

Optimizing Digital Platform Marketing Strategies: Analysis of Impuls Purchase Behavior in Live Streaming Commerce on Gen Z In Pekanbaru, Indonesia

Diana Eravia ^{1*}, Zulhaida Zulhaida ², Qomariah Lahamid ³, Qonitah Rifda Zahirah ⁴

^{1,2,3} Universitas Islam Negeri Sultan Syarif Kasim, Indonesia

⁴ Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Indonesia

Email: diana.eravia@uin-suska.ac.id ¹, zulhaida@uin-suska.ac.id ², qomariah.l@uin-suska.ac.id ³, 24208012001@student.uin-suka.ac.id ⁴

*Corresponding Author

ABSTRACT

This study aims to analyze the effectiveness of live streaming commerce marketing strategies in encouraging spontaneous purchases among Generation Z in Pekanbaru, Indonesia. Using a quantitative approach through Structural Equation Modeling (SEM)-PLS on 124 respondents, the study tested the influence of real-time interactivity, host credibility, and entertainment atmosphere on impulsive purchase intent through customer engagement as a mediating variable. The results revealed that host credibility significantly affected customer engagement ($\beta = 0.294$, $p = 0.021$), while real-time interactivity and entertainment atmosphere showed no significant direct influence. Customer engagement showed a strong positive influence on impulse purchase intent ($\beta = 0.758$, $p = 0.000$) and mediated a full relationship between host credibility and impulse purchase. This model explains a 56.6% variation in impulsive buying intent (R^2 adjusted = 0.566). These findings suggest that a successful live streaming commerce strategy should prioritize building host credibility and increasing customer engagement over just entertainment features or interactive functionality. The research provides practical implications for digital marketers to optimize their live streaming commerce strategies with a focus on developing authentic hosts and meaningful customer engagement initiatives, particularly in targeting the Gen Z demographic in emerging markets like Indonesia.

Keywords: Digital Marketing; Live Streaming Commerce; Impulse Purchases; Customer Engagement; Host Credibility; Generation Z

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SDGs: Responsible Consumption and Production (12); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9)

INTRODUCTION

The live *streaming commerce* phenomenon shows significant growth in Indonesia. Data from the Central Statistics Agency (2023) recorded an increase in transaction value through live streaming on Indonesian e-commerce platforms by more than 200% in the last two years. The development of digital technology has fundamentally transformed the marketing landscape. According to Kotler et al. (2021), digital platforms such as TikTok Shop, Shopee Live, and Instagram Live have become powerful marketing tools in the digital economy era. In this context, live streaming content marketing strategies emerge as an effective approach in influencing consumer behavior, particularly in triggering impulse purchases (Zhang et al., 2023). The digital era has transformed the conventional marketing paradigm towards a more interactive and integrated digital platform marketing strategy.

Live streaming commerce has become a new driving force in global and Indonesian e-commerce. This business model succeeds because of its ability to create an immersive, entertaining, and urgent shopping experience. Unlike shopping on conventional e-commerce websites that are individual and planned, live streaming sessions create a social environment where consumers can interact directly with the host and fellow viewers. It is this social dynamic, combined with special offers such as flash sales, that often trigger quick and unplanned purchase decisions, known as impulsive buying intentions. Understanding the mechanism behind this drive is very strategic for business people. According to Jinhui & Tarofder, (2023), Academic research on Chinese female consumers' purchasing intentions or behaviors in e-commerce live broadcasts is still limited.

One of the most effective marketing strategies in this context is the implementation of live streaming commerce as part of a comprehensive digital platform marketing strategy.

Marketing strategies through live streaming commerce offer a unique approach by blending elements of entertainment, real-time interaction, and purchase urgency. This marketing strategy leverages the power of digital platforms to create immersive and engaging, shopping experiences. Within the framework of digital platform marketing strategies, live streaming serves as a powerful tool to build brand awareness, increase customer engagement, and ultimately drive sales growth. The implementation of this marketing strategy has been proven to be able to significantly influence consumer behavior, especially in triggering impulse purchases. In the context of marketing strategy, live streaming content has emerged as an effective approach in influencing consumer behavior, particularly in triggering impulse purchases. This proves that the marketing strategy of live streaming content has become a new force in driving sales growth. However, the effectiveness of this marketing strategy in triggering impulse purchases still needs to be studied more deeply.

Some of the key elements in a live streaming content marketing strategy that are suspected of influencing impulse purchases include: Real-Time Interactivity as a strategy element that allows two-way communication between brands and consumers. The ease of questioning, participation in polls, and direct interaction through comments are the main attractions that distinguish this strategy from conventional forms of marketing. The credibility of the host as a brand representation plays a crucial role in building trust. Hosts with qualified product expertise, trustworthy traits, and strong personal appeal are decisive factors in marketing persuasion. An Entertainment Atmosphere that creates a pleasant shopping experience through humor, music, visual effects, storytelling, and games or giveaways. This element transforms the transactional experience into an engaging, entertainment experience. These three elements of marketing strategy are thought to influence impulse purchases through increased customer engagement. Customer engagement that includes cognitive, affective, and behavioral aspects is considered a mediator that connects marketing strategies to expected outcomes.

