

Explaining Consumers' Impulse Buying in Live Streaming Marketing Through Perceived Trust and Perceived Value

Najwa Aulia Yuzwanisa, Ananda Setiawan*, Monry Fraick Nicky Gillian Ratumbusang, Muhammad Rahmattullah

Department of Economics Education, Lambung Mangkurat University, Indonesia

*Corresponding Author:

Jl. Brigjen H. Hasan Basri, Kayu Tangi, Banjarmasin, Kalimantan Selatan, Indonesia

e-mail: ananda.setiawan@ulm.ac.id

Received: June 22, 2026; **Revised:** July 05, 2026; **Accepted:** August 05, 2026

Abstract: The rapid growth of live-streaming commerce has transformed online shopping behavior by creating interactive purchasing environments that encourage impulse buying. This study aims to examine the effects of streamer characteristics, online comments, and promotional time limits on impulse buying behavior through perceived trust and perceived value among consumers in South Kalimantan, Indonesia. A quantitative approach was employed, and data were collected through an online questionnaire from 270 respondents who had watched and made purchases through live-streaming commerce. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings indicate that streamer characteristics positively and significantly influence both perceived trust and perceived value, while promotional time limits positively and significantly influence perceived value. Furthermore, perceived trust and perceived value positively and significantly influence impulse buying behavior. In contrast, online comments do not have a significant effect on either perceived trust or perceived value. These findings suggest that streamer characteristics and promotional time limits play an important role in shaping consumers' psychological responses and impulse buying behavior in live-streaming commerce. This study contributes to the Stimulus Organism Response (SOR) literature and provides practical implications for businesses in developing more effective live-streaming marketing strategies.

Keywords: Impulse Buying, Online Comments, Perceived Trust, Perceived Value, Promotion Time Limit

How to Cite: Yuzwanisa, N. A., Setiawan, A., Ratumbusang, M. F. N. G., & Rahmattullah, M. (2026). Explaining Consumers' Impulse Buying in Live Streaming Marketing Through Perceived Trust and Perceived Value. *Journal of Economic Education and Entrepreneurship Studies*, 7(4), 78–91.

<https://doi.org/10.62794/je3s.v7i4.354>

Copyright 2026 © The Author(s)

The work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



INTRODUCTION

The rapid advancement of digital technology has positioned the internet as a fundamental necessity in the daily activities of the Indonesian people. According to the statistical report released by the Indonesian Internet Service Providers Association (APJII), internet penetration reached around 221 million users in 2024, accounting for nearly 79.5% of the country's population. The continuously increasing number of e-commerce users in Indonesia has driven the growth of e-commerce platforms across the country. Currently, a wide range of e-commerce platforms are available in Indonesia, including Shopee, Tokopedia, Lazada, Bukalapak, and Blibli.

To remain competitive in the increasingly intense market environment, e-commerce platforms must continuously improve service quality, develop innovations, and consistently monitor emerging trends (Arnindita & Saputri, 2024). One of the most rapidly developing innovations in e-commerce is live streaming commerce, which provides consumers with a more interactive shopping experience through real-time product demonstrations and direct interaction between streamers and consumers (Enjelina & Masnita, 2024; Khotimah & Syafwandi, 2024)

The phenomenon of live-streaming commerce not only offers convenience to consumers but also significantly contributes to impulse buying behavior. Impulse buying describes a sudden and unplanned purchase decision that is typically driven by emotional influences. A survey conducted by Populix reported that approximately 55% of Indonesian consumers had made impulsive online purchases outside their planned shopping lists (Emerald et al., 2025). Grounded in the Stimulus-Organism-Response (SOR) framework, this phenomenon implies that environmental cues alter an individual's psychological internal state (organism), which subsequently influence their behavioral responses (Enjelina & Masnita, 2024).

Streamer characteristics are considered an important factor in creating an engaging shopping experience during live streaming sessions. Streamers serve as intermediaries between sellers and consumers by providing product information, demonstrating product usage, and interacting directly with audiences (Liu et al., 2021). Characteristics such as credibility, expertise, attractiveness, and communication skills can significantly influence consumers' perceptions of promoted products. Li et al., (2024) found that streamer characteristics positively affect consumer trust because streamer expertise and credibility enhance consumers' confidence and emotional engagement during live streaming sessions. Furthermore, Dai et al., (2024) demonstrated that streamer professionalism in explaining products and interacting ethically with consumers can enhance consumers' perceived value of promoted products. Streamers who possess strong product knowledge and are capable of establishing emotional connections with viewers tend to generate greater consumer confidence and engagement throughout the live-streaming session (Awlyasari et al., 2024; Lusia et al., 2025).

