
Transformation of Consumer Shopping Behavior in the Digital Era: A Study of Live Shopping Platform Users in Padang City

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Abstract

Consumer shopping behavior in the digital era has undergone significant changes due to technological developments. One of the changes seen is that consumers who initially shopped conventionally, involving visits to physical stores, are now shopping online as an impact of the presence of the internet and smartphones. However, currently the way consumers shop online has also transformed, marked by the shift from online shopping to live shopping. This study aims to observe the transformation of consumer shopping behavior in the digital era: a study of live shopping platform users in Padang City. The objects in this study were consumers who had purchased products on live shopping platforms in Padang City with a sample of 230 people. The sampling technique used a nonprobability sampling method with a purposive sampling technique. The analysis method used was SEM-Partial Least Square (PLS). Based on the research results, it can be concluded that live streaming has a negative and insignificant effect on online shopping trust. Online customer reviews have a positive and significant effect on online shopping trust. Content marketing has a positive and significant effect on online shopping trust. Live streaming has a negative and insignificant effect on online shopping decisions. Online customer reviews have a positive and significant effect on online shopping decisions. Content marketing has a positive but insignificant effect on online shopping decisions. Trust has a positive and significant effect on online shopping decisions. Live streaming has a negative and insignificant effect on online shopping decisions with trust as a mediating variable; therefore, the result is a no-effect non-mediation. Online customer reviews have a positive and significant effect on online shopping decisions with trust as a mediating variable, with the mediation type being complementary mediation in the form of partial mediation. Content marketing has a positive and significant effect on online shopping decisions with trust as a mediating variable, with the mediation type being indirect-only mediation in the form of full mediation.

Keywords: Live Streaming, Online Customer Reviews, Content Marketing, Trust, Online shopping decisions

1. Introduction

1.1 Introducing the Problem

Technological developments, particularly the internet and smartphones, have significantly influenced consumer shopping behavior in the digital age. Before the internet and smartphones, consumers shopped conventionally, often involving visits to physical stores. However, with the advent of the internet and smartphones, consumers can shop online from anywhere. However, the way consumers shop online has also transformed, marked by a shift from online shopping to live shopping. Allstars, (2024) states that online shopping has undergone significant evolution since its inception in the form of e-commerce. Initially, e-commerce was a simple platform that allowed consumers to purchase goods or services online. However, over time, time, technology and consumer needs continue to evolve, driving the evolution of online shopping towards a more interactive and personal direction, namely live shopping.

Phenomenon shopping has become [marketing strategy](#) latest in the digital world. Live shopping is [draft](#) direct product sales through [platform](#) social media or [application](#) shopping Online. In this format, a seller or host introduces, demonstrates, and explains products live to viewers, who can make purchases instantly. This phenomenon has become popular because it provides a more interactive and personalized shopping experience for consumers. Furthermore, live shopping allows sellers to reach a wider audience and provide more detailed and engaging product information (Allstars, 2024b).

Live shopping is becoming increasingly popular with consumers. Various social media platforms and marketplaces are competing to provide live streaming features that allow sellers to market products directly while interacting with buyers. A survey conducted by the Katadata Insight Center, titled "Consumer Behavior on Live Shopping," revealed that attractive promotions are a key factor in attracting people to live shopping. The survey was conducted from November 5 to 18, 2024, with 1,381 respondents aged 18-44 who had shopped live for one year. The live shopping feature is used to find the best promotions and gain in-depth product descriptions. According to the survey results, 99 percent of respondents admitted that offers, discounts, prices, and free shipping attracted them to live shopping. Meanwhile, 97 percent of respondents said they were attracted by the variety of products offered, and 75 percent because the products offered were only sold during live shopping. This also applies to those who have never shopped online through e-commerce. As many as 63 percent said they were willing to try live shopping because of the many offers, discounts, best prices, and free shipping. Furthermore, 40 percent of respondents stated that live shopping provides more trust in product quality because it allows them to see the product in person, and 37 percent said it allows them to learn more detailed product specifications. On live shopping platforms, hosts can discuss the product they're interested in and demonstrate its use (AA Putri, 2024).

1.2 Explore the Importance of the Problem

Based on the results of a Jakpat release titled "All About Online Selling Habits," the report identified 184 people participating in the survey, which was conducted from March 19 to 20, 2024. All respondents claimed to have used live shopping features to promote their products. The survey results from [Opinion Poll \(Jakpat\)](#) Research shows that Shopee Live and TikTok Live are the two most used platforms for live shopping. In first place, 57% of respondents who sell online promote their products through the Shopee Live platform. TikTok Live comes in second, used by 49% of respondents. Six out of 10 online sellers broadcast live with Shopee Live. Jakpat also explained in its release that, in terms of functionality, Shopee Live has proven to generate the most sales. Meanwhile, TikTok Live tends to attract more visitors. In addition to these two platforms, social media platforms are also frequently used as promotional media. As many as 22% of respondents admitted to using Instagram Live to promote their products. Another 21% use Facebook Live. Meanwhile, Tokopedia Live comes in last. Only 18% of respondents use this online shopping app.(Scuderia, 2024).This shows that the large number of live shopping platforms available for online shopping shows that there is tight competition between fellow live shopping platforms, so it is necessary to pay attention. Consumers' online shopping decisions on the live shopping platform.

Padang City is one of the cities in Indonesia whose residents also use the live shopping platform for online shopping. Based on survey data from early February 2025 on consumers who have purchased products on live shopping platforms in Padang City related to consumer experiences with live streaming, online customer reviews, content marketing, trust and online shopping decisions for products, it was assessed that many users felt that live shopping platforms were able to provide a good live streaming experience and felt the benefits of the convenience of online shopping, but only a few relied on live shopping platforms as a platform that was always available for shopping. In addition, the interactivity and responsiveness of live shopping platforms in live streaming sessions, only a few users felt that their questions and comments were responded to interactively and quickly. Online customer reviews on live shopping platforms also play an important role in purchasing decisions with many respondents feeling helped by the reviews, but only a few felt that the reviews were reliable, trustworthy, clear and easy to understand, indicating the need for improvement in the clarity of the reviews.

Meanwhile, in terms of content marketing, although the products and product presentation methods are clear, not all products offered by sellers on live shopping platforms are used as material for interactive demonstrations, resulting in consumers being less engaged in shopping. Regarding trust, although many respondents felt that live shopping platforms were good at providing information, serving needs, and maintaining transaction security, only a small portion felt that live shopping platforms could be fully trusted in providing product information, due to respondents receiving products that did not match what was displayed during the live. Regarding purchasing decisions, many respondents paid attention to the brand or quality of the product when purchasing on live shopping platforms and felt that live shopping platforms offered various safe and convenient payment methods, but only a few decided when they would buy a product based on their needs or desires. This conclusion illustrates that although live shopping platforms

have become quite useful and trusted platforms for some users for online shopping, there are still several aspects that need to be improved, especially in terms of interactivity, responsiveness, clarity and credibility of customer reviews, and trustworthiness of product information to increase user trust and overall shopping decisions.

1.3 Describe Relevant Scholarship

Previous research has been extensively conducted and proven on live streaming, online customer reviews, content marketing, trust, and online shopping decisions. Several studies have found that live streaming has a positive and significant impact on customer trust (Stefani et al., 2023). There is a direct influence of live streaming shopping on online consumer trust (Saputra & Fadhillah, 2022). Live Streaming Experience has a significant impact on trust (Iisnawati et al., 2022). Live streaming partially has a positive and significant effect on trust (Angelia & Basiya, 2024). Then also found that online customer reviews have a positive and significant influence on customer trust (Stefani et al., 2023). There is a significant positive influence between online customer reviews and consumer trust (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on consumer trust (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant effect on trust (Angelia & Basiya, 2024). In addition, it was also found that content marketing has a direct positive influence on consumer trust (Rohali & Nurlinda, 2022).

Several other studies have found that there is a direct influence of Instagram live streaming on purchasing decisions (Saputra & Fadhillah, 2022). Live Streaming Experience has a significant influence on online purchase decisions (Iisnawati et al., 2022). Live streaming has a positive and significant impact on purchasing decisions (Stefani et al., 2023; Misbakhudin & Komaryatin, 2023; Nurivananda & Fitriyah, 2023; Rahmayanti & Dermawan, 2023). Live streaming partially has a positive and significant effect on purchase decisions (Angelia & Basiya, 2024). It was also found that online customer reviews have a positive and significant effect on purchasing decisions. Positive customer reviews of a store will contribute to increased purchasing decisions by other customers for the product (Stefani et al., 2023). There is a significant positive influence between Online Customer Reviews on Purchasing Decisions (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on purchasing decisions (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant influence on purchase decisions (Angelia & Basiya, 2024).

Besides that Other previous research found that content marketing has a positive and significant influence on purchasing decisions (Misbakhudin & Komaryatin, 2023; Nurivananda & Fitriyah, 2023). Content marketing has a positive and significant influence on purchasing decisions. Therefore, content marketing is a key consideration for consumers when making purchasing decisions, making good content a driving force in creating purchasing decisions (Rahmayanti & Dermawan, 2023). Content marketing has a positive and significant influence on online purchasing decisions (DO Putri et al., 2022). Content marketing has a positive and significant influence on purchasing decisions (Rizki & Adlina, 2024). Content Marketing has a direct positive influence on purchasing decisions (Rohali & Nurlinda, 2022)

Furthermore Iisnawati et al., (2022) found that trust has a significant influence on online purchase decisions. Stefani et al., (2023) found that customer trust has a positive and significant influence on purchasing decisions. This indicates that consumer trust in social media also contributes to consumer purchasing decisions. Saputra & Fadhilah (2022) found that there is a direct influence of online consumer trust on purchasing decisions. Pasi & Sudaryanto, (2021) found that there was a significant positive influence between Trust and Purchasing Decisions. Ovaliana & Mahfudz (2022) found that Consumer trust has a positive and significant influence on purchasing decisions. Angelia & Basiya (2024) found that trust has a partial positive and significant effect on purchase decisions.