The city of Pekanbaru as a city with rapid economic growth and digitalization in Sumatra, shows significant adoption of this digital platform-based marketing strategy. Generation Z in Pekanbaru, consisting of individuals aged 15-25 years, is the most active market segment in consuming live streaming content. The characteristics of Generation Z who are tech-savvy, bored, and responsive to visual stimulation make them an ideal target for marketing strategies through digital platforms. Data shows that 78% of Generation Z in Indonesia have made purchases through live streaming, with a growth rate of 45% in the past year.

Especially in the city of Pekanbaru, the live streaming commerce phenomenon is experiencing very rapid growth. Based on data from the Pekanbaru City Trade Office (2024), it is recorded that more than 5,000 local MSME actors have adopted marketing strategies through live streaming, with an average turnover increase of 35-40% since switching to digital platforms. This growth is driven by the characteristics of Generation Z Pekanbaru who have a high level of technology adoption, where a survey by the Indonesian Internet Service Providers Association (APJII, 2023) noted that 89% of the Generation Z population in Pekanbaru actively uses digital platforms to shop.

Some of the key elements in a live streaming content marketing strategy that are suspected of influencing impulse purchases include real-time interactivity. According to Wang et al. (2023), real-time interactivity in live streaming commerce creates an immersive and engaging, shopping experience. In Pekanbaru, this feature is very relevant to the characteristics of Generation Z who tend to prefer interactive and personal communication, as reflected in research by Chen & Lin (2024) which found that interactivity increases consumer engagement by 25%.

The credibility of the host as a brand representation plays an important role in building consumer trust. According to research by Wongkitrungrueng & Assarut (2020), the credibility of a host consisting of expertise, trust, and attractiveness significantly affects consumer purchase intent. The entertainment atmosphere is another determining factor in the live streaming marketing strategy. Sun et al. (2022) found that an entertainment atmosphere that includes elements of entertainment and enjoyment significantly influences impulse purchases. These three elements of marketing strategy are thought to influence impulse purchases through increased customer engagement. Research by Zhao et al. (2023) proves that customer engagement acts as a mediator between digital marketing stimulus and consumer response.

Based on the description above, this study is important to analyze the effectiveness of live streaming content marketing strategies as a driver of impulse purchases on digital platforms, with a special study on Generation Z in the city of Pekanbaru. The findings of this study are expected to contribute both practically to the development of digital marketing strategies in Indonesia, especially in regional areas such as Pekanbaru, as well as theoretically in the development of digital marketing literature and consumer behavior. This phenomenon is especially seen in the growth of live streaming commerce which is one of the most effective marketing strategies in influencing modern consumer behavior, especially Generation Z of Pekanbaru City.

Research Formulation

Based on the above background, the formulation of this research problem is:

1. How does real-time interactivity affect impulse buying intent on live streaming platforms
2. How does host credibility affect impulse buying intent on live streaming
3. How does the entertainment atmosphere affect impulsive purchase intent on live streaming
4. Does customer engagement mediate the influence of real-time interactivity, host credibility, and entertainment atmosphere on the impulsive purchase intention of live streaming platforms in Gen Z in Pekanbaru City

Research Objectives

1. Analyze the effect of real-time interactivity on impulsive purchase intent on live streaming platforms
2. Analyze the influence of host credibility on impulse purchase intent on live streaming platforms
3. Analyzing the influence of entertainment atmosphere on impulsive purchase intent on live streaming platforms
4. Analyzing the role of customer engagement in mediating the influence of real-time interactivity, host credibility, and entertainment atmosphere on the impulsive purchase intention of live streaming platforms in Gen Z in Pekanbaru City

LITERATURE REVIEW

Impulse buying is a complex and emotionally driven consumer behavior, characterized by spontaneous, unplanned, and immediate purchases. This behavior is primarily triggered by the desire for momentary gratification and hedonistic pleasure, rather than based on needs or mature rational considerations. A variety of external factors, such as strategic product positioning in stores, "time-limited" discount promotions, and persuasive advertising, are deliberately designed to trigger this impulsive response. Furthermore, in the digital context, social media and e-commerce have amplified this phenomenon by shortening the distance between desire and purchase action through the "buy now" feature. On a psychological level, impulse buying often serves as a coping mechanism to regulate moods, where individuals buy to eliminate negative feelings or celebrate positive moments. However, this action carries risks, where euphoria at the time of purchase is often followed by post-purchase regret and unwanted financial burden. However, for retail business people, understanding impulse buying is a strategic key to increasing sales volume and customer loyalty. By creating an immersive and emotional shopping experience, brands can build customer engagement that ultimately drives the tendency to act impulsively. Therefore, impulse buying is not just a consumer weakness, but a dynamic meeting point between individual psychology, marketing tactics, and the ever-evolving shopping environment.