In addition to streamer characteristics, online comments provide valuable information that assists consumers in making purchase decisions. Online comments include reviews, experiences, questions, and responses shared by users during live streaming sessions (Chen et al., 2022). Customer reviews can enhance consumer trust in both sellers and products. This is because online shoppers can utilize reviews from other customers as a valuable source of information when making better purchasing decisions and may be encouraged to shift from traditional shopping channels to online platforms. Furthermore, when product reviews are written by customers who have genuinely used the product, such reviews are generally perceived as more credible and trustworthy, thereby strengthening consumers' confidence in both the product and the seller (Hanaysha et al., 2025).

Another factor frequently employed in live streaming marketing strategies is promotional time limits. Promotional time limits are defined as marketing strategies that offer products for a limited duration to create urgency and stimulate consumers to accelerate their purchasing decisions (Widyawati & Patrikha, 2023). Sun et al., (2023) argued that time pressure can enhance consumers' perceived value because consumers believe they gain greater benefits when purchasing products during promotional periods.

At the organism stage of the SOR framework, perceived trust and perceived value operate as central psychological constructs that link external stimuli to consumer responses. Perceived trust represents consumers' level of confidence in the credibility of sellers and the information

communicated during live streaming sessions. A high level of trust enables consumers to feel more confident about the products being offered and reduces their perceived risk in the purchasing process. Consistent with this view, Martin et al., (2025) explained that sellers who are able to convince consumers during live streaming sessions can reduce the likelihood of negative thoughts regarding product outcomes or quality. As a result, consumers become more interested in the products offered and are less likely to resist purchase intentions, thereby increasing their tendency to engage in impulse buying. Meanwhile, perceived value represents a comprehensive trade-off assessment by consumers regarding the utility acquired against the expenditures made (Sun et al., 2023). Zhang et al., (2022) found that trust positively influences purchasing decisions because consumers with higher levels of trust tend to make transactions with less deliberation. In addition, Y. Wang, (2022) reported that perceived value positively affects impulse buying tendencies because consumers perceive greater benefits from the products offered. Similar findings were reported Nuralasari et al., (2025), who concluded that higher perceived product benefits encourage consumers to make spontaneous purchases.

Previous studies have examined several factors influencing consumer behavior in live-streaming commerce; however, most have focused on only a subset of the relationships among these variables. For instance, Yu et al., (2025) primarily examined the role of streamer characteristics in shaping consumer trust and impulsive purchasing behavior in live-streaming environments. In addition, Sun et al., (2023) focused on the relationship between time pressure, perceived value, and impulse buying behavior. Although these studies provide important insights, they do not offer a comprehensive explanation of how streamer characteristics, online comments, and promotional time limits simultaneously influence impulse buying behavior through both perceived trust and perceived value within a single integrated framework. Furthermore, empirical evidence from Indonesia, particularly South Kalimantan, remains limited. Therefore, this study extends the existing literature by integrating these constructs into a unified model and examining their relationships in the context of live-streaming commerce in South Kalimantan. This integrated approach provides a more comprehensive understanding of the psychological mechanisms underlying consumers' impulse buying behavior than previous studies that examined only partial relationships among the constructs. Moreover, prior studies have reported inconsistent findings regarding the effects of perceived trust and perceived value on impulse buying behavior (Aham et al., 2024; Ningsih & Andjarwati, 2021; Putri & Maryam, 2023).

This study aims to analyze the effects of streamer characteristics, online comments, and promotional time limits on impulse buying through perceived trust and perceived value in the context of live streaming commerce in South Kalimantan. The study is expected to contribute to the SOR framework literature and provide implications for both e-commerce practitioners and users.

METHOD

This research utilized a quantitative explanatory approach to examine the effects of streamer characteristics, online comments, promotional time limit, perceived trust, and perceived value on impulse buying. The study was conducted in South Kalimantan, Indonesia, with respondents comprising consumers who had prior experience in viewing live-streaming sessions and purchasing products through live commerce platforms.

Respondents in this study were selected using a purposive sampling technique, which involves choosing respondents based on specific criteria aligned with the research objectives. The number of respondents was determined based on the recommendation of Hair, et al., (2021) who

suggest that an adequate sample size should range from 5 to 10 times the number of research indicators. As this study employed 54 items, the recommended number of respondents ranged from 270 to 540 respondents. Following the measurement model evaluation, four indicators were removed because they did not meet the required outer loading threshold, resulting in a final measurement instrument consisting of 50 retained items for subsequent analysis. Each construct was measured using indicators adapted from previous studies that had demonstrated established validity and reliability, and all items were assessed using a five-point Likert scale.

Using SmartPLS software, primary data collected through online surveys administered via Google Forms from November 2025 to February 2026 were analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM). The analytical framework involved evaluating the measurement model for convergent validity, discriminant validity, and construct reliability before assessing the structural model. The latter examined the proposed hypotheses via path coefficient analysis, using t-statistics and p-values to determine statistical significance.

RESULTS AND DISCUSSION

Research Results

The respondents from South Kalimantan who had watched and made purchases through live streaming. The respondents came from various regions across South Kalimantan, with a total of 270 participants included in the study.