Next Stefani et al., (2023) found that live streaming has an indirect effect on purchasing decisions through customer trust. Saputra & Fadhilah (2022) found that there was an indirect influence of Instagram live streaming shopping on purchasing decisions through online consumer trust. Iisnawati et al., (2022) indirectly found that Live Streaming Experience through trust has a significant influence on online purchase decisions. Angelia & Basiya (2024) found that trust mediates the influence of live streaming on purchase decisions. Several previous studies also found that online customer reviews have an indirect effect on purchase decisions through customer trust (Stefani et al., 2023). Trust can mediate the influence of online customer reviews on purchasing decisions (Pasi & Sudaryanto, 2021). Trust mediates the influence of online customer reviews on purchase decisions (Angelia & Basiya, 2024)

Based on previous research, it was stated that there is a research gap in previous research. Firstly, not all research uses mediating variables trust to influence online shopping decisions. Both the object and subject of previous research tended to focus on a single live shopping platform, making it difficult to generalize across various platforms. Therefore, a more in-depth analysis of online shopping decisions among users of various platforms is necessary live shopping platform.

This study is a modification of several previous studies. The differences between this study and the previous studies lie in the research object and variables used. This study used consumers who had purchased products on live shopping platforms in Padang City. The research variables used were live streaming, online customer reviews, content marketing as exogenous variables, trust as a mediating variable, and online shopping decisions as an endogenous variable, all combined into a conceptual model.

1.4 Literature Review And State Hypotheses

1.4.1 Literature Review

Shopping Decisions

Online shopping decisions in this study are explained using consumer purchasing decision theory. Aryawan & Valdez (2023) states that purchasing decisions are part of consumer behavior that explains how an organization, group, or individual, in choosing, buying and using a product, service, or experience offered to meet their needs and desires. Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral **alternatives** from

two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process (Firmansyah, 2018). Purchasing decisions are a problem-solving approach to human activities to purchase goods or services in order to reach a decision to fulfill desires and needs (Sudarso, 2022). Purchasing decisions are the process of gathering knowledge with the aim of evaluating several alternative choices available, whether two or more choices, and deciding on one of them (Rahmayanti & Dermawan, 2023). Consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice that is presented cognitively as a behavioral desire (Setiadi, 2019).

Purchasing decisions are defined as a series of processes consumers go through when purchasing an item, considering various options before deciding on a product they like and are interested in (Ningsih, 2023). Purchasing decisions are a process of evaluating and selecting from a number of alternatives based on certain information, then deciding on one that is considered most beneficial to the consumer (Nurivananda & Fitriyah, 2023). Purchasing decisions are a series of processes that start with consumers recognizing their problem, seeking information about a particular product or brand and evaluating the product or brand to see how well each alternative can solve their problem, which then leads to a purchasing decision (Putri et al., 2022; Rohali & Nurlinda, 2022; Christy, 2023). Purchasing decisions are consumer actions that are directly involved in purchasing and using the product or service offered. In the decision-making process to purchase or use a product, consumers are influenced by the actions of marketers, external factors, and consumer assessments and perceptions of the product (Stefani et al., 2023).

Trust

Trust is a person's willingness to rely on another person in whom we have confidence. Rohali & Nurlinda (2022) stating that consumer trust is a consumer's belief that another person has integrity and can be trusted, and that the person he trusts will fulfill all his obligations in carrying out transactions as expected. Stefani et al., (2023) defines consumer trust as the willingness of consumers to take risks on the actions of sellers with the belief that the seller will take important actions for the consumers who trust him, even without the ability to monitor or control the actions of the trusted seller. Priansa (2017) says trust is one party's belief in the reliability, durability, and integrity of another party in a relationship and the belief that his or her actions are in the best interests of the other party and will produce positive outcomes for the trusted party. Stefani et al., (2023) states that consumer trust is a psychological aspect where consumers are willing to accept something as it is based on the expectation of positive behavior from the seller. Rohali & Nurlinda (2022) Consumer trust is defined as the perception consumers have of a product, its attributes, and the benefits they receive from it. Consequently, consumers will have varying levels of trust. Sumarwan (2011) says consumer trust is consumer knowledge about an object, its attributes and its benefits. According to Mowen and Minor as quoted. Sangadji & Sopiah., (2013) defines consumer belief as all the knowledge held by consumers, and all the conclusions made by consumers about an object, its attributes, and its benefits.

Live Streaming

Live streaming is a business model that connects users with the product sales process through live broadcasts in the form of videos (Misbakhudin & Komaryatin, 2023). Live streaming includes the combined idea of sound and video that is broadcast live at that time and is interactive (Christy, 2023). Live streaming is a type of broadcast where the production can be watched live in real time, without any editing. Because there's no possibility of correction if errors occur, careful planning and preparation are essential (Stefani et al., 2023). Live streaming is a technology that distributes video data that has been compressed or reduced into smaller video file sizes via the internet and then broadcast in real time (Nurivananda & Fitriyah, 2023). The presence of live streaming can increase consumer confidence when shopping online. The availability of live streaming features allows businesses to communicate in detail, conduct demonstrations, and answer potential buyers' questions directly (Annisa et al., 2024). This activity can take place simultaneously, as sellers display and present their products. Additionally, consumers can communicate with other consumers to obtain the information they need about product types and quality (Anisa et al., 2022). Live streaming can make the product marketing process between sellers more interactive. Purchasing through live streaming capabilities also increases trust in product quality and helps consumers make informed and efficient purchasing decisions.

Online Customer Review

Online customer reviews is the evaluation of the product by consumers, which can in the form of positive or negative views, which are based on experience personal information of the individual providing the review (Misbakhudin & Komaryatin, 2023). Online customer reviews is an opinion shared by consumers about a product, which includes all aspects of their experience after purchasing it (Stefani et al., 2023). Online customer reviews are positive and negative reviews of products that have been sold in online shopping centers (Dzulqarnain, 2019). Online customer reviews is a feature that is usually used as input in building a seller's reputation so that the process of building consumer trust in merchants in e-commerce occurs (Misbakhudin & Komaryatin, 2023; Rahmayanti & Dermawan, 2023). In the consumer market, online customer review is a reliable source of information because online customer reviews have an important role in evaluating the product and providing a comprehensive overview of the various positive and negative aspects of the product. Review or opinions have become the primary source of information in the purchasing decision-making process and play a very significant role in determining the success of a product or service (Stefani et al., 2023). The benefits of having online customer reviews will be felt by the store because it concerns its good name, which if its good name is tarnished, consumers will run away to find another store with similar products and a good name that is maintained (Rahmayanti & Dermawan, 2023).

Content Marketing

Content marketing is a marketing strategy through creating and delivering valuable, relevant content consistently to attract the attention of the target audience, which is then shared in the form of video, audio, and also text (Ningsih, 2023). Content marketing is a digital marketing

strategy that focuses on creating content in the form of images/videos that have value, are relevant and interesting and are distributed to the public (Nurivananda & Fitriyah, 2023). Content marketing is a marketing strategy with the ultimate goal of generating profits for a business by creating and sharing consistent, relevant, and valuable content to attract and reach a large audience (Rahmayanti & Dermawan, 2023). Content marketing itself is a marketing strategy where we plan, distribute, and create content that is able to attract the right target audience, then encourage them to become customers (Rohali & Nurlinda, 2022). Content marketing is a marketing method that aims to attract the attention of potential consumers by compiling, planning, and producing interesting content, with the hope that they will become active consumers (Misbakhudin & Komaryatin, 2023). Content marketing can be defined as the use and utilization of content for marketing activities to attract consumers' attention to products by presenting content that is relevant and tailored to their needs. Engaging, informative, and entertaining content can build consumer interest, establish brand trust, and influence their purchasing decisions (Rizki & Adlina, 2024).

1.4.2 State Hypotheses

Through live streaming shopping, sellers and consumers can interact directly. This creates a sense of connection with the seller and can reduce consumer distrust of both the seller (streamer) and the product itself, because consumers can ask questions directly about the products they want to buy, and the sellers answer them directly during live streaming. In this regard, it's crucial for sellers (streamers) to continuously improve their credibility (streamer credibility). Streamers are integral to delivering the message by providing professional product information, responding to viewer questions, offering purchasing advice, and gaining viewers' trust. By creating an engaging live streaming environment, consumers will be more interested in participating in the live streaming shopping experience. As viewers engage with live streaming more frequently, trust can be further enhanced (Saputra & Fadhilah, 2022)

Several previous studies have found that live streaming has a positive and significant effect on customer trust (Stefani et al., 2023). There is a direct influence of live streaming shopping on online consumer trust (Saputra & Fadhilah, 2022). Live Streaming Experience has a significant impact on trust (Iisnawati et al., 2022). Live streaming partially has a positive and significant effect on trust. Live streaming is an alternative way to build consumer trust when shopping online. In addition, with live streaming, consumers can find out about the products offered, regarding the authenticity of the product, the benefits of the product and others, thereby increasing consumer confidence in the product (Angelia & Basiya, 2024). From this explanation, the following hypothesis can be proposed in this research:

H1: Live streaming has a positive and significant influence on online shopping trust

Reviews provided by consumers who have purchased a product make it easier for potential customers to obtain information about a product. Reviews provided by other consumers online can foster customer trust in online stores on social media. Online businesses on social media can achieve this by guaranteeing quality products and services, such as on-time delivery and products

that meet consumer expectations (Stefani et al., 2023). Online customer reviews are more trustworthy to consumers than information provided by sellers directly in the marketplace. Therefore, sellers utilize online reviews to gain consumer trust. Consumers will pay attention to positive reviews to convince them about a product or service (Ovaliana & Mahfudz, 2022)

Several previous studies found that online customer reviews have a positive and significant effect on customer trust (Stefani et al., 2023). There is a significant positive influence between online customer reviews and consumer trust (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on consumer trust (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant effect on trust (Angelia & Basiya, 2024). From this explanation, the following hypothesis can be proposed in this research:

H2: Online customer reviews have a positive and significant effect on online shopping trust

When conducting online purchases using content marketing, trust is fostered when a buyer is willing to fulfill their obligations. This demonstrates that content marketing effectively conveys a message, thereby making a product or service well-known and subsequently instilling trust in consumers (Rohali & Nurlinda, 2022). Relevant, informative, and engaging content can build consumer trust. From a social perspective, engaging content-based marketing helps brands build stronger relationships with their audiences, increasing consumer loyalty and trust (Rachman et al., 2024). Previous research found that content marketing has a direct positive impact on consumer confidence (Rohali & Nurlinda, 2022). From this explanation, then the following hypothesis can be proposed in this research:

H3: Content marketing has a positive and significant influence on online shopping trust

Currently, live streaming has expanded its use beyond entertainment content like music or everyday life. Live streaming has become a platform used for various purposes, with recent trends including sales activities. Live streaming allows for more intense interactions in the context of sales through various media, one of which is TikTok. Live streaming is related to a marketing framework involving streamers (sellers). The platform for live online streaming also provides product details to customers through two-way communication, thus leading to consumer decisions to purchase the products offered (Stefani et al., 2023)

Live streaming is a powerful tool for increasing consumer interaction and engagement during the online purchasing process. Live streaming provides companies with the opportunity to directly showcase products, explain features, and provide demos. This can build positive attitudes toward a product or brand, in line with the behavioral theory principle that individual attitudes influence consumer intentions and behavior, namely consumer purchasing decisions (Misbakhudin & Komaryatin, 2023).