Live commerce has emerged as a global phenomenon that is changing the digital retail landscape. By combining entertainment, real-time interaction, and instant transactions, live commerce creates a highly immersive shopping environment. The number of live streaming users continues to increase, indicating that there are good opportunities for the development of e-commerce live streaming in the future. Both e-commerce platforms and various social media have made live shopping an important direction of development (Li et al., 2024). At the center of this ecosystem is the host (often referred to as a streamer or influencer), whose role goes beyond just product demonstrations. Its real-time and interactive nature significantly increases consumer engagement in online shopping, thereby speeding up the decision-making process (Xin et al., 2025).

This study uses interpersonal behavior theory to examine impulsive buying impulses and consumer impulsive buying behaviors in the context of social commerce live broadcasts (Cuong, 2024). The host's ability to convince and connect with the audience is a crucial factor for the success of the platform. Therefore, an in-depth understanding of host credibility and its impact on consumer behavior becomes very relevant. The credibility of the host includes expertise, trustworthiness, and attractiveness. A credible host makes the audience more confident that the information conveyed is true, relevant, and not manipulative. Although host credibility has been widely researched, how host credibility and entertaining atmosphere can both strengthen (or moderate each other) has not been widely tested. The differences in aspects of credibility (expertise vs attractiveness vs trustworthiness) are often combined, so the specific effect of each dimension on impulsive purchase intention is sometimes unclear. As an innovative marketing pattern, live-streaming e-commerce provides an advantage over traditional e-commerce in stimulating impulsive purchases (Chen et al., 2024).

In the competitive marketing world, brands are no longer just focused on one-time transactions, but on building long-term relationships with consumers. The concept of customer engagement has emerged as a key paradigm for understanding and leveraging this relationship. Customer engagement is defined as the level of psychological, emotional, and cognitive engagement experienced by consumers in their interactions with a brand or organization (Brodie et al., 2011). This engagement goes beyond simple transactions and reflects a dynamic reciprocal relationship between consumers and brands. Hollebeek (2011) defines it more specifically as the level of cognitive, emotional, and behavioral activation that customers have in brand interactions.

Customer engagement is the active participation and interaction of consumers with a brand or platform, which includes behavioral, emotional, and cognitive dimensions. In the digital context, behavioral engagement is often the most measurable indicator, such as likes, shares, comments, and reposts. Empirical and theoretical research has shown that customer engagement can be a powerful driver for impulse buying. This relationship is explained through several psychological and behavioral mechanisms.

When consumers engage emotionally with a brand, they develop a strong sense of trust and bond. This trust reduces the perception of risk that usually inhibits impulse buying (Verhagen & van Dolen, 2011). Consumers feel safer to buy spontaneously from brands they trust because they are confident that their decision will not disappoint.

Real-time interactivity has become a fundamental element in the modern digital landscape, changing the way humans interact with technology and each other. From social media to collaborative work environments, the ability to receive instant feedback and manipulate content directly has redefined the user experience. The study of real-time interactivity is rooted in various theories of communication and media. Social Presence Theory argues that more interactive media can enhance the feeling of "being there" and connecting with others. Real-time interactions in platforms such as live streaming have been shown to significantly affect the perception of social presence and trust, which in turn influences user behavior (Lv et al, 2022). Real-time interactivity is no longer a luxury, but rather a standard expectation in modern digital experiences. With a strong foundation in communication theory and supported by rapid technological advancements, its application has penetrated into various vital sectors, from education to the entertainment industry. While challenges such as latency and scalability remain, continued innovation in software and hardware architectures continues to push the boundaries of what's possible, promising a future where human-machine interactions become increasingly seamless, instantaneous, and immersive. The results of Martin et al's (2025) research found that real time interactivity has an effect on impulse buying. Meanwhile, the research of Indrastuti et al (2024) found that the effect is indirectly through perceived enjoyment.

Other studies have also shown that the credibility of the source is positively related to impulse buying (Pianpian Yang, 2023). Both streamer-centric signals, namely streamer credibility and streamer interaction quality, were found to significantly affect product-centric signals, i.e. the quality of product information. Additionally, the quality of streamer interaction was found to have a significant impact on streamer credibility (Luo et al., 2025)

Entertainment atmosphere variables also need to be considered. Liu et al., (2020) Found that the interactive, authentic, entertaining, and visual features of e-commerce live streams influence consumer purchasing behavior by activating their emotional or cognitive responses. Reinforced (H. Zhang et al., 2024) that Entertainment positively influences consumer purchase intentions. The "entertainment atmosphere entails a type of setting that can make viewers feel satisfied, such as the anchor's amusing explanation or interesting content on the (bullet) screen. The "safety atmosphere" denotes the degree to which viewers trust a live description to match a genuine one (Gao et al., 2022). There is a significant impact of interactivity, entertainment, professionalization, visualization, attitude, trust, on purchase intent. (Weiran Wang, 2025). Interactivity and entertainment atmospheres, such as anchors' interaction orientation, will have a positive effect on viewers' immersion (Liao et al., 2022), causing people to lose track of time, disregard their surroundings, and experience intense pleasure and arousal (Van Noort et al., 2012).