Table 1. Respondents' Demographic Characteristics

Characteristic	Category	Frequency	%
Gender	Male	43	15.9
	Female	227	84.1
Age	<18 years of age	20	7.4
	18-29	241	89.3
	30-40	7	2.6
	>50 years of age	2	0.7
Occupation	Student	191	70.7
	Civil Servant	15	5.6
	Private Employee	33	12.2
	Others	25	9.2
	Unemployed	6	2.2

The respondent characteristics show that most participants were female, totaling 227 respondents (84.1%), while male respondents accounted for 43 respondents (15.9%). In terms of age, the respondents were dominated by individuals aged 18–29 years, representing 89.3% of the sample. Regarding occupation, most respondents were students (70.7%), followed by private employees (12.2%), respondents with other occupations (9.2%), civil servants (5.6%), and unemployed individuals (2.2%).

Outer Model Analysis

Figure 1 shows that all questionnaire items were deemed valid, as they exhibited loading factor values greater than 0.50. Prior to obtaining these results, the measurement model was evaluated by eliminating several items that did not meet the required criteria. The eliminated items included SC9 (.346), OC4 (.453), PTL1 (.308), and IB6 (.479) because loading factor values were below the established minimum threshold. After the elimination process, all remaining indicators demonstrated loading factor values above 0.50.

The reflective measurement model was assessed to confirm that all indicators appropriately represented their underlying constructs in a valid and reliable manner. Convergent validity was examined through the outer loading values, with indicators regarded as acceptable when their loading values were greater than 0.50 (Ghozali, 2023).

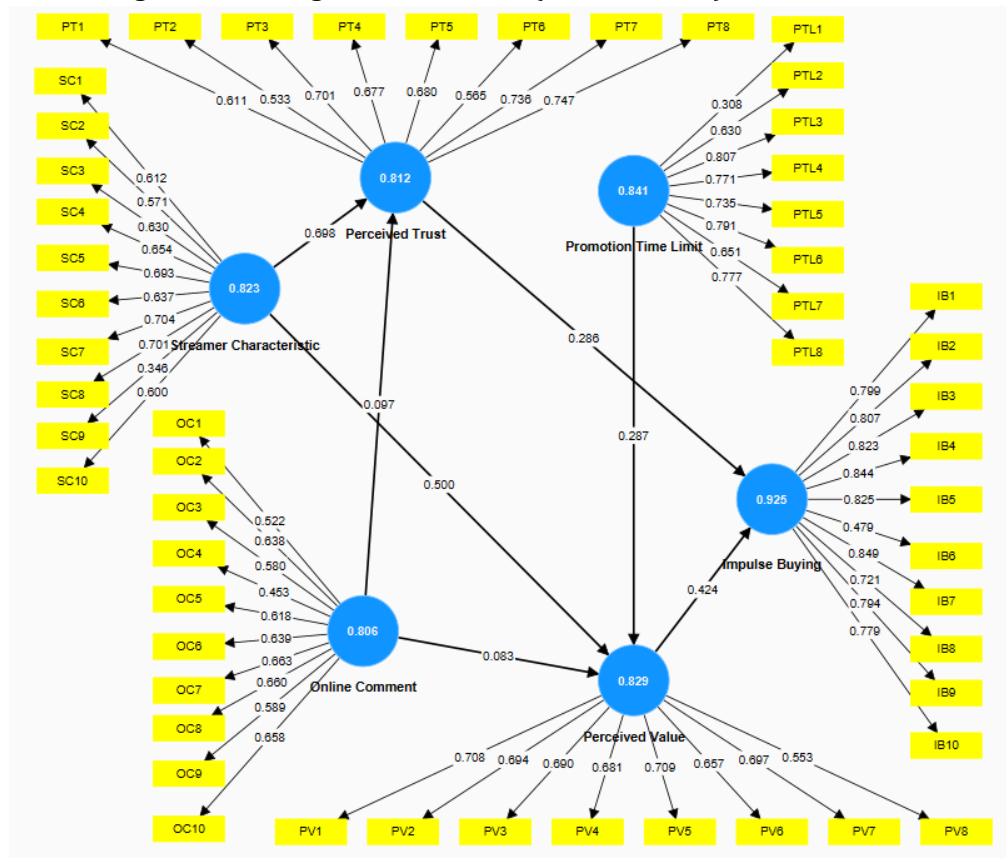


Figure 1. Evaluated Structural Model

Source: Output SmartPLS (2026)

Table 2. Measurement Model

Construct	Code	Loadings	CA	CR (rho_a)	CR (rho_c)
Streamer Characteristic (Zhang et al., 2022)	SC1	0.608	0.827	0.834	0.866
	SC2	0.568			
	SC3	0.626			
	SC4	0.651			
	SC5	0.695			
	SC6	0.641			
	SC7	0.706			
	SC8	0.707			
	SC10	0.606			
	OC1	0.532	0.803	0.805	0.851
Online Comments (Zhang et al., 2022)	OC2	0.648			
	OC3	0.585			
	OC5	0.621			
	OC6	0.632			
	OC7	0.656			
	OC8	0.666			