Saputra & Fadhilah (2022) found that there was a direct influence of Instagram live streaming on purchasing decisions. Iisnawati et al., (2022) found that Live Streaming Experience has a significant influence on online purchase decisions. Stefani et al., (2023) found that live streaming had a positive and significant impact on purchasing decisions. Live streaming was a key factor consumers considered when making purchasing decisions. In other words, engaging live streaming was a driving factor in shaping purchasing decisions.

Misbakhudin & Komaryatin (2023) found that live streaming had a positive and significant effect on product purchasing decisions. Live streaming is one factor that can influence consumer behavior, specifically purchasing decisions. This indicates that the better the live streaming experience, the higher the consumer's decision to purchase the product. This aligns with behavioral theory, as live streaming plays a key role in shaping consumer attitudes toward a product or brand. Direct interaction with the seller, real-time product demonstrations, and the opportunity to ask questions can create a more personal and informative shopping experience. The positive attitudes formed from this live streaming experience can influence consumers to make a purchase.

Nurivananda & Fitriyah, (2023) found that live streaming has a positive and significant impact on purchasing decisions. This means that the more frequently live streaming is conducted at the right time, the higher the purchase decision rate. Furthermore, the more attractive offers offered to the audience during live streaming, the more consumers will be inclined to make a purchase decision.

Rahmayanti & Dermawan (2023) Studies have found that live streaming has a positive and significant effect on purchasing decisions. Live streaming has been shown to significantly influence purchasing decisions. Therefore, live streaming is a key consideration for consumers when making purchasing decisions, making engaging live streaming a stimulus for creating purchasing decisions. Angelia & Basiya (2024) found that live streaming had a partial positive and significant effect on purchase decisions. Live streaming, as a way to recommend products to consumers, directly answer product questions, and positively impact purchasing decisions. From this explanation, the following hypothesis can be proposed in this research:

H4: Live streaming has a positive and significant influence on online shopping decisions

Online Consumer Review Consumers use it to obtain information for decision-making, a tool known as a decision-making aid. It also serves as a mechanism for providing feedback and recommendations to other online shopping platforms. Potential consumers can use the number of reviews to gauge a product's popularity or value, which will undoubtedly influence consumer decisions (Pasi & Sudaryanto, 2021). When shopping online, consumers often feel confused about determining which products are of good quality. Reviews are one factor that can influence consumer purchasing decisions. Consumers can see how many reviews a product has received and determine whether those reviews are positive or negative. These reviews can be used as an indicator for consumer purchasing decisions (Ovaliana & Mahfudz, 2022)

Several previous studies found that online customer reviews have a positive and significant influence on purchase decisions. Positive customer reviews of a store will contribute to increased purchasing decisions by other customers for the product (Stefani et al., 2023). There is a significant positive influence between online customer reviews on purchasing decisions (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on purchasing decisions (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant influence on purchase decisions (Angelia & Basiya, 2024). From this explanation, the following hypothesis can be proposed in this research:

H5: Online customer reviews have a positive and significant influence on online shopping decisions

Content marketing is marketing through the creation and distribution of relevant content to attract and engage consumers and encourage profitable actions. One such action is product purchases. This is because content marketing aims to influence consumers' purchasing decisions. Furthermore, consumers also have certain considerations based on product information gathered from various sources to support their purchasing decisions. This information can be obtained through various media in the form of content (Rizki & Adlina, 2024)

Content marketing is a key element influencing consumer purchasing decisions. Through the right content, companies can build strong relationships with consumers, influence their perception of a brand or product, and ultimately shape purchasing decisions. Informative and persuasive marketing content can shape positive attitudes toward a product or brand. The information conveyed through content can build confidence that the product meets consumers' needs or desires, which in turn triggers purchasing decisions (Misbakhudin & Komaryatin, 2023). Relevant marketing content can be a trigger for consumers to seek further information regarding the product being offered, before finally making a purchasing decision (Rizki & Adlina, 2024). It has been proven that through information from content marketing, consumers can be influenced to make purchases (Rohali & Nurlinda, 2022)

Misbakhudin & Komaryatin (2023) found that content marketing has a positive and significant effect on product purchasing decisions. Content marketing is one factor that can influence consumer behavior, specifically purchasing decisions. Content marketing plays a crucial role in shaping consumer attitudes toward a product or brand. Information and content presented through various media, such as articles, images, or videos, can create positive perceptions of a product. This positive attitude can then enhance consumer purchasing decisions.

A number of other previous research found that content marketing has a positive and significant effect on purchasing decisions. This means that the more engaging and consistently distributed the content, the greater its influence on the purchasing decision process (Nurivananda & Fitriyah, 2023). Content marketing has a positive and significant influence on purchasing decisions. Therefore, content marketing is a key consideration for consumers when making purchasing decisions, making good content a driving force in creating purchasing decisions (Rahmayanti &

Dermawan, 2023). Content marketing has a positive and significant influence on online purchasing decisions (D.O Putri et al., 2022). Content marketing has a positive and significant influence on purchasing decisions (Rizki & Adlina, 2024). Content marketing has a direct, positive impact on purchasing decisions. This suggests that the better and more engaging the marketing content, the more it will improve consumer purchasing decisions (Rohali & Nurlinda, 2022). From this explanation, the following hypothesis can be proposed in this research:

H6: Content marketing has a positive and significant influence on online shopping decisions

In online buying and selling, consumer trust is a key component that must be considered. High consumer trust in a product can influence purchasing decisions (Ovaliana & Mahfudz, 2022). Consumer trust is a key factor driving customers to make purchases, especially when shopping online with minimal risk considerations. In the buying and selling process through online platforms, customer trust is a key element. A high level of consumer trust in a product can significantly impact their purchasing decisions (Stefani et al., 2023).

Iisnawati et al., (2022) found that trust has a significant influence on online purchase decisions. Likewise, the results of the study Stefani et al., (2023) found that customer trust has a positive and significant influence on purchasing decisions. This indicates that consumer trust in social media also influences consumer purchasing decisions. A similar finding was also found Saputra & Fadhilah (2022) found that there is a direct influence of online consumer trust on purchasing decisions. The better the communication and interaction with consumers, the more purchasing decisions made by consumers will improve. Social media has an important role in increasing trust with online consumers. If relationships with consumers can be established well, the potential for consumers to make repeat purchases will be greater.

Pasi & Sudaryanto, (2021) found that there was a significant positive influence between trust and purchasing decisions. Likewise, the results of the study Ovaliana & Mahfudz (2022), consumer trust has a positive and significant influence on purchasing decisions. A similar finding was also found Angelia & Basiya (2024) found that trust has a partial positive and significant effect on purchase decisions. Trust is one of the main factors driving customers to make purchasing decisions. A high level of trust also increases purchasing decisions. The bond of trust with purchase decisions through purchase intention is one influential aspect in purchasing decisions. From this explanation, the following hypothesis can be proposed in this research:

H7: Trust has a positive and significant influence on online shopping decisions

Live streaming facilitates interaction between sellers and potential buyers, particularly in providing detailed information about products, including quality, size, and materials. Trust is a key aspect of social behavior, particularly important in decision-making. Live streaming can be a highly relevant factor for buyers in the purchasing decision process. This is because the seller's ability to convey information clearly and directly to buyers through live streaming will increase buyers' trust in the product and encourage consumers to make a purchase (Stefani et al., 2023).

Furthermore, the perceived value consumers receive from live streaming influences trust. This is because the physical characteristics of the streamer can help reduce product uncertainty and foster consumer confidence in purchasing the product. During live streaming shopping, consumers can obtain more detailed and comprehensive information about the products they wish to purchase, as the seller (streamer) can display the product clearly and more realistically than simply viewing catalog photos on other media. This demonstrates that streamers must thoroughly understand the factors that can create consumer trust, ensuring that the product truly meets their expectations, thus improving their purchasing decisions (Saputra & Fadhilah, 2022).

Stefani et al., (2023) found that live streaming has an indirect effect on purchasing decisions through customer trust this means that when shopping via live streaming, it is important for sellers (streamers) to first build trust. This includes the ability to interact positively with viewers who have strong product knowledge, so that questions that arise during the live stream can be answered well and in a timely manner. Furthermore, sellers (streamers) also need to create an entertaining viewing experience to prevent viewers from getting bored and also provide very detailed product information so that viewers clearly understand the products offered.

Saputra & Fadhilah (2022) found that there is an indirect influence of Instagram live streaming shopping on purchasing decisions through online consumer trust. Iisnawati et al., (2022) indirectly found that live streaming experience through trust has a significant influence on online purchase decisions. The study Angelia & Basiya (2024) found that trust mediates the influence of live streaming on purchase decisions. From this explanation, the following hypothesis can be proposed in this research:

H8: Live streaming has a positive and significant influence on online shopping decisions with trust as a mediating variable.

Reviews provided by other consumers online can foster customer trust in online stores on social media. Online businesses on social media can achieve this by guaranteeing quality products and services, such as on-time delivery and products that meet consumer expectations. Customer trust is crucial, as it significantly influences purchasing decisions (Stefani et al., 2023).

Several previous studies found that online customer reviews have an indirect effect on purchase decisions through customer trust (Stefani et al., 2023). Trust can mediate the influence of online customer reviews on purchasing decisions (Pasi & Sudaryanto, 2021). Trust mediates the influence of online customer reviews on purchase decisions (Angelia & Basiya, 2024). From this explanation, the following hypothesis can be proposed in this research:

H9: Online customer reviews have a positive and significant influence on online shopping decisions with trust as a mediating variable.

When conducting online purchases using content marketing, trust is fostered when a buyer is willing to fulfill their obligations. This demonstrates that content marketing effectively conveys a

message, thereby making a product or service well-known and subsequently instilling trust in consumers (Rohali & Nurlinda, 2022). Relevant, informative, and engaging content can build consumer trust. From a social perspective, engaging content-based marketing helps brands build stronger relationships with their audiences, increasing consumer loyalty and trust (Rachman et al., 2024). Furthermore, in online buying and selling activities, consumer trust is a key component that must be considered. High consumer trust in a product can influence purchasing decisions (Ovaliana & Mahfudz, 2022). In the online buying and selling process, customer trust is a key element. A high level of consumer trust in a product can significantly impact their purchasing decisions (Stefani et al., 2023).