Research Framework

Based on the literature review above, the researcher made the following research model

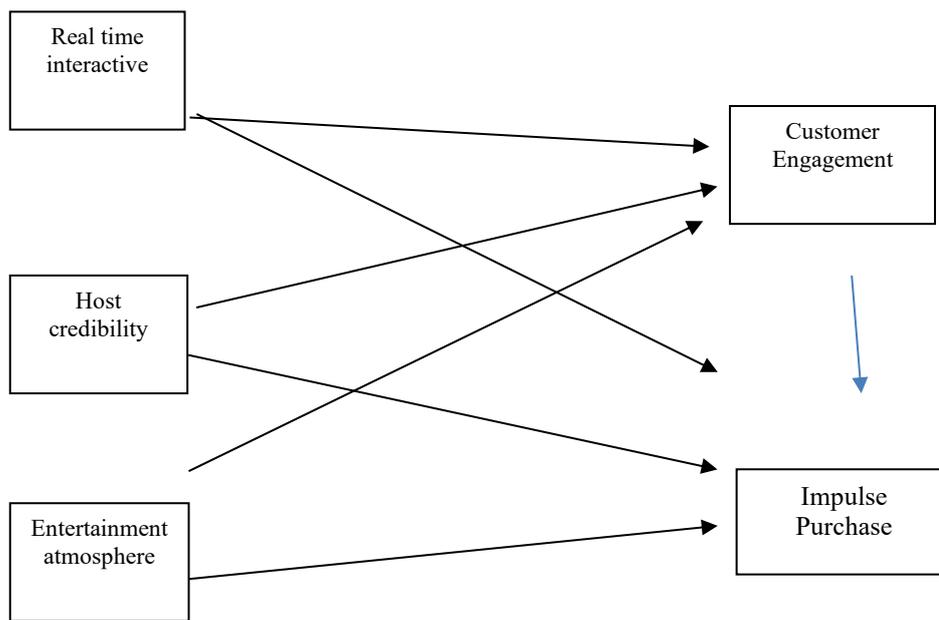


Figure 1: Research model

RESEARCH METHODS

This study uses an explanatory quantitative approach with a survey research method to test the influence of live streaming content marketing strategies on impulse purchases in Generation Z in Pekanbaru City. The population in this study is Generation Z in Pekanbaru City who are 15-25 years old and have experience watching live streaming commerce at least three times in the past month. Based on these criteria, a sample of 124 respondents was selected using the purposive sampling technique totaling 8 indicators, so that the total sample of 124 respondents met the minimum requirements required for SEM-PLS analysis. Data collection was carried out through an online questionnaire distributed via the Google Forms platform and disseminated through social media, campus communities, and digital community groups in Pekanbaru City. The research instrument uses a Likert scale of 1-5. Before the questionnaire is widely distributed, a validity and reliability test is first carried out on 30 respondents as a trial sample to ensure the quality of the research instrument. Data analysis was carried out using Structural Equation Modeling (SEM) with Partial Least Square (PLS) through SmartPLS software. Data analysis was carried out in two main stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). Through the application of SEM-PLS, this study is expected to provide empirical evidence on the influence of live streaming content marketing strategies on impulse purchases, as well as confirm the mediating role of customer engagement in these relationships in the context of Generation Z in the city of Pekanbaru.

RESULTS AND DISCUSSION

Based on the results of the distribution of questionnaires that became the primary data source of this study to 124 selected respondents who were included in the Zilenial Gene category in the city of Pekanbaru, the following data and information were obtained.

Table 1. Responding Identities

Characteristic	Number of respondents	%
Gender		
Male	38	30,6
Female	86	69,4
Total	124	100

Characteristic	Number of respondents	%
Age Range		
< 20	54	44
20-25	68	55
> 25	2	2
Total	124	100
Revenue Per Month		
< IDR 1.000.000	91	73,4
IDR 1.000.000 – 3.000.000	29	23,4
> IDR 3.000.000	4	3,2
Total	124	100
Platform for Online Shop		
Lazada	2	1,6
Shopee	115	92,7
Tokopedia	7	5,6
Total	124	100

Source: Data processed (2025)

The characteristics of the respondents of this study can be explained as follows. Based on gender, the majority of respondents were women, namely 86 people (69.4%), while men amounted to 38 people (30.6%), out of a total of 124 respondents. Judging from the age range, most of the respondents were in the 20-25 years category, namely 68 people (55%). A total of 54 respondents (44%) were under 20 years old, and only 2 people (2%) were over 25 years old. Regarding monthly income, the majority of respondents, namely 91 people (73.4%), have an income of less than IDR 1,000,000. A total of 29 respondents (23.4%) had an income between IDR 1,000,000 to 3,000,000, and only 4 respondents (3.2%) had an income of more than IDR 3,000,000. Based on the online shopping platform used, most respondents chose Shopee, which was as many as 115 people (92.7%). Tokopedia was used by 7 respondents (5.6%), while Lazada was used by 2 respondents (1.6%). Overall, this data shows that the majority of respondents are young women with low incomes and tend to shop through Shopee. This demographic profile indicates that an effective live streaming commerce marketing strategy needs to be focused on a relational and storytelling approach that suits the preferences of young female consumers, by offering products of practical value in an affordable price segment, as well as optimizing the specific features of the commerce platform.

