

The Influence of Live Streaming Features and Ease of Use on Purchase Intention for Muslim Fashion Products on Shopee Mediated by Consumer Trust

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Abstract

This study focuses on analyzing the impact of live streaming features and ease of use on purchase intention for Muslim fashion products on Shopee, with consumer trust as a mediator. The research uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to 150 respondents who are active Shopee users in Sukoharjo Regency. Data analysis is performed using SmartPLS 3 to test the structural model and relationships between variables. The results show that live streaming and ease of use significantly affect consumer trust. Live streaming features also significantly affect purchase intention, while ease of use does not. Consumer trust is proven to mediate the relationship between live streaming features and purchase intention, as well as between ease of use and purchase intention. This research provides important implications for e-commerce industry practitioners, especially in marketing strategies for Muslim fashion products through the Shopee platform, highlighting the importance of live streaming features and building consumer trust to enhance purchase intention.

Keywords:

Live streaming; Easy of use; Purchase intention; Consumer trust.

1. INTRODUCTION

The rapid growth of information and communication technology has significantly changed business paradigms. In today's business environment, e-commerce has become one of the main drivers of global economic growth. Information technology has transformed behavior in various fields, such as healthcare, education, sources of information, communication, entertainment, and business, without being constrained by time and place (Agustina, 2022). With increasing internet penetration and the adoption of digital technology, companies around the world are increasingly turning to e-commerce platforms to reach a broader market and enhance their operational efficiency (Laudon & Traver, 2024). E-commerce is a form of technological advancement that involves companies or individuals conducting electronic transactions, exchanging goods and services, and sharing information using the internet (Batu et al., 2019). E-commerce not only facilitates faster and easier transactions between sellers and buyers but also offers data analysis that allows businesses to better understand consumer behavior and design more effective marketing strategies (Chaffey, 2024).

The presence of e-commerce across various sectors requires consumers to recognize and delve deeper into it due to the very fast, easy, and efficient access for fulfilling shopping transactions (Lee, 2018). Amadea & Herdinata (2022) state that an attitude of expectation and confidence in risky online situations, where vulnerability will not be exploited, makes consumer trust a critical aspect of e-commerce. According to Qurniawati et al. (2023), the trend of Muslim fashion in Indonesia has developed significantly with many new players entering the market. Therefore, it is crucial to understand consumer behavior in the Indonesian Muslim fashion market to attract new customers and maintain consumer loyalty. As the country with the largest Muslim population in the world, Indonesia has become a focal point for the global fashion industry due to its significant market potential (Firdaus, 2023). According to Pratiwi et al. (2023), the development of Muslim fashion trends in Indonesia is driven by increasing awareness of halal lifestyles and the need for attire that aligns with religious values. This has led to the emergence of many local designers focusing on modern and stylish Muslim fashion. A study by Handayani and Kusuma (2023) shows that social media

plays a crucial role in disseminating Muslim fashion trends among the younger generation, contributing to the overall growth of the Muslim fashion market.

Research on the influence of live streaming features and ease of use on purchase intention for Muslim fashion on the Shopee platform, mediated by consumer trust, is intriguing because previous studies have shown varied results (Wu & Huang, 2023; Rachmawati et al., 2020; Marvianta, 2020; Putra et al., 2016; Faradilla & Soesanto, 2016; Zhang et al., 2023; Hafizhoh et al., 2023; Purwaningrum & Saputro, 2024; Pratama et al., 2018; Kunci, 2021; Cho & Sagynov, 2015; Karunasingha & Abeysekera, 2022; Manzoor et al., 2020; Rehman et al., 2019; Chan & Asni, 2022; Khalid Iqbal et al., 2018; Aslami et al., 2022; Ermawati, 2020; Deborah, 2019).

Wu & Huang (2023) state that live streaming features positively influence consumer trust. Directly, trust can affect users' judgments and behaviors in an online environment, especially with the use of live streaming features that can enhance consumer trust, making them more willing to continue using the Shopee platform if they are satisfied.