Previous research found content marketing has a direct positive impact on consumer confidence (Rohali & Nurlinda, 2022). Then Stefani et al., (2023) found that customer trust has a positive and significant influence on purchasing decisions. This indicates that consumer trust in social media contributes to consumer purchasing decisions. Saputra & Fadhilah (2022) Studies have shown that better communication and interaction with consumers will improve their purchasing decisions. Social media plays a crucial role in increasing trust with online consumers. A strong relationship with consumers increases the potential for repeat purchases. Angelia & Basiya (2024) trust is a key factor driving customers' purchasing decisions. High levels of trust also increase purchasing decisions. The link between trust and purchasing decisions, through purchase intention, is one of the most influential factors in purchasing decisions. From this explanation, the following hypothesis can be proposed in this research:

H10: Content marketing has a positive and significant influence on online shopping decisions with trust as a mediating variable

Based on the above hypothesis, the following is the conceptual framework of the research:

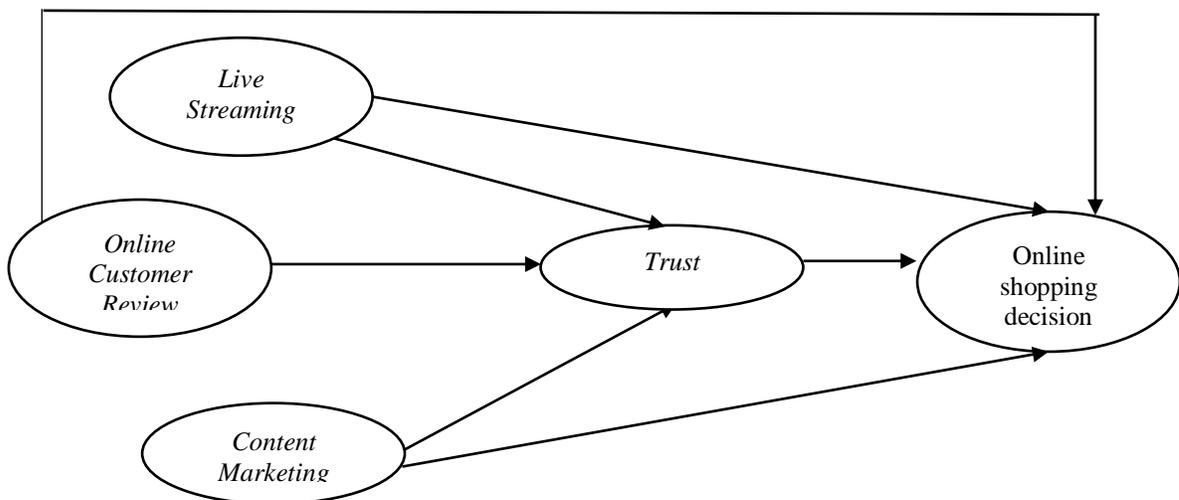


Figure 1 conceptual framework of the research

2. Method

The type of research, based on the method used, is quantitative research. Quantitative research methods can be used to study a specific population or sample, with data collection using research instruments and quantitative/statistical data analysis, aimed at testing a predetermined hypothesis (Sugiyono, 2021).

2.1 Population and Sample

The population in this study is all consumers who have purchased products on the live shopping platform in Padang City, the exact number of which is unknown (Sekaran & Bougie, 2017) states that a sample is a part of a population, a sample consists of a number of members selected from the population. Hair et al., (2010) states that a study is considered representative if the number of samples used is as many as the number of indicators multiplied by 5-10 or a minimum of 100 (one hundred) samples or respondents. In this study, the number of indicators is 46, the multiplier taken is 5, so that $46 \times 5 = 230$. Thus, the number of samples is 230 consumers who have purchased products on the live shopping platform in Padang City. The sampling technique uses a non-probability sampling method with a purposive sampling technique. Purposive sampling is a sampling determination technique with certain considerations (Sugiyono, 2021). The sample criteria are as follows:

1. Consumers have a live shopping platform application on the smartphone or Android they use.
2. Consumers use the application live shopping platform to purchase products.
3. Consumers have been using the live shopping platform application for more than 6 months.
4. Consumers have seen live streaming, which is displayed on the live shopping platform application by sellers who sell their products on the live shopping platform.
5. Consumers aged > 17 years because the age of 17 years is considered to know and understand live streaming and are able to select information.
6. Domiciled in Padang City

2.2 Measurement of Variables

The measurements of each variable used in this study are as follows:

Live streaming measured using an instrument developed by Christy (2023), which consists of 6 items: interactive, efficient, flexibility, entertainment, repeat orders and convenience.

Online customer reviews measured using an instrument developed by Dzulqarnain (2019) which consists of 10 items covering 5 dimensions: perceived usefulness, source credibility, argument quality, valance and volume of review

Content marketing measured using an instrument developed by Karr (2016) and Ningsih (2023) which consists of 10 items covering 5 dimensions: reader cognition, sharing motivation, persuasion, decision making and factor

Trust measured using an instrument developed by Saputra & Fadhilah (2022) which consists of 6 items covering 3 dimensions: ability, benevolence and integrity

Online shopping decision measured using an instrument developed by Ningsih (2023) and Priansa (2017) which consists of 14 items covering 7 dimensions: decisions about product type, decisions about product form, decisions regarding product brands, decisions regarding sales, decisions regarding the number of products, decision on purchase time and decision on payment methods

For more details, the operational definition of the variables can be seen in the table below:

Table 1. *Measurement of Variables*

Variable	Measurement	Source
Live streaming	Interested in making a purchase through the live streaming feature on the platform because... LS1/ product selection process is interactive LS2/ more efficient LS3/ can shop anytime and anywhere LS4/ The live streaming feature on the platform is very entertaining and attracts interest in shopping. Interested in making a purchase through the Live streaming feature on the platform because... LS5/ have purchased the product before and the item was good LS6/ easy to use	Christy (2023)
Online Customer Review	Perceived Usefulness OCR1/ Online customer reviews make it easier to shop online. OCR2/ Online customer reviews make it easier to search and find information about products. Source Credibility OCR3/ Trust the review feature provided by the platform OCR4/ Trust the reviews given by other consumers. Argument Quality OCR5/ A product review on the platform provides information about the advantages and disadvantages of the product being reviewed. OCR6/ Reviews on the platform help determine purchasing choices. Valance OCR7/ Positive reviews influence opinions about the products being sold OCR8/ Will look for alternative products if there are negative	Dzulqarnain (2019)

	reviews on a product. Volume of Review OCR9/ The more positive reviews there are, the better the product's reputation. OCR10/ The number of reviews and discussions indicates the popularity of the product	
Content Marketing	Reader Cognition CM1/ Delivery of information that is easy to understand CM2/ Product descriptions in the content are easy to understand Sharing Motivation CM3/ Informative content CM4/ Content drives consumer purchases Persuasion CM5/ Content that encourages purchases of certain brands/types of products CM6/ Content recommends the purchase of a particular brand/type of product Decision Making: CM7/ Content creates the initiative to make a purchase CM8/ Content that attracts interest to make a purchase Factors CM9/ Entertaining content delivery CM10/ Content delivery can convince purchase	Karr (2016) and Ningsih (2023)
Trust	Ability TR1/ Trust in the online store's ability to provide quality products. TR2/ Trust that the online shop has been around for a long time so it has the experience to send goods on time. Benevolence TR3/ Trust in the online store's knowledge in securing transactions TR4/ Trust in the existence of the online store has recognized its existence by other parties, such as suppliers, distributors, delivery services, and so on. Integrity TR5/ Customer trust that the online store will provide the best service for its customers TR6/ Customer trust that the online store will provide benefits to its customers	Saputra & Fadhilah (2022)

Online Shopping decisions	Decision on product type KB1/ According to the type of benefits obtained KB2/ Type of goods according to the desired criteria Decisions on product form KB3/ Attractive pattern/design KB4/ Practical form Decision on product branding KB5/ The brand is already well known by many people KB6/ Quality brand Decision on the sale KB7/ The shop sells a complete range of products KB8/ The shop is trusted by many people Decision on the number of products KB9/ There are discount prices for certain purchase quantities. KB10/ Free shipping offer with certain purchase amount Decision on purchase timing KB11/ There is a flash sale event KB12/ There are special promotions on certain dates Decision on payment method KB13/ Ease of payment methods KB14/ Type of payment method used	Ningsih (2023) and Priansa (2017)
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2.3 Data Collection Sources and Methods

The data sources used in this study were primary and secondary data. Primary data were obtained from a number of questionnaires distributed to a sample of respondents who met the target audience and were considered representative of the entire population. Secondary data in this study were obtained from documents and other sources indirectly related to the research, such as books, literature, articles, and internet sites. Data collection in this study using questionnaires and the measurement scale uses a Likert scale (Sugiyono, 2021).

2.4 Data Analysis Methods

The data analysis method that will be used in this research uses SEM-Partial Least Square (PLS). Ghazali (2021) he stated that PLS can be used to test theories, explain the existence or absence

of relationships between variables, and confirm theories. Furthermore, PLS can be used as a general method for conducting path analysis.

SEM-PLS analysis consists of two models First, the measurement model, often called the outer model, shows how each indicator block relates to its latent variable. This evaluation is conducted to assess the model's validity and reliability. The outer model, with reflective indicators, is evaluated through convergent and discriminant validity of the indicators forming the latent construct, composite reliability, and Cronbach's alpha for the indicator blocks. (Ghozali, 2021). The two structural models (structural models) or often called inner models. These models are evaluated using t-tests and the significance of the structural path parameter coefficients for hypothesis testing, Collinearity Statistics (VIF), R-square for the dependent construct, f square (effect size f2) and the Stone-Geisser Q-Square test for predictive relevance and model fit (Ghozali, 2021). The mediation testing strategy uses the theory put forward Hair et al., (2017) in the form of path coefficient significance.