Table 2. Descriptive Statistic

Variable	Items		Standard Deviation
Real time interactive (RTI) (HC)	RTI1	3.960	1.154
	RTI2	3.395	1.019
	RTI3	3.718	1.015
	RTI4	3.992	0.988
Host credibility (HC)	HC1	3.532	0.980
	HC2	3.734	0.971
	HC3	3.492	0.943
	HC4	3.540	0.955
	EA1	3.742	0.962

Variable	Items		Standard Deviation
Entertainment atmosphere (EA)	EA2	4.048	1.023
	EA3	3.532	1.038
	EA4	3.226	1.004
customer engagement (CE)	CE1	3.250	1.038
	CE2	3.315	1.029
	CE3	3.226	1.088
	CE4	3.492	1.113
Impulse Purchase	IPI1	3.097	1.081
	IPI2	3.129	1.174
	IPI3	3.210	1.178
	IPI4	3.677	1.213

Source: Data processed (2025)

Based on the descriptive statistical data obtained, it can be concluded that respondents gave the highest rating to the Real-time Interactivity variable with an average of 3,677, especially in the aspects of ease of interaction (RTI4: 3,992) and response speed (RTI1: 3,960), followed by Entertainment Atmosphere (average 3,637) which showed that the element of entertainment (EA2: 4,048) was the main attraction, while Host Credibility (average 3,575) obtained a fairly consistent rating in all aspects with a relatively small standard deviation. However, Customer Engagement (average 3,321) and Impulse Purchase (average 3,278) recorded lower scores, with impulse purchases being most triggered by external factors such as limited offers (IPI4: 3,677) versus internal impulses (IPI1: 3,097), as well as high variation in responses in both variables indicating the need for a more personalized strategy to increase purchase engagement and conversion.

Test Measurement (Outer Model)

Here is a graph of the Outer Loading Value where all indicators are said to be valid because they meet the criteria of > 0.7 . All indicators are valid except for 1 indicator on the Real-time Interactivity variable, so this indicator is removed because it is considered irrelevant.

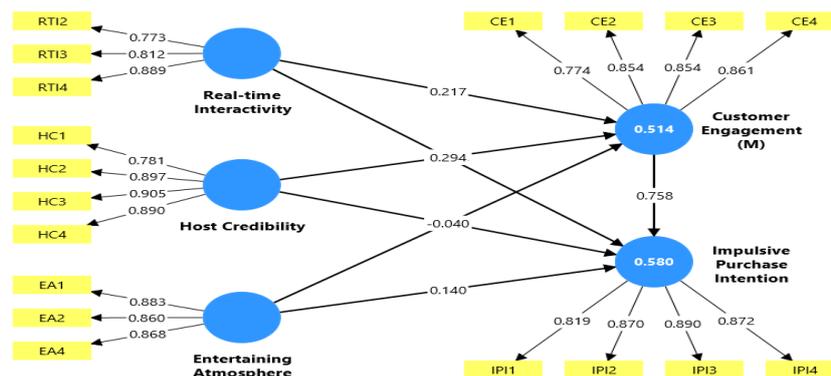


Figure I. Measurement Model Test Results

Source: Data processed (2025)

Based on the results of Structural Equation Modeling (SEM) with Partial Least Squares (PLS) seen in the image, it can be explained that this research model as a whole shows good quality in analyzing the influence of live streaming marketing strategies on impulse buying intentions. From the evaluation of the measurement model, all research constructs have met the criteria of convergent validity with the loading factor value of all indicators above 0.7, where the highest value is found in the host credibility indicator (HC3 of 0.905) and the lowest in customer engagement (CE1 of 0.717). The reliability of the model was also proven to be very good with the composite reliability value of all constructs being above 0.85, indicating adequate internal consistency for the measurement of the study variables.

Convergent Validity Test

The validity of convergence as one of the tests in the study can be assessed through two main criteria, namely the Loading factor value and the Average Variance Extracted (AVE). According to Ghazali & Latan (2012), an indicator is declared valid in confirmatory research if it has a loading factor value greater than 0.7. Meanwhile, in explanatory research, the loading factor value between 0.6 and 0.7 is acceptable. In addition, to ensure that the validity of the convergence is met, the AVE value must reach above 0.5, indicating that the construct is capable of explaining more than half the variance of its indicators.