Rachmawati et al. (2020) state that there is a significant influence between ease of use and consumer trust. This study shows that the better the ease of use perceived by Shopee users in live streaming activities, the higher the consumer trust in using various live streaming features on Shopee, both as buyers and sellers. These findings are also consistent with the results of Putra et al. (2016) and Faradila & Soesanto (2016), which state that ease of use has a significant positive effect on consumer trust.

Zhang et al. (2023) found that the live streaming variable has a significant effect on purchase intention. This finding is consistent with research by Hafizhoh et al. (2023), which states that live streaming significantly impacts purchase intention. However, this study differs from the findings of Purwaningrum & Saputro (2024), which state that live streaming does not significantly affect purchase intention. Research by Pratama et al. (2023) also found that live streaming does not significantly impact purchase intention.

Cho & Sagynov (2015) state that ease of use has a statistically significant positive effect on purchase intention. This finding is supported by research by Julia & Made (2021), which also states that ease of use has a positive and significant impact on purchase intention. This suggests that Shopee users are more likely to make a purchase when there are many promotional offers, such as easily redeemable free shipping vouchers. Kusuma et al. (2023) indicate that marketers can study purchase intention and develop strategies that can trigger consumer buying behavior.

Karunasingha & Abeysekera (2022) show that consumer trust plays a significant mediating role in purchase intention. This finding is supported by research by Manzoor et al. (2020) and Rehman et al. (2019), which state that consumer trust significantly influences purchase intention.

(Chan & Asni, 2022) found that consumer trust significantly mediates the effect of live streaming on purchase intention. This indicates that live streaming of Muslim fashion has a direct impact on purchase intention, which is validated through consumer trust. For online marketing practitioners, consumer trust is an important mediating variable that significantly enhances the effectiveness of live streaming on purchase intention.

Research by Ermawati (2020) and Deborah (2019) states that consumer trust is capable of mediating the effect of ease of use on purchase intention. However, this study contradicts the findings of Aslami et al. (2022), which show that consumer trust does not mediate the effect of ease of use on purchase intention. This result is consistent with Khalid Iqbal et al. (2018), who state that consumer trust cannot mediate the effect of ease of use on purchase intention.

Although many studies have highlighted the importance of live streaming features and ease of use in purchase intention, few have focused on the context of live streaming features in the Shopee app, particularly regarding how these factors influence purchase intention. This study will bridge that knowledge gap by specifically examining the impact of live streaming features and ease of use on purchase intention on the Shopee platform. Additionally, this study will also consider the crucial role of consumer trust as a mediator in the relationship between live streaming features, ease of use, and purchase intention. Consumer trust is considered a key element in the e-commerce environment, where certainty and security are major factors influencing online purchase decisions.

2. RESEARCH METHOD

This study is quantitative research, which involves collecting data in the form of numbers or numerical data (Sugiyono, 2018). This quantitative research employs social survey techniques related to structured interviews and prepared questionnaires, as well as experiments from the beginning to the end of the research design creation. The approach used in this study is an associative approach. An associative approach is a research method that examines cause-and-effect relationships between two or more variables (Sugiyono, 2018).