3. Results

3.1 Respondent Characteristics

After data tabulation is carried out, the characteristics of the respondents can be grouped. consumers who have purchased products on the live shopping platform in Padang City as seen in the table below:

Table 2 Respondent Description Based on Respondent Characteristics (n = 230)

Respondent Characteristics		Frequency	Percentage
Gender	Man	87	37.8
	Woman	143	62.2
Age	17 – 25 years old	137	59.6
	26 – 35 years old	73	31.7
	36 – 45 years old	18	7.8
	46 – 55 years old	2	.9
last education	High School / Vocational School (equivalent)	141	61.3
	Diploma III	25	10.9
	Bachelor degree)	60	26.1
	Postgraduate (S2)	4	1.7
Monthly Income/Pocket Money	< Rp. 1,000,000	67	29.1
	Rp. 1,000,001 to Rp. 2,000,000	39	17.0
	Rp. 2,000,001 to Rp. 3,000,000	51	22.2
	Rp. 3,000,001 to Rp. 4,000,000	44	19.1
	Rp. 4,000,001 to Rp. 5,000,000	15	6.5
	> Rp. 5,000,000	14	6.1
Work	Not yet working	8	3.5

freelance	1	.4
Housewife	21	9.1
Student	88	38.3
part time	1	.4
State-Owned Enterprise/Regional-Owned Enterprise Employees	12	5.2
Civil Servants/ASN	10	4.3
Private employees	47	20.4
Indonesian National Armed Forces/Indonesian National Police	6	2.6
Self-employed	36	15.7

Source: Primary Data Processed 2025

Table 2 shows respondents in general. There were 143 women (62.2%). Respondents ranged in age from 17 to 55, with the majority (137 people) between the ages of 17 and 25. The most recent education, 141 (61.3%), was high school/vocational school (equivalent). Respondents generally had a monthly income/pocket money of < Rp. 1,000,000 as many as 67 people (29.1%) and range Rp. 2,000,001 to Rp. 3,000,000 as many as 51 people (22.2%) and ranged Rp. 3,000,001 to Rp. 4,000,000 as many as 44 people (19.1%). This indicates that the respondents in this study generally have a monthly income/pocket money of around < Rp. 1,000,000 and Rp. 2,000,000 to Rp. 4,000,000. Respondents generally have jobs as students as many as 88 people (38.3%), as well as private employees as many as 47 people (20.4%) and self-employed as many as 36 people (15.7%).

3.2 Measurement Model (Outer Model)

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model.

3.2.1 Convergent validity And Construct Reliability

Convergent validity the value is seen from the loading factor value (outer loadings) for each construct indicator. Individual indicators are considered reliable if they have a correlation value above 0.70 (Ghozali, 2021). Then, to measure the reliability of a construct, a construct is declared reliable if the Cronbach's alpha and composite reliability values are above 0.70 (Ghozali, 2021). In addition, a good model is required if the AVE value of each construct is greater than 0.50 (Ghozali, 2021). The following are the results of the convergent validity and construct reliability in the second stage as shown in table 3:

Table 3 Results of Convergent Validity Testing And Construct Reliability Second Stage

Variables	Indicator	Outer Loadings	Cronbach Alpha	Composite Reliability	AVE
Content Marketing	CM1	0.729	0.883	0.909	0.587
	CM10	0.809			
	CM2	0.762			
	CM4	0.776			
	CM6	0.804			
	CM7	0.709			
	CM8	0.771			
Online shopping decision	KB13	0.812	0.926	0.940	0.662
	KB14	0.835			
	KB4	0.863			
	KB5	0.846			
	KB6	0.847			
	KB7	0.731			
	KB8	0.725			
Live Streaming	LS2	0.855	0.842	0.888	0.615
	LS3	0.723			
	LS4	0.798			
	LS5	0.706			
	LS6	0.828			
Online Customer Review	OCR4	0.834	0.880	0.913	0.677
	OCR5	0.759			
	OCR6	0.871			
	OCR7	0.850			
Trust	TR2	0.873	0.870	0.912	0.721
	TR3	0.878			
	TR4	0.854			
	TR5	0.788			

Source: PLS data processing, 2025

In the early stages 1 item of live streaming statement, namely number LS1, then 5 items of online customer review statement, namely numbers OCR1, OCR2, OCR3, OCR9 and OCR10. Next, 3 items of content marketing statement, namely numbers CM3, CM5, and CM9. After that, 2 items of trust statement, namely numbers TR1 and TR6 and 6 items of Online shopping decision statement, namely numbers KB1, KB2, KB3, KB10, KB11, and KB12 have not met the requirements, where the value of each outer loadings for each statement item is <0.70 which

means the statement indicator is invalid, so the invalid statement item must be removed or deleted and the validity test must be repeated.

From table 2, if we refer to the initial outer loadings value required of 0.70, then all remaining statement items resulting from the second stage of repetition used to measure the variables of live streaming, online customer review, content marketing, trust and online shopping decision have met the requirements, where the value of each outer loading for each statement item is > 0.70, so that all remaining statement items are declared to be entirely valid as stated (Ghozali, 2021) .

Then The Cronbach alpha and composite reliability values for all variables in the form of live streaming, online customer reviews, content marketing, trust and online shopping decisions are above 0.70, which indicates that all variables in the estimated model meet the reliable criteria as stated. Ghozali (2021) A reliable model is defined as having a composite reliability value or Cronbach's alpha value above 0.70. Likewise, the Average Variance Extracted (AVE) value for the variables live streaming, online customer reviews, content marketing, trust, and online shopping decisions is greater than 0.50. This indicates that each variable used meets the requirements for good discriminant validity measurement.

3.2.2 Discriminant validity

A method for assessing discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between the construct and other constructs in the model. A model has sufficient discriminant validity if the square root of the AVE for each construct is greater than the correlation between the construct and other constructs (Ghozali, 2021). The following are the results of the discriminant validity test using the square root of AVE:

Table 4 Discriminant Validity Test Results Using the Square Root of AVE Seen in the Fornell – Larcker Criterium Test Results

	Content Marketing	Online shopping decision	Live streaming	Online Customer Review
Content Marketing	0.766			
Online shopping decision	0.690	0.814		
Live streaming	0.713	0.573	0.784	
Online Customer Review	0.758	0.701	0.770	0.823

Source: PLS data processing, 2025

The test results in table 4 show that the square root value of AVE for each variable consisting of the AVE root of the live streaming, online customer review, content marketing, trust, and online shopping decision variables is greater than the correlation between the variables with other variables in the model, where if the square root value of AVE for each variable is greater than

the correlation value between the variables with other variables in the model, then it is said to have a good discriminant validity value.

Another method used to assess discriminant validity is the Heterotrait-Monotrait Ratio (HTMT). An HTMT value < 0.90 indicates good discriminant validity (Ghozali, 2021). The following are the results of discriminant validity testing using the Heterotrait-Monotrait Ratio (HTMT)

Table 5 Results of Discriminant Validity Testing Using Heterotrait-Monotrait Ratio (HTMT)

	Content Marketing	Online shopping decision	Live Streaming	Online Customer Review	Trust
Content Marketing					
Online shopping decision	0.753				
Live Streaming	0.820	0.646			
Online Customer Review	0.859	0.770	0.890		
Trust	0.846	0.803	0.653	0.775	

Source: PLS data processing, 2025

Test results in table 5 shows all variables in the form of live streaming, online customer reviews, content marketing, trust, and online shopping decisions has a Heterotrait-Monotrait Ratio (HTMT) value < 0.90 which indicates that all variables in this study have good discriminant validity.

3.3 Structural Model (Inner model)

The structural model was evaluated using the t-test as well as the significance of the structural path parameter coefficients for hypothesis testing, Collinearity Statistics(VIF), R-square for the dependent construct, f square (effect size f2) and Stone-Geisser Q-Square test for predictive relevance and model fit.

3.3.1 Hypothesis Testing

The stability of this estimate is evaluated using a t-statistic test obtained through the bootstrapping procedure. The hypothesis will be accepted if the t-statistic value exceeds the t-table value for the degree of significance of 0.05 is 1.96 (Ghozali, 2021). The test results for direct effects (path coefficients) and indirect effects are as follows:

Table 6 Path Coefficients and Indirect Effects Results

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
H1	Live streaming-> Trust	-0.086	-0.077	0.091	0.946	0.345	Rejected
H2	Online customer reviews-> Trust	0.307	0.296	0.101	3,046	0.003	Accepted
H3	Content Marketing -> Trust	0.581	0.591	0.101	5,742	0.000	Accepted
H4	Live streaming-> Online shopping decision	-0.009	-0.005	0.078	0.113	0.910	Rejected
H5	Online customer reviews-> Online shopping decision	0.323	0.328	0.086	3,757	0.000	Accepted
H6	Content Marketing -> Online shopping decisions	0.163	0.163	0.114	1,427	0.155	Rejected
H7	Trust -> Online shopping decisions	0.385	0.381	0.105	3,661	0.000	Accepted
H8	Live streaming-> Trust -> Online shopping decisions	-0.033	-0.031	0.039	0.845	0.399	Rejected
H9	Online customer reviews-> Trust -> Online shopping decisions	0.118	0.113	0.052	2,281	0.023	Accepted
.\H10	Content Marketing -> Trust -> Online shopping decisions	0.224	0.226	0.078	2,855	0.005	Accepted

Source: Data processing with PLS, 2025

The results of the H1 test show that the original sample value is negative at 0.086 with a T-statistic value ($0.946 < 1.96$) and significance ($0.345 > 0.05$), indicating that live streaming has a negative and insignificant effect on online shopping trust; therefore, H1 is rejected. The results of the H2 test show that the original sample value is positive at 0.307 with a T-statistic value ($3.046 > 1.96$) and significance ($0.003 < 0.05$), indicating that online customer reviews have a positive and significant effect on online shopping trust; therefore, H2 is accepted. The results of the H3 test show that the original sample value is positive at 0.581 with a T-statistic value ($5.742 > 1.96$) and significance ($0.000 < 0.05$), indicating that content marketing has a positive and significant effect on online shopping trust; therefore, H3 is accepted.

The results of the H4 test show that the original sample value is negative at 0.009 with a T-statistic value ($0.113 < 1.96$) and significance ($0.910 > 0.05$), indicating that live streaming has a negative and insignificant effect on online shopping decisions; therefore, H4 is rejected. The results of the H5 test show that the original sample value is positive at 0.323 with a T-statistic value ($3.757 > 1.96$) and significance ($0.000 < 0.05$), indicating that online customer reviews have a positive and significant effect on online shopping decisions; therefore, H5 is accepted. The results of the H6 test show that the original sample value is positive at 0.163 with a T-statistic value ($1.427 < 1.96$) and significance ($0.155 > 0.05$), indicating that content marketing has a positive but insignificant effect on online shopping decisions; therefore, H6 is rejected. The results of the H7 test show that the original sample value is positive at 0.385 with a T-statistic value ($3.661 > 1.96$) and significance ($0.000 < 0.05$), indicating that trust has a positive and significant effect on online shopping decisions; therefore, H7 is accepted.