Table 3. Average Variance Extracted

Variable	Average variance extracted (AVE)
<i>Customer Engagement (M)</i>	0.699
<i>Entertaining Atmosphere</i>	0.757
<i>Host Credibility</i>	0.756
<i>Impulsive Purchase Intention</i>	0.745
<i>Real-time Interactivity</i>	0.682

Source: Data processed (2025)

Based on the Average Variance Extracted (AVE) data presented, it can be concluded that all constructs in the research model have met the requirements for discriminant validity very well. The AVE value of all constructs is well above the required minimum limit of 0.5, indicating that each construct is able to explain more than 50% of the variance of its indicators. Entertaining Atmosphere recorded the highest AVE value of 0.757, which means that this construct is able to explain 75.7% of the variance of its indicators. It was followed by Host Credibility with a value of 0.756 and Impulsive Purchase Intention with 0.745. These values indicate that the three constructs have a very high internal consistency.

Discriminant Validity Test

The validity of the discriminant can be assessed through two methods, namely by using the Cross Loading value and the Heterotrait-Monotrait ratio (HTMT) (Henseler et al., 2015). An indicator is considered discriminatively valid if its cross-loading value is higher than the construct that should reflect it compared to other constructs (Henseler et al., 2015).

Table 4. Heterotrait-Monotrait (HTMT)

	CE	EA	HC	IPI	RTI
Customer Engagement (M)	0.757				
Host Credibility	0.756	0.896			
Impulsive Purchase	0.840	0.600	0.539		
Real-time Interactivity	0.734	0.767	0.865	0.474	

Source: Data processed (2025)

Based on the results of the Heterotrait-Monotrait Ratio (HTMT) value, it can be concluded that all constructs in this study have met the requirements for discriminant validity well, where all HTMT values between constructs are below the critical threshold of 0.90. The highest value was found in the relationship between Host Credibility and Real-time Interactivity of 0.865, and between Entertaining Atmosphere and Host Credibility of 0.896, which although relatively high was still within acceptable limits, while the lowest value was shown between Impulsive Purchase Intention and Real-time Interactivity of 0.474. These results prove that there are no serious multicollinearity problems in the model, each construct has an adequate degree of discrimination, and all variables have been measured accurately so that the model is feasible to proceed to the structural analysis stage, while ensuring that the relationships between the tested variables truly represent actual phenomena without conceptual overlap.

Reliability Test

Evaluation of variable reliability using reflective indicators can be carried out by two methods, namely through Composite Reliability (CR) and Cronbach's Alpha (CA) values (Hair et al., 2014). A variable is considered to have adequate reliability if its composite reliability value and Cronbach's Alpha exceed 0.7, although a value of 0.60 is still acceptable (Ghozali & Latan, 2012).

Table 5. Composite reliability

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)
Customer Engagement (M)	0.857	0.869	0.903
Entertaining Atmosphere	0.840	0.846	0.903
Host Credibility	0.893	0.912	0.925
Impulsive Purchase Intention	0.886	0.887	0.921
Real-Time Interactivity	0.767	0.792	0.865

Source: Data processed (2025)

Based on the results presented, it can be concluded that all variables in this study meet the overall reliability requirements. Cronbach's alpha and composite reliability (rho_c) values for each variable have exceeded the minimum limit of 0.7, indicating good internal consistency. In addition, the composite reliability (rho_a) value is also above the threshold of 0.6, so the reliability aspect from this point of view is also met. Cronbach's alpha and rho_c > 0.7 are reliable. While rho_a must > 0.6, then it is reliable

Structural Test (Inner Model)

The structural model (Inner Model) is an overview of the cause-and-effect relationship or the estimation of strength between latent variables. Inner Model testing is carried out to ensure that the structural model that has been built has adequate stability and accuracy. This study evaluates it by assessing the path coefficient and evaluating the r-square value.

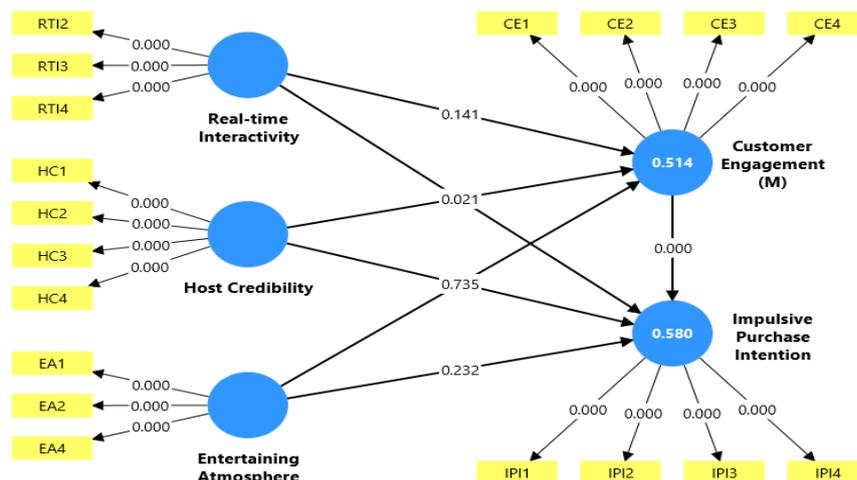


Figure 2. Graph Path coefficients

Source: Data processed (2025)

