THE INFLUENCE OF LIVE STREAMING, INFLUENCER CREDIBILITY, AND SOCIAL EVIDENCE ON IMPULSIVE BUYING THROUGH CUSTOMER TRUST AS A MEDIATING VARIABLE (A STUDY ON SOCIAL COMMERCE OF ERIGO IN SEMARANG CITY)

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Abstract

This study aims to analyze the influence of live streaming, influencer credibility, and social proof on impulsive buying, with customer trust serving as a mediating variable. The growing trend of impulsive purchases on social commerce platforms such as TikTok forms the foundation of this research, particularly focusing on Erigo , a local fashion brand experiencing fluctuating sales despite the implementation of active digital marketing strategies. A quantitative approach was employed using a survey method, with 100 respondents selected through purposive sampling. The data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4 software. The findings reveal that both live streaming and influencer credibility have a positive and significant impact on impulsive buying, while social proof does not directly influence impulsive buying. However, all three variables—live streaming, influencer credibility, and social proof—were found to have indirect effects on impulsive buying through the mediating role of customer trust. These results suggest that fostering consumer trust through real-time interaction, credible influencers, and social validation is a critical strategy for stimulating spontaneous buying behavior in digital environments. This study contributes theoretically to the development of the Stimulus-Organism-Response (SOR) model in the context of social commerce and provides practical insights for marketers in designing trust-based and engagement-driven marketing strategies. The results demonstrate that customer trust plays a central role in bridging external digital stimuli with consumers' impulsive purchasing decisions. Thus, strengthening customer trust through credible and interactive social media content is essential for gaining competitive advantage in today's digital fashion market.

Keywords: live streaming, influencer credibility, social proof, customer trust, impulsive buying.

Introduction

Progress technology develop rapid and continuous experience change every year . Development This bring impact positive and negative . One of the benefit main from progress technology is convenience and speed in access information needed . In this digital era , the role of social commerce the more stand out as form evolution from e-commerce that prioritizes interaction social in experience online shopping (Huang et al., 2025) . Some platforms included in category social commerce including TikTok Shop , Instagram Shopping , and Facebook Store , which integrate experience shopping with social media For create more interaction active between sellers and buyers (Amri & Faris, 2024) .

Impulsive buying as decision purchases that occur in a way suddenly without planning or evaluation previously (Beatty & Ferrell, 1998) . Phenomenon This become the more relevant in context social commerce , especially with increasing use of social media as platform marketing . Currently impulsive buying the more general happen encourage marketers For digging up new ideas in marketing product .

Lavuri et al., (2023) customer trust play role important in push behavior impulsive buying , especially in context shopping online in social commerce . Trust consumer to platform shopping , method payments , as well as personal data protection can reduce perception risk and increase comfort in do

purchase spontaneous .Live streaming is interaction direct between sellers and customers , so build trust through transparency and responsiveness , which ultimately push purchase impulsive (Ratnawati, 2023) . Shamim et al., (2024) influencer credibility consisting of from expertise , honesty (trustworthiness), and power proven attractiveness can increase trust consumer to the promoted product , which ultimately push they For do purchase in a way impulsive. Huang et al., (2025) social proof is factor key in to form decision purchase impulsive in social commerce , because consumer tend depend on the opinions and actions of others as base in take decision purchase .

Erigo is brand fashion local Indonesian company founded by Muhammad Sadad in 2011 , has experience growth rapid in a number of year Last . Application TikTok now No only functioning as platform entertainment , but also as place practical shopping for users . With existence feature shopping, customer can with easy find and buy product direct from application . Erigo active do live streaming in social commerce For increase interaction customers and encourage purchase impulsive . Through broadcast directly , Erigo display product with discounts and promotions exclusive , creating urgency for consumer For quick buy (Erigo.Store , 2025) .