The results of the H8 test show that the original sample value is negative at 0.033 with a T-statistic value ($0.845 < 1.96$) and significance ($0.399 > 0.05$), indicating that live streaming has a negative and insignificant effect on online shopping decisions with trust as a mediating variable; therefore, H8 is rejected. The results of the H9 test show that the original sample value is positive at 0.118 with a T-statistic value ($2.281 > 1.96$) and significance ($0.023 < 0.05$), indicating that online customer reviews have a positive and significant effect on online shopping decisions with trust as a mediating variable; therefore, H9 is accepted. The results of the H10 test show that the original sample value is positive at 0.224 with a T-statistic value ($2.855 > 1.96$) and significance ($0.005 < 0.05$), indicating that content marketing has a positive and significant effect on online shopping decisions with trust as a mediating variable; therefore, H10 is accepted.

3.3.2 Collinearity Statistics(VIF)

Collinearity Statistics used for multicollinearity testing using the VIF (Variance) value Inflation Factor). An inner VIF value below 5 indicates no multicollinearity (Ghozali, 2021).

Table 7 Collinearity Statistic (VIF) Test Results

	Content Marketing	Online shopping decision	Live Streaming	Online Customer Review	Trust
Content Marketing		3,442			2,602
Online shopping decision					
Live Streaming		2,737			2,719
Online Customer Review		3,375			3,141
Trust		2,487			

Source: Data processing with PLS, 2025

Based on table 7, it can be explained that the variables content marketing with Online shopping decision having a VIF value of 3.442, content marketing with trust has a VIF value of 2.602. Then, live streaming with online shopping decision has a VIF value of 2.737, live streaming with trust has a VIF value of 2.719. Furthermore, online customer review with online shopping decision has a VIF value of 3.375, online customer review with trust has a VIF value of 3.141. Finally, trust with online shopping decision has a VIF value of 2.487. This indicates there is no multicollinearity between variables because the resulting VIF value is less than 5.

3.3.3 R Square

Changes in the R-squares value can be used to explain the influence of certain exogenous latent variables on endogenous latent variables, whether they have a substantive influence (Ghozali, 2021). The interpretation value of R Square is 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Ghozali, 2021). Based on the results of data processing, the estimated R-square results can be seen in table 8:

Table 8 R-square

	R Square	Conclusion
Online shopping decision	0.611	moderate
Trust	0.598	moderate

Source: Data processing from PLS, 2025

From the results of the R Square value in table 8, it shows that online shopping decisions can be explained by live streaming, online customer reviews, content marketing and trust amounted to 0.611 (61.1%) while 38.9% was explained by other variables outside those studied, where the model's explanatory power is moderate because $0.611 > 0.50$ but lower than 0.75. Then trust can be explained by live streaming, online customer reviews, content marketing of 0.598 or 59.8% while 40.2% is explained by other variables outside those studied, where the model's explanatory ability is moderate because $0.598 > 0.50$ but lower than 0.75.

3.3.4 f square (effect size f²)

This step aims to evaluate the extent to which the removal of a particular predictor construct affects the R² value of the endogenous construct. The effect size f² is used to measure the change in the R² value when an exogenous construct is eliminated from the model. This effect size f² value provides an indication of the magnitude of the exogenous construct's contribution to the endogenous construct. Based on commonly used interpretation guidelines, an effect size f² value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect.(Ghozali, 2021). The results of the f-square test (effect size f²) are as follows:

Table 9 f square (effect size f²)

	Content Marketing	Online shopping decision	Live Streaming	Online Customer Review	Trust
Content Marketing		0.020			0.323
Online shopping decision					
Live Streaming		0.000			0.007
Online Customer Review		0.079			0.075
Trust		0.153			

Source: Data processing from PLS, 2025

Based on table 9, it can be explained that if content marketing is dropped (removed) from the model, the impact on R square will be Online shopping decision of 0.020 means the impact is small ($0.020 > 0.02$). If content marketing is dropped (removed) from the model, the impact on R square will be small.trust of 0.323 means the impact medium ($0.323 > 0.15$). If live streaming is dropped (removed) from the model, the impact of changes in R square Online shopping decision of 0.000 means the impact is small ($0.000 < 0.02$). If live streaming is dropped (removed) from the model, the impact on R square will be small.trust of 0.007 means the impact is small ($0.007 < 0.02$). If online customer reviews are dropped (removed) from the model, the impact on R square will be small.Online shopping decision of 0.079 means the impact is small ($0.079 < 0.15$). If online customer reviews are dropped (removed) from the model, the impact on R square trust of 0.075 means the impact small ($0.075 < 0.15$). If trust is dropped (removed) from the model, the impact on R square will be online shopping decision of 0.153 means the impact is medium ($0.153 > 0.15$)

3.3.5 Q-square

Q-square measures how well the observed values are generated by the model and also its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance, while a Q-square value < 0 indicates that the model has less predictive relevance (Ghozali, 2021). The interpretation value of Q Square is 0.02 (weak), 0.15 (moderate), and 0.35 (strong) (Ghozali, 2021).

Table 10 Q-square Predictive Relevance

	SSO	SSE	Q ² (=1-SSE/SSO)	Conclusion
Content Marketing	1610,000	1610,000		
Online shopping decision	1840,000	1123,633	0.389	Strong
Live Streaming	1150,000	1150,000		
Online Customer Review	1150,000	1150,000		
Trust	920,000	537,762	0.415	Strong

Source: Data processing from PLS, 2025

Based on table 10, it can be explained that the online shopping decision has a Q Square value of 0.389, the predictive relevance value of the online shopping decision is classified as strong ($0.389 > 0.35$). Then, trust has a Q Square value of 0.415, the predictive relevance value of trust is also classified as strong ($0.415 > 0.35$). From these results, it can be concluded that this model has a strong predictive relevance value for online shopping decisions and trust.

3.3.6 Fit Model

Model Fit can be seen using the RMS_theta measure of fit. The RMS_theta measure should be close to 0 to indicate good model fit, as this would imply that the correlation between the residuals of the outer models is very small (close to zero) (Ghozali, 2021).

Table 11 Fit Model

rms Theta	0.215
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Source: Data processing from PLS, 2025

Based on the data processing results, the RMS-theta value is 0.215, which means the measure is close to 0, thus indicating good model fit, because it implies that the correlation between the residuals of the outer model is very small. Thus, overall, this research model meets the goodness of fit criteria according to the criteria recommended by Ghozali (2021).

4. Discussion

4.1 The Effect of Live Streaming on Online Shopping Trust

Based on the research results, it can be concluded that live streaming has a negative and insignificant effect on online shopping trust among live shopping platform users in Padang City. Therefore, the first hypothesis is rejected. This finding indicates that live streaming does not provide a meaningful contribution to increasing consumer trust in online shopping on live shopping platforms.

Reason live streaming does not have an impact on trust online shopping is because Consumers who were respondents in this study were of the opinion that The interest in purchasing for reasons of efficiency, such as a fast and convenient shopping process, is more related to

convenience and time, rather than trust in the seller or product. Similarly, the ability to shop anytime and anywhere reflects the platform's flexibility, but it doesn't necessarily build trust. Consumers may remain skeptical about a product's quality or authenticity despite easy access. Furthermore, the entertainment appeal offered through live streaming can indeed attract attention and increase audience engagement. However, engaging content doesn't always guarantee trust, as consumers may be driven to make impulsive purchases without fully believing the information presented.

Furthermore, if consumers are interested in purchasing because of a previous positive experience with a product, then the trust formed stems from that satisfying past experience, not from the live streaming itself. Finally, the ease of use of the live streaming feature is also an attraction, but this is more of a technical factor than an emotional or relational one, and therefore does not automatically create trust. Therefore, it can be concluded that although live streaming offers many functional and entertainment benefits, its influence on building consumer trust remains limited.

The results of this study are consistent with the results of previous research. Juliana (2023) which found that live streaming had no direct impact on consumer trust. This means that live streaming is not a determining factor in consumer trust in the TikTok Shop app.

4.2 The Effect of Online Customer Review on Online Shopping Trust

Based on the research results, it can be concluded that online customer reviews have a positive and significant effect on online shopping trust among live shopping platform users in Padang City. Therefore, the second hypothesis is accepted. This finding shows that online customer reviews influence consumer trust in online shopping, where the better the online customer reviews, the higher the level of consumer trust in online shopping on live shopping platforms.

This indicates that consumers responding to this study tend to trust reviews provided by fellow users, which are perceived as more objective and based on real-life experiences. These reviews provide a realistic picture of a product's strengths and weaknesses, helping consumers make more informed and rational decisions. This information is crucial for building trust, as consumers feel they have transparency regarding the product's quality and performance before purchasing. Furthermore, consistently positive reviews can reinforce positive perceptions of a product, increasing consumer confidence that it is worth purchasing. Conversely, if negative reviews are found, consumers tend to seek alternative products, indicating that reviews play a significant role in shaping perceived risk and trust in a product. Therefore, reviews from other customers not only serve as a source of additional information but also play a direct role in increasing consumer trust in the online purchasing process, thus influencing trust online shopping for live shopping platform users in Padang City.

Reviews provided by consumers who have purchased a product make it easier for potential customers to obtain information about a product. Reviews provided by other consumers online can foster customer trust in online stores on social media. Online businesses on social media can

achieve this by guaranteeing quality products and services, such as on-time delivery and products that meet consumer expectations (Stefani et al., 2023). Online customer reviews are more trustworthy to consumers than information provided by sellers directly in the marketplace. Therefore, sellers utilize online reviews to gain consumer trust. Consumers will pay attention to positive reviews to convince them about a product or service (Ovaliana & Mahfudz, 2022)

The results of this study are consistent with several previous studies which found that online customer reviews has a positive and significant effect on customer trust (Stefani et al., 2023). There is a significant positive influence between online customer reviews and consumer trust (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on consumer trust (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant effect on trust (Angelia & Basiya, 2024)

4.3 The Effect of Content Marketing on Online Shopping Trust

Based on the research results, it can be concluded that content marketing has a positive and significant effect on online shopping trust among live shopping platform users in Padang City. Therefore, the third hypothesis is accepted. This finding shows that content marketing affects online shopping trust, where the better the content marketing, the higher the level of consumer trust in online shopping on live shopping platform

This indicates that consumers who were respondents in this study were of the opinion Information conveyed through marketing content is generally easy for audiences to understand. Clear and descriptive presentation, particularly regarding product features and benefits, helps consumers gain a better understanding of the product being offered. Detailed and relevant product descriptions enhance the perception of transparency, a crucial component in building trust. Furthermore, engaging and persuasive content encourages consumers to make purchases and recommend specific brands or product types, strengthening confidence in the seller's credibility.

