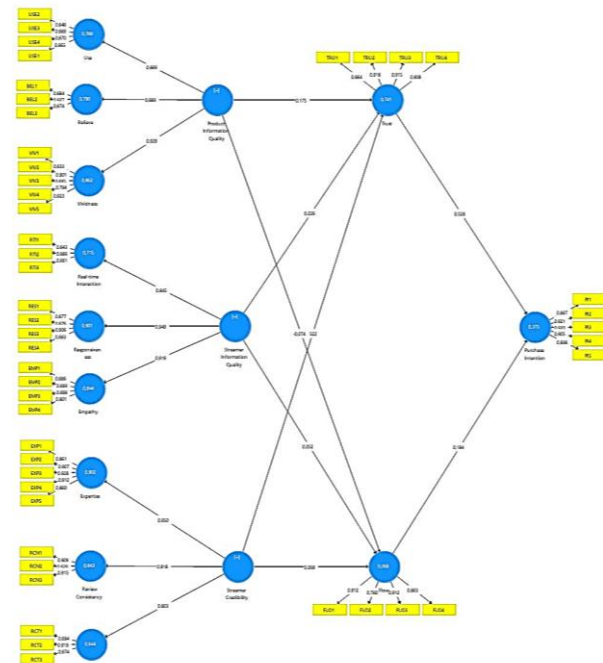

Figure 2. Final model

5. Discussion

Product information quality (PIQ), streamer information quality (SIQ), and streamer credibility (SC) were the main independent variables proposed to influence trust and purchase intention. The SEM-PLS

analysis results identified that hypothesis one (H1) is supported where there is a positive relationship between PIQ and trust. This is evidenced by a t-statistic value of 2.131 and a p-value of 0.034, which shows a probability smaller than 0.05 as the limit of confidence value used. It indicates that more product information quality has a high potential to increase customer online trust. This study's findings align with research by Luo et al. (2024). The quality of product information increases consumer engagement, which can build their trust. In this context, live streaming is beneficial for customers who are digging up information related to product information.

The quality of product information refers to whether the product information conveyed by the streamer is informative and valuable enough for customers. Shopee consumers in Indonesia have also trusted Shopee as a platform for managing online businesses. Shopee sellers are perceived to fulfill the requirements requested by Shopee, and if they do not perform well, they will certainly not gain the trust of online buyers or Shopee. Buyers consider the quality of information from the product to be a determining factor in building trust. High information quality can increase consumer trust and influence their purchasing decisions. In addition, this research is also in line with Kang & Namkung, (2018), which states that the quality of product information is proven to be a more influential factor than source credibility in increasing users' perceived ease of use.

The results found that streamer information quality affects trust. Therefore, hypothesis two (H2) in this study is supported. The quality of streamer information reflects the extent to which the streamer in the live stream can make customers feel trust and confidence in the product. This research is also in line with previous research by Luo et al., (2021), customers will trust more streamers who demonstrate in-depth knowledge of the products they promote.

According to Xue et al., (2020) Streamers' roles, including quick response, empathy, and personalization, can influence the information and emotional value streamer followers (customers) feel. When customers buy products, they tend to focus more on the identity of the service provider, streamer, or manufacturer than when they are looking for new and inexperienced goods (Mafruchah & Hartono, 2023). Therefore, customer trust can be formed when live streaming takes place. Live streaming will involve the audience interacting directly with the streamer so that the audience can ask questions directly, and the streamer responds to these comments in real time. This will also make customers feel more comfortable when they get answers quickly and precisely from the streamer.

Streamer credibility is often seen through three main elements: expertise, reliability, and attractiveness.

Through SEM-PLS analysis, streamer credibility positively and significantly affects consumer trust (H3). This supports the findings of previous research where, in addition to the quality of information conveyed by the streamer, the credibility of the streamer's track record is a consideration for consumers in providing trust. Credible streamers have persuasive abilities that can encourage faster information processing and engagement with their customers, which in turn increases the potential for customer trust (Hedhli et al., 2021). The higher the credibility of the streamer, the higher the customer's trust in the product offered. In addition, customers will trust the product more if it is delivered by someone considered credible or famous. Streamers act directly as a medium of communication between businesses and consumers so that communication becomes more effective (Xu et al., 2022).

This study's fourth hypothesis (H4) supports previous studies (Luo et al., 2024). The trust of Shopee livestreaming users in Indonesia provides positive and significant findings on purchase intention. This is in line with the research by Xu et al. (2022), which states that followers giving to streamers can increase purchase intentions. Trust serves as a mediating factor between streamer credibility and the quality of the streamer in the purchasing decisions of followers and consumers as a whole. It can be interpreted that the trust consumers give to streamers can influence buying decisions in online shopping.

In the context of live-streaming Liu, (2023), found a significant positive relationship between trust and purchase intention, proving trust's role as an important variable in managing online business. The risk between sellers and buyers, which is considered higher in online business because the two do not meet each other in person, makes trust an important handle in the buying decision. According to Barari et al., (2020), customers will be more influential in influencing other customers in purchasing decisions, where technology can change interactions between customers, companies, and other stakeholders in interactions between consumers. Shopee has also become a marketplace that makes it easy for customers to purchase online.

6. Conclusions

The substance of this research can increase understanding of the main factors that can trigger online purchase intentions through e-commerce, especially Shopee Live. This research uses the SOR theory by managing 236 valid respondents from diverse backgrounds. The data was processed using SEM-PLS on five key variables structurally arranged as the primary model. Overall, the results of the SEM-PLS analysis identify that product, streamer information quality, and

streamer's credibility significantly and positively affect trust. Trust positively influences purchase intention. The findings of this research were conducted using a quantitative approach in Indonesia with respondents from diverse backgrounds. The study results are expected to expand the empirical findings on the role of live streaming. For business people, it is also expected to support evaluating performance and selecting the right strategy for managing live-streaming consumers. Thus, consumers' confidence will increase, ultimately leading to online purchases.

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