**Erigo Product Sales Chart on TikTok in June – December 2024**
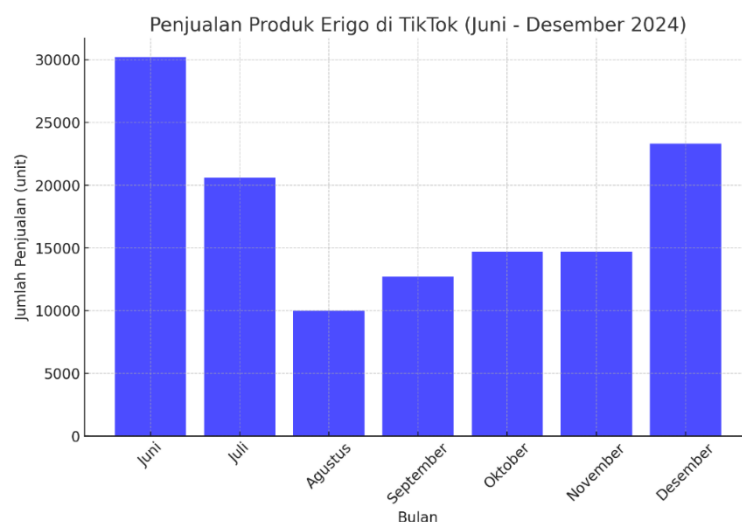
Source : Shoplus.net 2025

Based on table the show that sale product Erigo on TikTok 2024 Which No stable . As long as period time from June 2024 to December 2024, there are decline and not stable in table sale said , even until reach lowest point in do sale namely in August it reached 10,000 units However after August is there rise in the month A touching December 23,000 units possible big influenced by the moment shopping end year like promotion Christmas and New Year specials .

Even though Erigo has implementing a strong digital marketing strategy like Live Streaming , Influencer Credibility , and Social Proof , data shows existence decline sale from June to November 2024 before return increased in December . This strategy should capable increase trust customers and encourage purchase impulsive (Ratnawati, 2023) . However , the decline This indicates existence other factors that influence performance sales . External factors like change market trends , increasing competition , or change Power buy consumer participate contribute to fluctuation sale (Suhyar & Pratminingsih, 2023)

Figure 1 Research Model
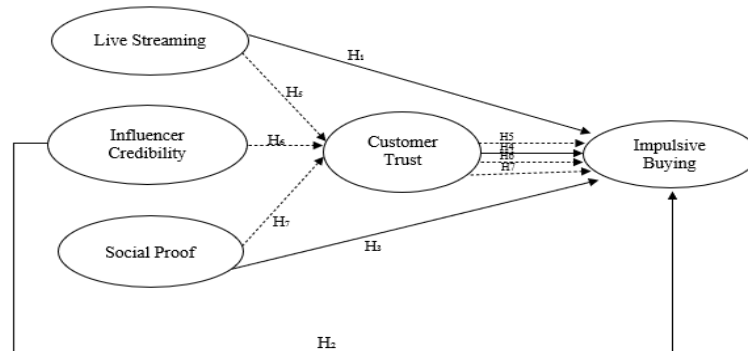
H1 : Influencer Credibility influential positive to Impulsive Buying .
H2 : Influencer Credibility influential positive to Impulsive Buying .
H3 : Social Proof influential positive to Impulsive Buying .
H4 : Customer Trust influential positive to Impulsive Buying .
H 5 : Customer Trust mediates connection positive between Live Streaming and Impulsive Buying.
H 6 : Customer Trust mediates connection positive between Influencer Credibility and Impulsive Buying.
H 7 : Customer Trust mediates connection positive between Social Proof and Impulsive Buying.

Method

Research methods This use quantitative . Population in research This is fashion consumer social commerce in the city of Semarang, the number of which is not yet known in detail . The technique for determining the minimum number of samples to be used refers to the Lameshow formula . Through the Lameshow formula (1997), the number of samples to be used can be calculated as 96 respondents. Therefore, from these results, the researcher took respondents of at least 100 on the grounds that a good sample size ranges from 100-200 respondents (Hair et al., 2010) . non-probability sampling technique , Non-probability sampling with criteria : 1). consumers Fashion Social Commerce aged 18-45 years **,** 2). Fashion Consumers Social Commerce in Semarang City, 3). Fashion Consumers Social Commerce who made purchases more than once in the last 2 months. For test the hypothesis proposed , used Structural Equation Modeling- Partial Least Square (SEM-PLS) analysis with the SmartPlS 4.0 Program .