Based on the research model shown, it can be concluded that this model has strong predictive power, especially for the Impulsive Purchase Intention variable with an R² value of 0.758, which means that 75.8% of the variation in impulsive purchase intention can be explained by the variables in the model. The relationship pattern formed reveals the existence of full mediation where Customer Engagement plays the role of a key mediator with a very strong influence ($\beta = 0.758$) on Impulsive Purchase Intention. Of the three independent variables, only Host Credibility showed a significant effect on Customer Engagement ($\beta = 0.294$), while Real-

time Interactivity and Entertaining Atmosphere were not significant on both Customer Engagement and Impulsive Purchase Intention. These findings indicate that in the context of live streaming commerce for Generation Z, host credibility is a key factor in building engagement, while interactivity and entertainment are not sufficiently significant. These results provide practical implications that live streaming marketing strategies should prioritize building customer engagement through credible hosts before targeting increased sales, and need to explore other variables to explain the 24.2% variation in impulsive purchase intent that has not been explained in this model.

Table 6. R Square

	R-square	R-square adjusted
Customer Engagement (M)	0.514	0.502
Impulsive Purchase Intention (Y)	0.580	0.566

Source: Data processed (2025)

The above research model has shown quite good explanatory ability with an adjusted R-square value of 50.2% for Customer Engagement and 56.6% for Impulsive Purchase Intention. This indicates that the independent variables in the study (real-time interactivity, host credibility, and entertainment atmosphere) together with Customer Engagement were able to explain more than half of the variation that occurred in impulsive purchase intent. However, there are still around 43.4% of other factors outside the model that also influence impulsive buying intentions, such as social influences, individual conditions, and other external factors. These findings confirm the important role of Customer Engagement as a mediator, while also opening up opportunities for further research by adding other predictive variables to enhance the overall predictive power of the model. This indicates that some variables have strong explanatory power while others are quite moderate. From the graph, it can be seen that the Impulsive Purchase Intention variable achieves an R-square value of about 0.58, which means that the independent variable in the model is able to explain about 58% variation in consumer impulsive purchase intent. This value is included in the moderate-strong category according to the criteria of Chin (1998). Meanwhile, the Customer Engagement variable showed an R-square value of about 0.51, indicating that 51% of the variation in customer engagement could be explained by independent variables in the model.

Table 9. Direct effect test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Description of the results
Customer Engagement (M) -> Impulsive Purchase Intention	0.758	0.758	0.092	8.246	0.000	Significant
Entertaining Atmosphere -> Customer Engagement (M)	0.288	0.293	0.149	1.931	0.054	Insignificant
Entertaining Atmosphere -> Impulsive Purchase Intention	0.140	0.132	0.117	1.196	0.232	Insignificant
Host Credibility -> Customer Engagement (M)	0.294	0.292	0.127	2.311	0.021	Significant
Host Credibility -> Impulsive Purchase Intention	-0.040	-0.030	0.118	0.339	0.735	Insignificant
Real-time Interactivity -> Customer Engagement (M)	0.217	0.220	0.148	1.472	0.141	Insignificant

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description of the results
Real-time Interactivity -> Impulsive Purchase Intention	-0.114	-0.117	0.101	1.127	0.260	Insignificant

Source: Data processed (2025)

Based on the results of the path analysis above, it can be explained that there are 3 categories of findings. First Significant Relationship: There are only two statistically significant relationships at the alpha level of 5%. First, Host Credibility → Customer Engagement showed a significant positive influence ($\beta=0.294$, $p=0.021$), which means that increased host credibility will increase customer engagement. Second, Customer Engagement → Impulsive Purchase Intention proved a very significant positive influence ($\beta=0.758$, $p=0.000$), indicating that customer engagement is a strong predictor of impulsive purchase intent. The third is Second, Insignificant Relationships: where most direct relationships are found to be insignificant. As in the variable, Real-time Interactivity did not have a significant effect on both Customer Engagement ($\beta=0.217$, $p=0.141$) and Impulsive Purchase Intention ($\beta=-0.114$, $p=0.260$). Similarly, Entertaining Atmosphere was not significant to Customer Engagement ($\beta=0.288$, $p=0.054$) and Impulsive Purchase Intention ($\beta=0.140$, $p=0.232$). Likewise, Host Credibility had no significant effect on Impulsive Purchase Intention ($\beta=-0.040$, $p=0.735$).