Construct	Code	Loadings	CA	CR (rho_a)	CR (rho_c)
Promotion Time Limit (Atfiko & Ratnasari, 2024)	OC9	0.601	0.862	0.870	0.895
	OC10	0.661			
	PTL2	0.627			
	PTL3	0.811			
	PTL4	0.773			
	PTL5	0.737			
	PTL6	0.794			
	PTL7	0.648			
Perceived Trust (Zhang et al., 2022)	PTL8	0.784	0.812	0.819	0.859
	PT1	0.612			
	PT2	0.530			
	PT3	0.702			
	PT4	0.675			
	PT5	0.679			
	PT6	0.567			
	PT7	0.738			
Perceived Value (Atfiko & Ratnasari, 2024; Sun et al., 2023)	PT8	0.746	0.829	0.833	0.870
	PV1	0.709			
	PV2	0.694			
	PV3	0.690			
	PV4	0.681			
	PV5	0.710			
	PV6	0.656			
	PV7	0.698			
Impulse Buying (Lusia, et al., 2025; Martin, 2025; Zhang et al., 2022)	PV8	0.553	0.934	0.935	0.945
	IB1	0.809			
	IB2	0.814			
	IB3	0.831			
	IB4	0.846			
	IB5	0.837			
	IB7	0.862			
	IB8	0.728			
	IB9	0.788			
	IB10	0.774			

Source: Output SmartPLS (2026)

The statistical evidence in Table 2 validates the outer model, as all factor loadings meet the required threshold of over 0.50 for convergent validity. Reliability is similarly established, given that the CA and CR scores for every construct clear the 0.70 minimum requirement. Consequently, these metrics confirm that the model is sufficiently valid and dependable for subsequent hypothesis testing (Hair et al., 2021).

Table 3. Heterotrait-Monotrait (HTMT)

	IB	OC	PT	PV	SC	PTL
IB						
OC	0.510					
PT	0.693	0.797				

PV	0.701	0.787	0.977		
SC	0.575	0.972	0.927	0.905	
PTL	0.758	0.637	0.847	0.784	0.783

In general, an HTMT value below 0.90 is recommended to establish discriminant validity (Hair et al., 2021; Henseler et al., 2015). However, some researchers argue that HTMT values below 1.00 may still be considered acceptable for demonstrating adequate discriminant validity. As shown in Table 5, the results of the Heterotrait-Monotrait Ratio (HTMT) analysis indicate that all HTMT values are below 1.00. Therefore, the discriminant validity of the constructs in this study can be considered acceptable (Mustofa et al., 2024).

Table 4. Fornell-Larcker criterion

Construct	PTL	OC	SC	PT	PV	IB
PTL	0.742					
OC	0.536	0.624				
SC	0.688	0.788	0.647			
PT	0.710	0.649	0.781	0.660		
PV	0.674	0.643	0.767	0.803	0.675	
IB	0.685	0.448	0.525	0.605	0.627	0.811

Discriminant validity was evaluated using the Fornell–Larcker criterion. Satisfactory discriminant validity is demonstrated when the square root of the Average Variance Extracted (AVE) for each latent variable is greater than the correlation coefficients between that specific construct and any other constructs in the framework. As displayed in Table 3, presents the diagonal values represent the square root of the AVE for Promotional Time Limit (0.742), Online Comment (0.624), Streamer Characteristic (0.647), Perceived Trust (0.660), Perceived Value (0.675) and Impulse Buying (0.811).

Table 5. R-square

	R-square	R-square adjusted
Impulse Buying	0.422	0.418
Perceived Trust	0.612	0.609
Perceived Value	0.633	0.629

Table 5 show that an adjusted R^2 value greater than 0.67 indicates a substantial level, greater than 0.33 indicates a moderate level, and greater than 0.19 indicates a weak level. The adjusted R^2 value for perceived trust is 0.609, indicating that 60.9% of the variance in perceived trust can be explained by its predictor variables. The adjusted R^2 value for perceived value is 0.629, meaning that 62.9% of the variance in perceived value can be explained by its predictor variables. Meanwhile, the adjusted R^2 value for impulse buying is 0.418, indicating that 41.8% of the variance in impulse buying can be explained by its predictor variables. Therefore, all endogenous variables demonstrate a moderate level of explanatory power.

Inner Model Analysis

To determine the statistical significance of the paths within the structural model, hypothesis testing was conducted utilizing the bootstrapping resampling method. The proposed hypotheses are empirically supported if the empirical T-statistic surpasses the 1.96 critical value and the corresponding p-value remains under the 0.05 significance level (Haryono, 2016).