Tabel 1. Indicator of statement

Variable	Indicator	Questionnaire Statement
Fitur Live Streaming	Promotion Time	I follow Shopee's live streaming when they promote fashion clothing at certain times.
	Discount	I took advantage of the discount offered during the Shopee live streaming.
	Produk Description	Explanations about products in Shopee live streaming can help me to better understand the advantages of fashion clothing products.
	Visual Marketing	I feel that the visual marketing used in Shopee's live streaming suits my preferences.
	Ease to Learn	It was very easy for me to learn how to use Shopee live streaming when shopping for Muslim fashion clothing.
Ease Of Use	Ease to Control	The feature of using Shopee live streaming technology in shopping for Muslim fashion clothing is very easy to control.
	Ease Understood	Shopee's live streaming feature is very easy to understand in meeting the needs of Muslim fashion clothing.
	Fleksibel	Using Shopee live streaming technology can be done at any time and is also very flexible.
	Ease Applied	Shopping for Muslim fashion clothing on Shopee's live streaming feature is very easy to apply.
	Ease Used	Using the Shopee live streaming feature provides clear information about Muslim fashion product details such as material, size, price, terms and conditions of purchase
Consumer Trust	Relatively Short	Transaction stages on Shopee live streaming can be completed in a relatively short time.
	Benevolence	I am sure that Shopee live streaming quickly responds to complaints or problems from customers.
	Ability	I believe that Shopee live streaming has the ability to provide accurate and relevant information about each product offered.
	Integrity	I feel that Shopee live streaming will protect the confidentiality of customers' personal information very well.
	Attention	Ketika melihat notifikasi pakaian fashion busana muslim pada live streaming shopee, saya segera membukanya.
Purchase Intention	Interest	I felt interested in the various Muslim fashion clothes displayed on Shopee's live streaming.
	Desire	I felt enthusiastic when I found out that Shopee's live streaming would feature the latest Muslim fashion clothing collection.
	Action	I communicate more actively with sellers regarding the products offered on live streaming.

The population in this study is consumers who use live streaming features for Muslim fashion products on the Shopee app in Sukoharjo, Surakarta City, Central Java, Indonesia. The trend of Muslim fashion in Sukoharjo is experiencing rapid economic growth. This is driven by the local culture that upholds religious values, making Muslim fashion an integral part of daily lifestyle. According to a study by Wibowo et al. (2023), Sukoharjo has significant potential for the development of the Muslim fashion industry, driven by the creativity of local entrepreneurs and high adoption of digital technology. The area is a focal point due to the high level of technology and internet adoption among its population, which enables broader e-commerce and social media penetration. Additionally, Sukoharjo has an active Shopee user community, particularly in the Muslim fashion segment, making it an ideal location to study consumer consumption dynamics and preferences. Santoso and Handayani (2023) state that the use of e-commerce platforms like Shopee has changed how consumers in Sukoharjo interact with Muslim fashion products, especially through live streaming features that offer a more interactive shopping experience. The conceptual framework model in this study illustrates the influence of independent variables (X), which are live streaming features and ease of use, the dependent variable (Y), which is purchase intention, and the mediating variable (Z), which is consumer trust.

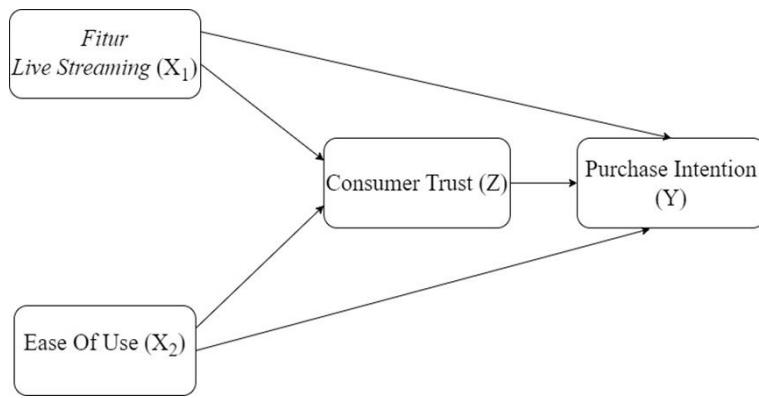


Figure 1. Conceptual framework

The integration of live streaming features into the Shopee e-commerce platform has the potential to create a more interactive and realistic shopping experience in the online environment (Sun et al., 2019). Wu & Huang (2023) state that, in general, consumer trust can affect user evaluation and behavior in the online environment, especially with the use of live streaming features that can enhance consumer trust, leading them to continue using the Shopee platform if they are satisfied, which ultimately positively influences trust in shopping. Waskito (2015) defines trust as the willingness to rely on a product, service, or brand based on beliefs or expectations due to credibility, benefits, and environmental performance. Based on the literature review and theoretical framework, this study proposes the following hypothesis:

a. H1: There is a significant positive direct effect of live streaming features on consumer trust.