Implications These findings reveal a pattern of full mediation, where the three independent variables (Real-time Interactivity, Host Credibility, Entertaining Atmosphere) only have an indirect effect on Impulsive Purchase Intention through Customer Engagement. This means that live streaming marketing strategies must focus on building customer engagement first before it can trigger impulsive purchase intent. Host Credibility proved to be the strongest factor in building engagement, while Real-time Interactivity and Entertaining Atmosphere, although showing positive coefficients, were found to be insignificant in the context of this study.

Table 8. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Entertaining Atmosphere -> Customer Engagement (M) -> Impulsive Purchase Intention	0.218	0.223	0.118	1.843	0.065
Host Credibility -> Customer Engagement (M) -> Impulsive Purchase Intention	0.223	0.219	0.096	2.316	0.021
Real-time Interactivity -> Customer Engagement (M) -> Impulsive Purchase Intention	0.165	0.168	0.118	1.401	0.161

Source: Data processed (2025)

Based on the results of indirect influences, this study reveals different mediation patterns for each independent variable. Host Credibility was shown to have a significant indirect influence on Impulsive Purchase Intention through Customer Engagement ($\beta=0.223$, $p=0.021$), which confirms the full mediating role in this relationship. On the other hand, Entertaining Atmosphere although showing a positive coefficient ($\beta=0.218$) is not statistically significant ($p=0.065$), as well as Real-time Interactivity ($\beta=0.165$, $p=0.161$) which is also not significant. These findings indicate that only Host Credibility has an effect on impulse purchases entirely dependent on increased Customer Engagement, while the other two variables require different mechanisms or mediators to be able to influence purchase decisions. Implicitly, live streaming marketing strategies need to prioritize building the credibility of a qualified host, considering that this is the only indirect path that has proven effective in driving impulse purchases through increased customer engagement. In addition, Entertaining Atmosphere ($\beta = 0.218$, $p = 0.065$) and Real-time Interactivity ($\beta = 0.165$, $p = 0.161$) showed positive but insignificant coefficients. This means that although numerically there is a positive indirect influence, statistically

Customer Engagement has not been proven to be an effective mediator for these two variables on impulsive buying intentions.

The results of this study are relevant to the research of Xue et al (2024) finding that host credibility positively influences impulsive purchasing intention and through trust as a mediator. Another study from Mokodaser & Elistia (2024) found Perceived E-commerce Anchor Attributes positively affect Impulsive Purchase Behavior. Additionally, the credibility of the host serves as a strong antecedent for customer engagement. A trusted and considered expert host encourages your audience to interact more actively. Parasocial Interaction (PSI) theory explains this phenomenon, in which viewers develop the illusion of face-to-face relationships with media figures. A credible host facilitates a stronger PSI; viewers feel as if they are interacting with a trusted friend (Hu, Zhang, & Wang, 2017).

Based on the findings above, it can be concluded that the live streaming commerce marketing model in Generation Z in Pekanbaru shows a unique pattern where the credibility of the host is the only significant variable of marketing strategy that affects customer engagement, while the elements of entertainment and real-time interactivity are not proven to have a significant effect. The key findings of this study reveal that customer engagement functions as a very strong full mediator ($\beta=0.758$) in influencing impulsive purchase intent, with the research model able to explain 56.6% of the variation in impulsive purchase intent.

CONCLUSION

Shopping behavior through digital platforms, especially live streaming for Gen Z Pekanbaru Consumers, has a unique way. They are indeed a generation that is tech-savvy, but they are more careful and do not easily believe in the advertisements offered. Even though they like entertainment content, they are not immediately tempted to buy and buy products just because the livestream is exciting. However, Gen Z Pekanbaru thinks more practically by observing the benefits of their products whether they are in accordance with the price offered. Interaction features such as chats or polls also do not automatically make Gen Z interested. They will only interact if they feel there is a clear benefit, and ask about the details of the product and the value that will be obtained. Theoretically, this study enriches the digital marketing literature by confirming the importance of a phased approach in live streaming commerce, where building trust through host credibility must precede efforts to increase engagement before finally achieving purchase conversion goals. In terms of practical implications, these findings demand a reorientation of live streaming marketing strategies from an entertainment and technology-based approach to a relational-based approach that prioritizes building credibility and authentic engagement.

Based on the findings of the study, an effective live streaming marketing strategy for Generation Z in Pekanbaru needs to focus on building host credibility as the main foundation. This can be realized through a comprehensive host training program that includes the development of product knowledge, authentic communication techniques, and an in-depth understanding of the local culture of Riau's Malay culture. This strategy should be supported by a value-based marketing approach that emphasizes the benefits of the product and its use value, not just price or entertainment. In its implementation, it is necessary to develop meaningful interactions through in-depth Q&A sessions about products and educational content, rather than relying on interactivity features that are only surface, most importantly, all strategies must prioritize the principles of authenticity and consistency, where building trust through credible hosts is the main key in creating sustainable customer engagement to encourage an increase in impulse purchases.

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