Table 6. Path Coefficient Result

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation	T statistic	p values	Effect
------------	---------------------	-----------------	--------------------	-------------	----------	--------

Streamer Characteristic → Perceived Trust	0.711	0.707	0.085	8.364	0.000	Significant
Streamer Characteristic → Perceived Value	0.492	0.489	0.111	4.455	0.000	Significant
Online Comment → Perceived Trust	0.088	0.098	0.118	0.750	0.453	Not Significant
Online Comment → Perceived Value	0.106	0.120	0.108	0.979	0.328	Not Significant
Promotion Time Limit → Perceived Value	0.278	0.273	0.093	3.004	0.003	Significant
Perceived Trust → Impulse Buying	0.285	0.279	0.113	2.533	0.011	Significant
Perceived Value → Impulse Buying	0.398	0.408	0.118	3.381	0.001	Significant

Specific indirect effect analysis was performed to examine whether the mediating variables significantly transmit the effects of the independent variables to the dependent variable. The significance of the indirect effects was assessed using the bootstrapping procedure. An indirect effect is considered statistically significant when the T-statistic exceeds 1.96 and the p-value is less than 0.05 (Haryono, 2016).

Table 7. Specific Indirect Effects

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation	T statistic	p values	Effect
Streamer Characteristic → Perceived Trust → Impulse Buying	0.203	0.199	0.088	2.294	0.022	Significant
Streamer Characteristic → Perceived Value → Impulse Buying	0.196	0.194	0.060	3.241	0.001	Significant
Online Comment → Perceived Trust → Impulse Buying	0.025	0.025	0.036	0.705	0.481	Not Significant
Online Comment → Perceived Value → Impulse Buying	0.042	0.052	0.051	0.835	0.404	Not Significant
Promotion Time Limit → Perceived Value → Impulse Buying	0.111	0.115	0.059	1.873	0.061	Not Significant

Discussion

The results demonstrate that streamer characteristics have a positive and significant effect on consumers' perceived trust. These findings indicate that improvements in streamer characteristics enhance consumers' trust during live-streaming sessions. This result is consistent with Zhang et al. (2022) who reported that a person's credibility in promoting products can enhance consumers' trust and confidence in those products. The findings of this study are consistent with those of Li et al. (2024) demonstrated that streamer characteristics have a positive effect on consumer trust. This relationship may occur because streamers with strong personal charisma and professionalism enhance consumers' confidence in the credibility of the information they provide. The results are also in line with the study conducted by Dewantara &

Kurnia (2025), which found that live-streamer credibility has a positive and significant effect on consumer trust. These findings indicate that the higher the credibility possessed by a streamer, the greater the level of consumer trust.

The results demonstrate that streamer characteristics have a positive effect on consumers' perceived value. This finding is supported by Dai et al. (2024), who showed that a streamer's professionalism in explaining products and interacting ethically can enhance consumers' perceived value. These findings are also consistent with Yu et al. (2025), who revealed that streamer characteristics, including attractiveness, professionalism, interactivity, and uniqueness, have a positive effect on perceived value, both in terms of hedonic value and utilitarian value. These findings suggest that favorable streamer characteristics can enhance consumers' perceptions of the benefits and enjoyment gained during the live-streaming shopping experience.

Furthermore, the results indicate that online comments do not have a significant effect on either perceived trust or perceived value. The findings of this study support the results of Zhang et al. (2022) who also reported that online comments did not significantly influence consumers' perceived trust in live-streaming commerce. One possible explanation is that consumers rely on multiple sources of information rather than depending solely on online comments when evaluating products. During live-streaming sessions, consumers can directly observe product demonstrations, interact with streamers in real time, and obtain immediate responses to their questions. These interactive features may reduce consumers' dependence on online comments when assessing the credibility of products and sellers.

The results indicate that online comments do not have a significant effect on consumers' perceived value. These findings are consistent with the study conducted by Devi & Halim (2025) who reported that e-WOM usefulness did not significantly influence perceived emotional value. A possible explanation is that consumers form their perceptions of product value primarily through direct interaction with the streamer and real-time product demonstrations during live-streaming sessions. Consequently, online comments may only function as supplementary information rather than as a key factor in enhancing consumers' perceived value. Therefore, consumers appear to rely more on direct interaction during live-streaming sessions than on comments posted by previous buyers.

In addition, promotional time limits have a positive and significant effect on perceived value. These findings are consistent with Efi & Supriyanto, (2023), who demonstrated that promotional time limits influence perceived value, such that more effective time-limited promotions that provide useful information lead to higher perceived value. The findings of this study are consistent with those of Akbar & Sugiarto (2024) who found that promotion time limit has a positive and significant effect on perceived value. These findings suggest that time-limited promotions enhance perceived value because consumers perceive such offers as more valuable and beneficial than regular purchasing opportunities.