Results and Discussions
1. **Results**
   1) Validity and reliability test
      This outer model test is to explain the relationship between indicators and latent variables. In this research test using a tool, namely SmartPLS 4.0, measured by convergent validity test and reliability test.

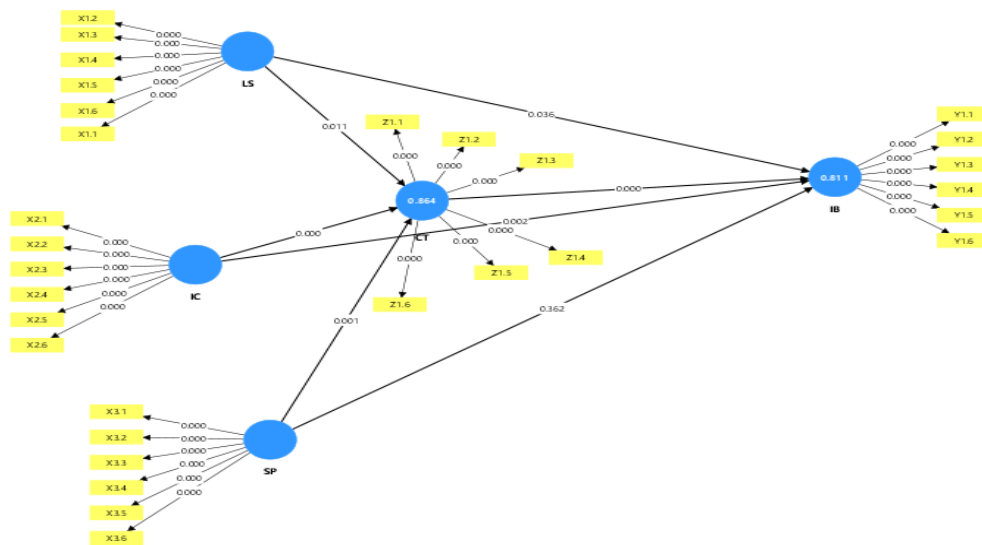**Figure 1.2 Outer Model Path Diagram**

Table 1. Convergent validity test

Variables	Item Question	Loading Value (Outer Loading)	Average Variance Extracted (AVE)	Caption
Live Streaming	$X_1.1$	0.705	0.559	Valid
	$X_1.2$	0.771		Valid
	$X_1.3$	0.735		Valid
	$X_1.4$	0.720		Valid
	$X_1.5$	0.792		Valid
	$X_1.6$	0.760		Valid
Influencer Credibility	$X_2.1$	0.821	0.652	Valid
	$X_2.2$	0.805		Valid
	$X_2.3$	0.816		Valid
	$X_2.4$	0.816		Valid
	$X_2.5$	0.787		Valid
	$X_2.6$	0.801		Valid
Social Proof	$X_3.1$	0.809	0.646	Valid
	$X_3.2$	0.824		Valid
	$X_3.3$	0.810		Valid
	$X_3.4$	0.749		Valid
	$X_3.5$	0.803		Valid
	$X_3.6$	0.824		Valid
Customer Trust	Z.1	0.786	0.601	Valid
	Z.2	0.773		Valid
	Z.3	0.800		Valid
	Z.4	0.799		Valid
	Z.5	0.739		Valid
	Z.6	0.751		Valid
Impulsive Buying	Y.1	0.822	0.608	Valid
	Y.2	0.795		Valid
	Y.3	0.778		Valid
	Y.4	0.725		Valid
	Y.5	0.830		Valid
	Y.6	0.725		Valid

Source: SmartPLS 4.0 processed (2025)