Furthermore, when marketing content is not only informative but also generates purchase intention and interest, it demonstrates that consumers feel confident and comfortable with the information they receive. In fact, convincing content delivery can directly influence purchasing decisions, as consumers perceive the product as meeting their needs. Therefore, the quality and clarity of marketing content on live shopping platforms are crucial factors in fostering consumer trust in both the product and the seller.

When conducting online purchases using content marketing, trust is fostered when a buyer is willing to fulfill their obligations. This demonstrates that content marketing effectively conveys a message, thereby making a product or service well-known and subsequently instilling trust in consumers (Rohali & Nurlinda, 2022). Relevant, informative, and engaging content can build consumer trust. From a social perspective, engaging content-based marketing helps brands build stronger relationships with their audiences, increasing consumer loyalty and trust (Rachman et

al., 2024). The results of this study are consistent with previous research found that content marketing has a direct positive impact on consumer confidence (Rohali & Nurlinda, 2022).

4.4 The Effect of Live Streaming on Online Shopping Decision

Based on the research results, it can be concluded that live streaming has a negative and insignificant effect on online shopping decisions among live shopping platform users in Padang City. Therefore, the fourth hypothesis is rejected. This finding indicates that live streaming does not provide a meaningful contribution to improving consumers' online shopping decisions on live shopping platforms

Reason live streaming does not have an impact on Online shopping decision is because consumers who were respondents in this study tend Consumers stated that their interest in live streaming features is based more on functional and entertainment aspects, rather than on its direct influence on purchasing decisions. For example, many consumers are attracted to making purchases via live streaming for efficiency reasons, such as ease of transaction and time savings. Furthermore, the flexibility of time and place offered by live shopping platforms allows consumers to shop anytime and anywhere, reflecting more on convenience than on the ultimate purchasing decision.

Furthermore, live streaming although live streaming is considered appealing due to its entertaining and interactive nature, this entertainment element is not yet strong enough to drive consumers to make a definitive purchase decision. In some cases, purchasing decisions are based on previous positive experiences with products purchased through the platform, rather than the influence of the live streaming itself. Furthermore, the ease of use of the live streaming feature is also appreciated by users, but this factor plays a greater role in increasing convenience during the shopping process, rather than in forming confidence or rational considerations for purchasing. Therefore, although live streaming provides added value in terms of user experience, its influence on purchasing decisions is still relatively weak or statistically insignificant.

Results this research is consistent with the research results Wicaksana & Nuryanto (2024) who found that live streaming Shopping did not have a significant influence on purchasing decisions on TikTok Shop

4.5 The Effect of Online Customer Review on Online Shopping Decision

Based on the research results, it can be concluded that online customer reviews have a positive and significant effect on online shopping decisions among live shopping platform users in Padang City. Therefore, the fifth hypothesis is accepted. This finding shows that online customer reviews influence online shopping decisions, where the better the online customer reviews, the higher the consumers' online shopping decisions on live shopping platforms

This indicates that consumers responding to this study highly consider reviews from other users as a primary source of information before making purchasing decisions. Consumers tend to trust

reviews provided by fellow buyers because they are perceived as more honest, objective, and based on real-life experiences. These reviews, whether in text or short videos, provide a clear overview of a product's advantages and disadvantages, helping consumers evaluate whether it meets their needs and expectations.

Furthermore, reviews available on live shopping platforms play a crucial role in the decision-making process, especially when consumers are unsure or unfamiliar with a particular product. Positive reviews strengthen consumers' perceptions of product quality, thus encouraging them to make a purchase. Conversely, when negative reviews are encountered, consumers tend to be more cautious and even seek alternative products that are perceived as safer or more reliable. Thus, the presence of consumer reviews not only influences buyers' opinions of a product but also directly influences their final decision to purchase. Therefore, online customer reviews are a crucial element in building trust and driving purchasing decisions in the context of online shopping through live shopping platforms.

Online Consumer Review Consumers use it to obtain information for decision-making, a tool known as a decision-making aid. It also serves as a mechanism for providing feedback and recommendations to other online shopping platforms. Potential consumers can use the number of reviews to gauge a product's popularity or value, which will undoubtedly influence consumer decisions (Pasi & Sudaryanto, 2021). When shopping online, consumers often feel confused about determining which products are of good quality. Reviews are one factor that can influence consumer purchasing decisions. Consumers can see how many reviews a product has received and determine whether those reviews are positive or negative. These reviews can be used as an indicator for consumer purchasing decisions (Ovaliana & Mahfudz, 2022)

The results of this study are consistent with several previous studies have found that online customer reviews have a positive and significant influence on purchase decisions. Positive customer reviews of a store will contribute to increased purchasing decisions by other customers for the product (Stefani et al., 2023). There is a significant positive influence between online customer reviews on purchasing decisions (Pasi & Sudaryanto, 2021). Online customer reviews have a positive and significant influence on purchasing decisions (Ovaliana & Mahfudz, 2022). Online customer reviews partially have a positive and significant influence on purchase decisions (Angelia & Basiya, 2024)

4.6 The Effect of Content Marketing on Online Shopping Decision

Based on the research results, it can be concluded that content marketing has a positive but insignificant effect on online shopping decisions among live shopping platform users in Padang City. Therefore, the sixth hypothesis is rejected. This finding indicates that content marketing does not provide a meaningful contribution to improving consumers' online shopping decisions on live shopping platform

Reason content marketing does not have an impact on Online shopping decision is because Consumers who were respondents in this study were of the opinion Although content marketing

is well-received by consumers, it is not yet a primary factor driving them to make a purchase. Most respondents stated that the information and product descriptions presented in marketing content were easy to understand, and the content was able to attract interest, encourage purchase initiatives, and provide recommendations for specific products. In fact, the content was considered quite convincing in building a positive perception of the product. However, these aspects were not strong enough to influence consumers' final purchasing decisions.

These findings indicate that content marketing plays a more dominant role as a medium for conveying information than as a persuasive tool capable of directly changing purchasing behavior. In the context of live shopping, consumer purchasing decisions are more influenced by other external factors such as price, trust in the seller, testimonials from other users, or previous experiences. Furthermore, the possibility that consumers already have preferences or prior purchasing plans can also cause content marketing to serve only as a supplement to the decision-making process.

Besides it the majority of respondents are in the age range 17 – 25 years old as many as 137 people (59.6%), which generally represents the younger generation who are already familiar with the digital world. This age group tends to be more critical and selective about information, so they trust reviews from other users, recommendations from friends, or viral content on social media more than formal marketing content from a brand. Furthermore, the majority of respondents also had a higher educational background. High school/vocational school (equivalent) as many as 141 people (61.3%), which may make them less interested in informative or narrative marketing content. In this context, respondents are more likely to be influenced by simpler, more immediate factors, such as discounts, low prices, or ease of purchase.

Furthermore, the majority of respondents also have status as 88 students (38.3%) and low income, with almost a third of respondents having pocket money below <Rp. 1,000,000 as many as 67 people (29.1%) per month. This condition indicates that their purchasing decisions are highly price-sensitive, so marketing content aimed at building image or providing education is less relevant than direct offers such as discounts or promotions. Respondents dominate Woman as many as 143 people (62.2%) is also another factor, because even though women are known to be active in online shopping, their decisions tend to be more influenced by the visual aspects of the product, user testimonials, and social influence, rather than by narrative content marketing.

Results this research is consistent with the results of previous research Chandradewi & Saefudin (2024) which states that content marketing does not have a significant influence on purchasing decisions. Likewise, the results of the study Adilla & Hendratmoko (2023) as well as Huda et al., (2021) stated that content marketing is positive and does not have a significant influence on purchasing decisions.

4.7 The Effect of Trust on Online Shopping Decision

Based on the research results, it can be concluded that trust has a positive and significant effect on online shopping decisions among live shopping platform users in Padang City. Therefore, the seventh hypothesis is accepted. This finding shows that trust influences consumers' online shopping decisions on live shopping platforms, where the higher the level of trust, the greater the consumers' tendency to make online shopping decisions on live shopping platforms

This indicates that consumers responding to this study consider trust a key element in their purchasing decision-making process. This trust is formed from consumers' belief in the credibility and professionalism of online stores operating on the platform. Consumers tend to believe that these online stores have been operating for a long time, thus they are perceived as experienced in handling orders and delivering goods on time.

In addition, the store's knowledge and capabilities in Maintaining transaction security is also a crucial factor in fostering a sense of security during the purchasing process. Consumer trust is further strengthened when they see that the online store has been recognized by other parties, such as suppliers, distributors, and delivery services. This demonstrates the store's reputation and trustworthy network.

Other factors that Contributing to strengthening consumer trust is the service provided by online stores, such as quick responses to inquiries, effective complaint handling, and clear and open communication. With these aspects in place, consumers feel more confident and comfortable making online shopping decisions through live shopping platforms. Therefore, trust is a crucial factor in the purchasing decision-making process.

In online buying and selling, consumer trust is a key component that must be considered. High consumer trust in a product can influence purchasing decisions (Ovaliana & Mahfudz, 2022). Consumer trust is a key factor driving customers to make purchases, especially when shopping online with minimal risk considerations. In the buying and selling process through online platforms, customer trust is a key element. A high level of consumer trust in a product can significantly impact their purchasing decisions (Stefani et al., 2023).

The results of this study are consistent with research result Iisnawati et al., (2022) found that trust has a significant influence on online purchase decisions. Likewise, the results of the study Stefani et al., (2023) found that customer trust has a positive and significant influence on purchasing decisions. This indicates that consumer trust in social media also influences consumer purchasing decisions. A similar finding was also found Saputra & Fadhillah (2022) found that there is a direct influence of online consumer trust on purchasing decisions. The better the communication and interaction with consumers, the more purchasing decisions made by consumers will improve. Social media has an important role in increasing trust with online consumers. If relationships with consumers can be established well, the potential for consumers to make repeat purchases will be greater.