The results further indicate that perceived trust positively and significantly affects consumers' impulse buying behavior. This finding supports the study by Wang, C. et al., (2025), which found that perceived trust has a strong and positive influence on consumers' tendency to purchase impulsively while watching live streaming sessions. Similarly, Hoang & Dang (2024) showed that trust significantly affects impulse buying behavior. When consumers trust a streamer because of the streamer's product knowledge and interaction style, they are more likely to make purchasing decisions quickly. Therefore, trust plays a critical role in live-streaming environments by encouraging consumers to engage in impulse buying. The findings of this study are consistent

with those of Martin et al. (2025) which found that perceived trust has a positive and significant effect on impulse buying behavior. These results indicate that when consumers have a high level of trust in both the seller and the products promoted through live streaming, they are more likely to reduce extensive evaluation processes before making a purchase. As a result, consumers tend to make purchasing decisions more spontaneously, thereby increasing the likelihood of impulse buying behavior.

The results further reveal that perceived value significantly affects consumers' impulse buying behavior. These findings indicate that consumers' perceptions of product benefits and quality can encourage impulse purchases. This finding is consistent with the studies of Nurmalasari et al. (2025); Y. Wang. (2022), which reported that consumers who perceive greater product benefits are more likely to make immediate purchases. The greater consumers perceive the value and benefits of a product, the higher the likelihood of engaging in impulse buying. The findings of this study are consistent with those of Atfiko & Ratnasari (2024) which found that perceived value has a positive and significant effect on impulse buying behavior, both in cognitive and affective aspects. These results indicate that the higher the value perceived by consumers toward a product, the greater their tendency to engage in impulse buying. When consumers perceive that a product offers substantial benefits relative to its cost, they are more likely to make unplanned purchases without extensive deliberation.

The findings indicate that both perceived trust and perceived value significantly mediate the relationship between streamer characteristics and impulse buying, suggesting that streamer characteristics influence consumers' purchasing decisions not only directly but also indirectly through the enhancement of consumers' trust and perceived value in live-streaming commerce. Streamers who are perceived as credible, knowledgeable, and capable of delivering comprehensive product information are more likely to reduce consumers' uncertainty, strengthen confidence in the promoted products, and reinforce perceptions of product value. Consistent with the Stimulus Organism Response theory, streamer characteristics function as external stimuli that shape consumers' internal cognitive evaluations, which subsequently translate into impulse buying behavior (Hoang & Dang, 2024).

Conversely, neither perceived trust nor perceived value significantly mediated the relationship between online comments and impulse buying, while perceived value also failed to mediate the relationship between promotion time limit and impulse buying. A possible explanation is that consumers rely more heavily on direct interactions with streamers and real-time product demonstrations than on user-generated comments when evaluating products in live-streaming commerce. Likewise, although time-limited promotions may generate a sense of urgency, they do not necessarily strengthen consumers' perceptions of product value. These findings imply that enhancing streamer credibility and effectively communicating product value constitute more effective strategies for stimulating impulse buying than relying solely on online comments or time-limited promotional tactics (Iskamto & Gunawan, 2023).

CONCLUSIONS

The results of this study lead to several important conclusions. Streamer characteristics exert a significant positive influence on both perceived trust and perceived value, which reinforces the importance of streamer competence, credibility, and communication effectiveness in influencing consumer perceptions during live streaming commerce activities. Online comments were found to have an insignificant effect on both perceived trust and perceived value. This suggests that comments appearing during live streaming sessions are not the primary factor

determining consumers' levels of trust and value perceptions. Promotional time limits were found to have a positive and significant on perceived value, suggesting that limited-time promotional strategies can strengthen consumers' perceptions of the attractiveness. Perceived trust has a positive and significant effect on impulse buying. The higher the level of consumer trust in the streamer and the product, the greater the likelihood of making spontaneous purchases. Perceived value significantly and positively influences impulse buying behavior, as consumers who perceive higher product benefits tend to make spontaneous and unplanned purchasing decisions.

This study has several limitations that should be acknowledged. First, the study was conducted exclusively among consumers in South Kalimantan; therefore, the findings should be interpreted within this regional context and should not be generalized to consumers in other regions without further empirical validation. Second, the study employed a cross-sectional research design, which captured respondents' perceptions at a single point in time and therefore limited the ability to establish causal relationships or observe changes in consumer behavior over time. Third, the respondent profile was dominated by female participants (84.1%) and students (70.7%), which may limit the representativeness of the sample. Fourth, the discriminant validity assessment indicated potential overlap among several constructs, suggesting that further refinement of the measurement instrument is necessary to improve construct distinctiveness in future studies.

Therefore, future research is encouraged to adopt longitudinal designs to examine the evolution of impulse buying behavior over time, expand the geographical scope by conducting cross-provincial studies or comparing different live-streaming commerce platforms, and investigate potential moderating variables such as product category and income level to provide a more comprehensive understanding of consumer behavior. In addition, experimental research designs are recommended to establish stronger causal evidence regarding the relationships among streamer characteristics, online comments, promotional time limits, perceived trust, perceived value, and impulse buying behavior.