This convergent validity is evaluated by assessing the loading factor of each construct > 0.70 and AVE > 0.5 is considered valid (Ghozali, 2021). In table 1 above, it is known that all indicators and each variable of this study have a loading factor of > 0.70 and the AVE value of each variable shows a value of > 0.5. It can be concluded that all indicators in this study have met convergent validity

Table 2. Reliability Test

Variables	Cronbach's Alpha	Composite
Live Streaming	0.843	0.851
Influencer Credibility	0.894	0.897
Social Proof	0.890	0.891
Customer Trust	0.867	0.867
Impulsive buying	0.871	0.876

Source: SmartPLS 4.0 processed (2025)

Items from the statement can be said to meet the research reliability value, namely when the composite reliability and cronbach alpha values are greater than or equal to 0.70. It can be seen in table 2 that the composite reliability and cronbach alpha values of each variable used have a value greater than 0.70. It is concluded that each research instrument that has been used can measure the construct consistently.
2) Direct Effect and Indirect Effect Test

Table 3. Direct effect

Variables	Original Sample	T Statistics	P value	Information
Live Streaming (X_1) - Impulsive buying (Y)	0.180	2,099	0.036	Influential Significant
Influencer credibility (X_2) - Impulsive buying (Y)	0.330	3,148	0.002	Influential Significant
Social proof (X_3) - Impulsive buying (Y)	-0.91	0.912	0.362`	No effect
Customer trust (Z) - Impulsive buying (Y)	0.517	4,150	0,000	Influential Significant

Source: SmartPLS 4.0 processed (2025)

Table 4. Indirect Effect

Variables	Original Sample	T Statistics	P value	Information
Live streaming (X_1) - Customer trust (Z) - Impulsive buying (Y)	0.152	2,038	0.042	Influential Significant
Influencer credibility (X_2) - Customer trust (Z) - Impulsive buying (Y)	0.257	2,622	0,000	Influential Significant

Social proof (X$_3$) - Customer trust (Z) - Impulsive buying (Y)	0.152	2,571	0.010	Influential Significant

Source: SmartPLS 4.0 processed (2025)

According to Ghozali & Kusumadewi, (2023) Testing was carried out using the bootstrapping method using the path The coefficient will describe the magnitude of the influence of the relationship between constructs in the study by looking at the p value. The significance of the hypothesis testing can be evaluated by comparing the t-table value with the t-statistic . If the t-statistic value > t-table, then the hypothesis can be accepted, conversely if the t-statistic value < t-table, then the hypothesis is rejected. The results can be seen in table 3 which is explained as follows:

a. Live Streaming (X$_1$) has an effect to impulsive buying , where the original sample value is 0.180 with The T statistic value is 2.099 > 1.96 and the P value is 0.036 < 0.05. This is show that live streaming conducted by the company can increase impulsive buying consumers . Therefore that , can concluded that H1 states that live streaming influential positive and significant to impulsive buying **accepted** .

b. Influencer credibility (X$_2$) is influential to impulsive buying , where the original sample value is 0.330 with The T statistic value is 3.148 > 1.96 and the P value is 0.002 < 0.05. This is show that influencer credibility carried out by the company can increase impulsive buying consumers . Therefore that , can concluded that H2 states that influencer credibility influential positive and significant to impulsive buying **accepted** .

c. Social proof (X$_3$) no influential to impulsive buying , where the original sample value is -0.091 with The T statistic value is 0.912 < 1.96 and the P value is 0.362 > 0.05. This is show that social proof carried out by the company No can increase impulsive buying consumers . So from that , can concluded that H3 states that social proof influential positive and significant against impulsive buying **rejected** .