The results of this study are consistent with research result Pasi & Sudaryanto, (2021) found that there was a significant positive influence between trust and purchasing decisions. Likewise, the results of the study Ovaliana & Mahfudz (2022), consumer trust has a positive and significant influence on purchasing decisions. A similar finding was also found Angelia & Basiya (2024) found that trust has a partial positive and significant effect on purchase decisions. Trust is one of the main factors driving customers to make purchasing decisions. A high level of trust also increases purchasing decisions. The bond of trust with purchase decisions through purchase intention is one influential aspect in purchasing decisions.

4.8 The Effect of Live Streaming on Online Shopping Decision with Trust as a Mediating Variable

Based on the research results, it can be concluded that live streaming has a negative and insignificant effect on online shopping decisions with trust as a mediating variable among live shopping platform users in Padang City. Therefore, the eighth hypothesis is rejected. This finding indicates that trust does not provide a meaningful contribution as a mediating variable in increasing consumers' online shopping decisions on live shopping platforms in Padang City.

This is because consumer trust in online stores on live shopping platforms is shaped more by the store's experience and track record, rather than by the ephemeral nature of live streaming content. For example, consumers believe that an online store has been around for a long time and has a proven track record of delivering goods on time. This trust doesn't arise simply from watching a live stream, but rather from the store's long-term reputation and consistent service. Furthermore, consumer perceptions of transaction security are more influenced by the platform's systems and policies, rather than by the information conveyed in the live stream. Similarly, trust arising from third-party endorsements such as suppliers, distributors, and delivery services isn't necessarily shaped by live broadcasts, as consumers need concrete evidence or valid testimonials to believe such claims. Finally, even when online stores convey a commitment to excellent service through live streaming, consumers tend to judge service quality based on firsthand experience or reviews from other customers, rather than promotional presentations. Therefore, because live streaming doesn't directly contribute to the formation of trust, trust cannot mediate the relationship between live streaming and online shopping decisions.

The results of this study are inconsistent with several previous research results, including research Stefani et al., (2023) found that live streaming has an indirect effect on purchasing decisions through customer trust. Saputra & Fadhilah (2022) found that there is an indirect influence of Instagram live streaming shopping on purchasing decisions through online consumer trust. Iisnawati et al., (2022) indirectly found that live streaming experience through trust has a significant influence on online purchase decisions. The study Angelia & Basiya (2024) found that trust mediates the influence of live streaming on purchase decisions

4.9 The Effect of Online Customer Review on Online Shopping Decision with Trust as a Mediating Variable

Based on the research results, it can be concluded that online customer reviews have a positive and significant effect on online shopping decisions with trust as a mediating variable among live shopping platform users in Padang City. Therefore, the ninth hypothesis is accepted. Based on the mediation effect test using the significance of the path coefficient, it can be seen that both the direct and indirect relationships are significant and have the same direction of coefficients. Therefore, it can be concluded that the mediation type is complementary mediation in the form of partial mediation.

Partial mediation occurs when an exogenous variable is able to directly influence an endogenous variable without involving a mediator (intervening) variable. This indicates that online customer reviews can have a direct impact on online shopping decision without involving trust, but can also make trust as a mediating variable of the influence between online customer reviews of consumers' online shopping decisions on live shopping platforms in Padang City. This is because consumers tend to trust established stores with experience delivering goods on time, thus being perceived as providing professional and reliable service. Furthermore, a store's knowledge of securing transactions is also an important factor in fostering a sense of security when shopping. Trust also arises when an online store receives recognition from third parties, such as suppliers, distributors, or delivery services, indicating a strong network and credibility. Equally important, consumers also assess a store's commitment to providing the best service to customers, which is often reflected in reviews from previous customers. All of these aspects indirectly indicate that trust results from consumers' interpretation of online customer reviews, thus acting as an intermediary influencing their final purchasing decisions. Thus, trust plays a partial mediating role in the relationship between online customer reviews and online shopping decisions, particularly on live shopping platforms in Padang City..

Reviews provided by other consumers online can foster customer trust in online stores on social media. Online businesses on social media can achieve this by guaranteeing quality products and services, such as on-time delivery and products that meet consumer expectations. Customer trust is crucial, as it significantly influences purchasing decisions (Stefani et al., 2023)

The results of this study are consistent with several previous studies which found that online customer reviews have an indirect effect on purchase decisions through customer trust (Stefani et al., 2023). Trust can mediate the influence of online customer reviews on purchasing decisions (Pasi & Sudaryanto, 2021). Trust mediates the influence of online customer reviews on purchase decisions (Angelia & Basiya, 2024).

4.10 The Effect of Content Marketing on Online Shopping Decision with Trust as a Mediating Variable

Based on the research results, it can be concluded that content marketing has a positive and significant effect on online shopping decisions with trust as a mediating variable among live shopping platform users in Padang City. Therefore, the tenth hypothesis is accepted. Based on

the mediation effect test using the significance of the path coefficient, it can be seen that the indirect relationship is significant while the direct relationship is not significant. Therefore, it can be concluded that the mediation type is indirect-only mediation in the form of full mediation

Full mediation occurs when exogenous variables are unable to significantly influence endogenous variables without going through a mediator variable. This indicates that trust as a mediating variable can be a perfect intermediary for the influence of content marketing on online shopping decisions with trust as a mediating variable on live shopping platform users in Padang City. This is because consumer trust in online stores is built through various indicators intensively developed through content marketing. Consumers believe that online stores that actively produce informative and engaging content are generally established for a long time and experienced in delivering products on time, demonstrating professionalism and reliability.

Furthermore, content explaining payment systems, transaction security, and the purchasing process reinforces trust that the store possesses the knowledge and capabilities to maintain transaction security. Content featuring testimonials about collaborations with third parties such as suppliers, distributors, and delivery services also fosters the perception that the store is widely recognized in the digital business ecosystem. Furthermore, conveying the value of good customer service through content—such as quick responses, after-sales service, and friendly communication—demonstrates the store's commitment to providing the best service. Thus, all elements that shape consumer trust originate from messages conveyed through content marketing, making trust the only pathway that bridges the influence of content on purchasing decisions. Therefore, trust can be said to fully mediate the relationship between content marketing and online shopping decisions among users of live shopping platforms in Padang City.

When conducting online purchases using content marketing, trust is fostered when a buyer is willing to fulfill their obligations. This demonstrates that content marketing effectively conveys a message, thereby making a product or service well-known and subsequently instilling trust in consumers (Rohali & Nurlinda, 2022). Relevant, informative, and engaging content can build consumer trust. From a social perspective, engaging content-based marketing helps brands build stronger relationships with their audiences, increasing consumer loyalty and trust (Rachman et al., 2024).

The results of this study are consistent with several previous research results. The previous studies discovered that content marketing has a direct positive impact on consumer confidence (Rohali & Nurlinda, 2022). Then Stefani et al., (2023) found that customer trust has a positive and significant influence on purchasing decisions. This indicates that consumer trust in social media contributes to consumer purchasing decisions. Saputra & Fadhillah (2022) Studies have shown that better communication and interaction with consumers will improve their purchasing decisions. Social media plays a crucial role in increasing trust with online consumers. A strong relationship with consumers increases the potential for repeat purchases. Angelia & Basiya (2024) trust is a key factor driving customers' purchasing decisions. High levels of trust also

increase purchasing decisions. The link between trust and purchasing decisions, through purchase intention, is one of the most influential factors in purchasing decisions

5. Conclusion

Based on the research findings, it was obtained that live streaming has a negative and insignificant effect on online shopping trust; therefore, H1 is rejected. Online customer reviews have a positive and significant effect on online shopping trust; therefore, H2 is accepted. Content marketing has a positive and significant effect on online shopping trust; therefore, H3 is accepted. Live streaming has a negative and insignificant effect on online shopping decisions; therefore, H4 is rejected. Online customer reviews have a positive and significant effect on online shopping decisions; therefore, H5 is accepted. Content marketing has a positive but insignificant effect on online shopping decisions; therefore, H6 is rejected. Trust has a positive and significant effect on online shopping decisions; therefore, H7 is accepted. Live streaming has a negative and insignificant effect on online shopping decisions with trust as a mediating variable; therefore, H8 is rejected, resulting in a no-effect non-mediation. Online customer reviews have a positive and significant effect on online shopping decisions with trust as a mediating variable; therefore, H9 is accepted, with the mediation type being complementary mediation in the form of partial mediation. Content marketing has a positive and significant effect on online shopping decisions with trust as a mediating variable; therefore, H10 is accepted, with the mediation type being indirect-only mediation in the form of full mediation

Some things that can be recommended are: live shopping platform owner it is recommended to improve live streaming, by Develop and improve live streaming features within the live shopping platform, considering key consumer appeal factors. These include efficiency, ease of access, enjoyable experiences, satisfaction with previous purchases, and ease of use, to optimize the shopping experience. Evaluate user satisfaction with live streaming technical features such as video and audio quality, connection stability during live broadcasts, interactivity (real-time Q&A or comments), and seller response speed. Explore the impact of personalized live streaming content (e.g., based on product preferences or purchase history) on improving purchasing decisions. Furthermore, assess the effectiveness of supporting features, such as ease of direct transactions from live streaming, integrated shopping cart features, and clarity of product information. Live shopping platform user store It is recommended to pay attention to and consider online customer reviews given by consumers, by means of Examine factors that shape review credibility, such as reviewer identity, likes, and live interactions. The goal is for the platform to strengthen these elements to increase credibility. Conducting an assessment of the impact of visual and interactive review formats (video, polling, real-time comments) on consumer perceptions. Examining consumer responses to negative reviews and the role of seller responses in influencing perceptions.

Live shopping platform user store It is recommended to increase and improve the content marketing provided to consumers, by means of Analyze the effectiveness of content delivery styles in enhancing consumer understanding by examining which language, visual, and narrative styles are most easily understood by audiences in a live shopping context. Optimize the format of

real-time product descriptions, including a comparison between live product demos and the use of infographics, stickers, or scrolling text. Examine which content elements (time urgency, live testimonials, exclusive live discounts) most strongly drive online shopping decisions. Examine the influence of product recommendations on shopping decisions based on influencer vs. seller vs. neutral host type. Live shopping platform user store It is recommended to increase the trust given by consumers, by means of examine the influence of the length of time the store has been established on consumer trust, f focus on long-term reputation and consistent on-time delivery. Examine consumer perceptions of transaction security systems. For example, trust in COD features, escrow, or platform guarantees. Learn the impact of third party involvement (suppliers, delivery services) on trust relevant for verification feature development. Evaluate the role of customer service in building trust. Focus on fast response, clear communication, and complaint handling

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