REFERENCES

- Aham, M. D. R., Said, L. R., & Bachtiar, Y. (2024). Exploring Online Impulse Purchase Behaviour in Marketplaces: Clicks and Compulsions. *GATR Journal of Management and Marketing Review*, 9(3), 114–129. [https://doi.org/10.35609/jmmr.2024.9.3\(3\)](https://doi.org/10.35609/jmmr.2024.9.3(3))
- Akbar, R., & Sugiarto, C. (2024). Factors That Influence Impulse Buying in Live Commerce in Indonesia. *International Journal of Economics Development Research*, 5(4), 4011–4034. <https://doi.org/10.37385/ijedr.v5i4.%206451>
- Arnindita, N. D., & Saputri, M. E. (2024). Faktor-faktor yang Mempengaruhi Impulse Buying Decision Pengguna Shopee Live. *Jurnal E-Bis*, 8(1), 395–409. <https://doi.org/10.37339/e-bis.v8i1.1704>
- Atfiko, B. E., & Ratnasari, N. G. (2024). Pengaruh tekanan waktu dan perceived value terhadap pembelian impulsif di shopee live pada konsumen skincare di Indonesia: Emotions sebagai moderasi. *Critical Issue of Sustainable Future*, 1(1), 58–74. <https://doi.org/10.61511/crsusf.v1i1.1041>
- Awlyasari, D., Studi, P., Islam, E., Surabaya, U. N., Susilowati, F. D., Studi, P., Islam, E., & Surabaya, U. N. (2024). *Pengaruh Streamer Product Knowledge, Social Presence Of Streamers, Dan Social Presence Of Viewersterhadap Kepercayaan Pelanggan Fashion Muslim Di Live Shoppingtiktok Live*. 7, 70–84. <https://doi.org/10.26740/jekobi.v7n1.p70-84>

- Chen, T., Samaranayake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13(June). <https://doi.org/10.3389/fpsyg.2022.865702>
- Dai, H., Hamid, A. B. A., & Rahim, H. A. (2024). A Study on the Influence of E-commerce Live Streamer Characteristics on Consumer Purchase Intention Based on the SOR Theory. *International Journal of Academic Research in Accounting Finance and Management Sciences* 14(4), 98–101. <https://doi.org/10.6007/IJARAFMS/v14-i4/23754>.
- Devi, K. V., & Halim, L. V. (2025). How Social Media Reviews and Perceived Value Affects the Purchase Intention of Beauty Products. *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 17(2), 209–228. <https://doi.org/10.24843/matrik:jmbk.2023.v17.i02.p08>
- Dewantara, R. Y., & Kurnia, N. F. I. K. (2025). Pengaruh Live-Streamer Credibility Pada Penjualan Online Produk Fesyen Di Shopee Live Terhadap Purchase Intention Melalui Consumer Trust Sebagai Pemediasi. 4(8), 5511–5518. <https://doi.org/10.32815/jpro.v6i2.2753>
- Efi, N., & Supriyanto, A. (2023). Pengaruh Hunger Marketing terhadap Perceived Value untuk Meningkatkan Pembelian Tidak Terencana. 1(3), 397–414. <https://doi.org/http://dx.doi.org/10.21043/jebisku.v1i3.1349>
- Emerald, A., Rahma, D., & Utami, C. W. (2025). The Influence of Hedonic Consumption Tendency and Scarcity Message on Impulsive Buying Mediated by Positive Emotions. 11(1), 199–211. <https://doi.org/doi.10.17358/IJBE.11.1.199>
- Enjelina, R., & Masnita, Y. (2024). Fenomena Live Streaming Shopping guna Meningkatkan Impulsive Buying Intention dalam E-commerce: Kajian SOR. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(6), 1913–1923. <https://doi.org/10.56799/ekoma.v3i6.4951>
- Ghozali, I. (2023). *Smart PLS Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 4.0*. Yoga Pratama.
- Hair, J. F., Hult, G. T. M., Danks, N. P., & Soumya, R. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. <https://doi.org/10.1007/978-3-030-80519-7>
- Hanaysha, J. R., Ramadan, H. I., & Alhyasat, K. M. K. (2025). Exploring the impact of customer reviews, website quality, perceived service quality, and product assortment on online purchase intention: The mediating role of trust. *Telematics and Informatics Reports*, 19(August), 100236. <https://doi.org/10.1016/j.teler.2025.100236>
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen AMOS LISREL PLS*. Intermedia Personalia Utama.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hoang, V. T., & Dang, H. P. (2024). Exploring How the Characteristics of Live Streaming Affect Impulse Buying Behaviour in Live Streaming Commerce: The Mediating Effect of Trust and Flow Experience. *International Journal of Business Science and Applied Management*, 19(1), 77–93. <https://doi.org/10.69864/ijbsam.19-1.184>
- Iskamto, D., & Gunawan, R. I. (2023). Impulse Purchase Behaviour on The Shopee Platform and The Role of Real-Time Commerce Marketing. *Jurnal Manajemen Bisnis*, 10(2), 444–461. <https://doi.org/10.33096/jmb.v10i2.623>
- Khotimah, K., & Syafwandi, S. (2024). Analisis Pengaruh Motivasi Belanja Hedonis, Gratis Ongkir, dan Consumer Review terhadap Pembelian Impulsif pada Konsumen Online Shop. *Journal of Internet and Software Engineering*, 1(2), 14. <https://doi.org/10.47134/pjise.v1i2.2274>
- Li, X., Huang, D., Dong, G., & Wang, B. (2024). Why consumers have impulsive purchase behavior