d. Customer trust (Z) has an effect to impulsive buying , where the original sample value is 0.517 with The T statistic value is 4.150 > 1.96 and the P value is 0.000 < 0.05. This is show that customer trust owned consumer to company can increase impulsive buying . Therefore that , can concluded that H4 states that customer trust influential positive and significant to impulsive buying **accepted**

e. Live Streaming (X$_1$) has an effect No direct to impulsive buying through customer trust , where the original sample value is 0.152 with The T statistic value is 2.038 > 1.96 and the P value is 0.042 < 0.05. This is show that live streaming conducted by the company can increase customer trust, which ultimately push consumer impulsive buying . Therefore that , can concluded that H5 states that live streaming influential No direct in a way positive and significant to impulsive buying through customer trust **accepted** .

f. Influencer credibility (X$_2$) is influential No direct to impulsive buying through customer trust , where the original sample value is 0.257 with The T statistic value is 2.622 > 1.96 and the P value is 0.009 < 0.05. This is show that credibility from influencer can increase customer trust , which then impact on increasing impulsive buying consumers . Therefore that , can concluded that H6 states that influencer credibility influential No direct in a way positive and significant to impulsive buying through customer trust **accepted**

g. Social proof (X$_3$) is influential No direct to impulsive buying through customer trust , where the original sample value is 0.152 with The T statistic value is 2.571 > 1.96 and the P value is 0.010 < 0.05. This is show that although in a way direct social proof No influential , but in a way No direct through customer trust , social proof can increase impulsive buying. Therefore that , can concluded that H7 states that social proof influential No direct in a way positive and significant to impulsive buying through customer trust **accepted**

According to Ghozali & Kusumadewi, (2023) this mediation test is to find out if the mediating variable can have an indirect effect. This test uses the bootstrapping method with a specific indirect effect. If the t-statistic value is > 1.96 at a significance level of 5%, then the hypothesis is accepted, while if using probability, the hypothesis is accepted if using a p-value < 0.05.

2. Discussions

Live streaming influential positive and significant to impulsive buying . This is show that the more tall live streaming is done fashion brands in social commerce , then the more big trend purchase impulsive in consumers fashion in social commerce Erigo in Semarang City. Influencer credibility influential positive and significant to impulsive buying . This is show that the more tall credibility from influencers nowadays promote fashion in social commerce , then the more big trend purchase impulsive in consumers fashion in social commerce Erigo in Semarang City.

Social proof No influential positive and significant to impulsive buying . This is signify that No existence influence proof social like amount reviews , testimonials , recommendations , and ratings involvement (such as likes, shares, and comments) to consumers fashion in social commerce No can increase purchase impulsive . Customer trust is able mediate influence between live streaming to impulsive buying . Where is it role mediation from trust consumers created by social commerce through live streaming in increase purchase impulsive in consumers fashion in social commerce Erigo in Semarang City.

Customer trust is able mediate influence between influencer credibility to impulsive buying . Where is it role mediation from trust consumers created by social commerce through credibility from influencers in increase purchase impulsive in consumers fashion in social commerce Erigo in Semarang City. Customer trust is able mediate influence between social proof to impulsive buying . Where is it role mediation from trust consumers created by social commerce through social proof in increase purchase impulsive in consumers fashion in social commerce Erigo in Semarang City. Customer trust is able influential positive and significant to impulsive buying . It means existence from trust consumers created by social commerce increase purchase impulsive in consumers fashion in social commerce Erigo in Semarang City.

Based on results researcher It is expected that the Company needs to increase trust consumer with a more social proof strategy effective , such as display review honestly , rating from user original , and testimoni in video form or picture real , accompanied by incentive for review quality . In the fashion sector , the selection of influencer with reputation positive and power strong pull can build connection emotional with audience , increase customer trust , as well as push purchase impulsive . In addition , optimization session live streaming with impressions interactive , demonstration products , and offers limited can create a sense of urgency as well as speed up decision purchase .

For researchers furthermore can develop study This with add other variables such as perceived value , chatbot , or influencer marketing as variable independent or mediation For see more influence wide to impulsive buying . Researchers next also can expanding research area to city or other areas , as well as compare the result based on segmentation age , type gender , or level education , so that you can give a better picture comprehensive about behavior consumer fashion in the digital era.

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