- in live streaming: the role of the streamer. *BMC Psychology*, 12(1), 1–16. <https://doi.org/10.1186/s40359-024-01632-w>
- Liu, G. H. W., Sun, M., & Lee, N. C. A. (2021). How can live streamers enhance viewer engagement in eCommerce streaming? *Proceedings of the Annual Hawaii International Conference on System Sciences, 2020-Janua*, 3079–3089. <https://doi.org/10.24251/hicss.2021.375>
- Lusia, A., Susanti, A., Rikah, & Farida, A. (2025). Perilaku Impulsive Buying Pada Live Streaming Commerce. *Buletin Bisnis & Manajemen*, 11(5), 328–341. <https://doi.org/10.2207/jjws.91.328>
- Martin, R. (2025). *Pengaruh Real Time Interactivity dan Promotion Incentive Information terhadap Impulse Buying Behavior dengan Mediasi Perceived Trust Fashion di Live TikTok*. 3(2), 115–132. <https://doi.org/10.61404/mutiara.v3i2.398>
- Martin, R., Purmono, B. B., & Pebrianti, W. (2025). Pengaruh Real Time Interactivity dan Promotion Incentive Information terhadap Impulse Buying Behavior dengan Mediasi Perceived Trust Fashion di Live TikTok. *Jurnal Ilmiah Multidisiplin Indonesia*, 3(2), 115–132. <https://jurnal.tiga-mutiara.com/index.php/jimi/index> Pengaruh
- Mustofa, R. H., Prestianawati, S. A., Sari, D. E., Riyanti, H., & Setiawan, A. (2024). Celebrity Endorsements and Promotions: Enhancing Young Muslim Online Shoppers' Satisfaction. *Human Behavior and Emerging Technologies*, 2024. <https://doi.org/10.1155/2024/3895680>
- Ningsih, E. M., & Andjarwati, A. L. (2021). Peran consumer perceived value dalam online review terhadap impulse buying tendency melalui browsing sebagai variabel intervening. *Jurnal Ilmu Manajemen*, 9(2), 601–616. <https://doi.org/10.26740/jim.v9n2.p601-616>
- Nurmalasari, M. R., Kumalasari, P. D., & Oktaviani, R. (2025). Ada Pengaruh Influencer Marketing Dan Rating Produk Terhadap Impulsive Buying Pengguna Tiktok Shop There Is An Influence Of Influencer Marketing And Product. *Jurnal Menara Ekonomi*, 9(1), 38–50. <https://doi.org/10.31869/me.v11i1.6283>
- Putri, N. A., & Maryam, D. (2023). Pengaruh Interactivity Terhadap Trust, Perceived enjoyment, dan Impulsive buying intention di Shopee Live. *Economic and Education Journal (Ecoducation)*, 5(3), 303–316. <https://doi.org/10.33503/ecoducation.v6i1.3810>
- Sari, V. K. (2024). Dampak E-commerce Terhadap Perkembangan Digital. *Jurnal Akademik Ekonomi dan Manajemen*, 1(4), 18–24. <https://doi.org/10.61722/jaem.v1i4.3113>
- Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying—Role of perceived value and emotions. *Heliyon*, 9(12), e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>
- Wang, C., Chen, B., Hu, S., & Li, J. (2025). Streamer interaction and consumer impulsive buying in live-stream commerce: the mediating roles of trust and emotional arousal with anticipated regret as boundary condition. *Frontiers in Communication*, 10(August), 1–14. <https://doi.org/10.3389/fcomm.2025.1547639>
- Wang, Y. (2022). The Impacts of Customer Perceived Value on Impulse Purchase Intention: Evidence from China. *Proceedings of the 2022 7th International Conference on Social Sciences and Economic Development (ICSSED 2022)*, 652(Icssed), 290–296. <https://doi.org/10.2991/aebmr.k.220405.048>
- Widyawati, R. A., & Patrikha, F. D. (2023). Pengaruh Time Limit Marketing dan Viral Marketing Strategy Terhadap Impulsive Buying Pada Pengguna Aplikasi Social Commerce. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(2), 1–13. <https://doi.org/10.26740/jptn.v11n2.p152-164>
- Yu, L., Tang, W., & Gao, W. (2025). A study on the mechanism of live streamer's behavior

characteristics affecting consumers' impulsive buying: The role of perceived value and social identity. *Acta Psychologica*, 255(October 2024), 1–10.
<https://doi.org/10.1016/j.actpsy.2025.104950>

Zhang, Z., Zhang, N., & Wang, J. (2022). The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce. *Sustainability* (Switzerland), 14(4). <https://doi.org/10.3390/su14042122>