Ease of use regarding technology, such as ease of use and usability, has been shown to affect consumer trust. Sianadewi et al. (2017) define ease of use as the belief that using technology will be easy or can be interpreted as the belief in the extent to which a system will reduce their effort to act. Wang and Emurian (2019) state that ease of use significantly affects consumer trust in e-commerce platforms. They note that when consumers find a system or platform easy to use, their trust in the system increases due to the perception that the system is reliable and not burdensome for users. Kim and Lee (2020) reveal that perceived ease of use by mobile app users influences consumer trust. They find that user-friendly apps enhance user trust by reducing uncertainty and increasing satisfaction. Therefore, the hypothesis for this study is:

b. H2: There is a significant positive direct effect of ease of use on consumer trust.

Marketing through live streaming is generally used for goods or products that are typically purchased online via website links. It attracts followers by offering useful or entertaining live streaming content (Park & Lin, 2020). According to Song & Liu (2021), purchase intention is a construct that reinforces customers' intention to buy online. It is important to investigate customers' purchase intention towards live streaming features after they have interacted with in-store live streaming. Based on the literature review, this study proposes the following hypothesis:

c. H3: There is a significant positive direct effect of live streaming features on purchase intention.

Perceived ease of use by consumers when using the Shopee app will influence their decision to continue using the technology in the future. This can stimulate an individual's interest in making a purchase. Zhang et al. (2020) found that ease of use significantly enhances purchase intention on e-commerce platforms. Therefore, the hypothesis for this study is:

d. H4: There is a significant positive direct effect of ease of use on purchase intention.

Consumer trust is the belief in the reliability and integrity of the seller or platform, which is a key factor influencing purchase intention. Sari (2022) shows that consumer trust can reduce perceived uncertainty and risk, which ultimately increases purchase intention. In the context of e-commerce, trust encompasses several aspects that play a crucial role because consumers cannot see or touch the product directly before purchasing, thus affecting purchase intention. Hardhianti & Sholahuddin (2024) state that trust is the belief directed towards others regarding their intentions and behavior. The trust placed by consumers in the market needs to be carefully considered, and consumers who are made to trust the transaction process are expected to meet their expectations. Febrianta & Basiya (2023) found that consumer trust significantly increases purchase intention on e-commerce platforms. Based on the literature review, the hypothesis for this study is:

e. H5: There is a significant positive direct effect of consumer trust on purchase intention.

Data analysis reveals that live streaming enhances consumer trust in sellers and the products offered. This trust, in turn, significantly contributes to increased purchase intention. The presence of live streaming features allows consumers to view products in real-time, ask questions, and receive immediate responses from sellers, which reinforces their trust. These findings are consistent with previous research indicating that direct interaction through live streaming can reduce uncertainty and improve the perception of seller reliability (Sun et al., 2019). Therefore, the hypothesis for this study is:

f. H6: There is a significant positive direct effect of live streaming features on purchase intention mediated by consumer trust.

Consumer trust plays a crucial role in enhancing the perceived value for consumers, such as the ease of conducting shopping transactions through live streaming. Li and Shang (2019) also identified that an intuitive and responsive user interface can strengthen user trust and boost purchase intention. Chen and Wang (2021) emphasize that ease of use not only affects users' perception of product reliability but also increases loyalty and purchase intention. Based on the literature review and theoretical framework, this study proposes the following hypothesis:

g. H7: There is a significant positive direct effect of ease of use on purchase intention mediated by consumer trust.

3. RESULTS AND DISCUSSION

In this study, hypothesis testing is conducted using Partial Least Squares (PLS) data analysis techniques with Smart PLS 3.0. The following is the PLS model schema being tested:

3.1. Results

3.1.1. Outer Model Analysis

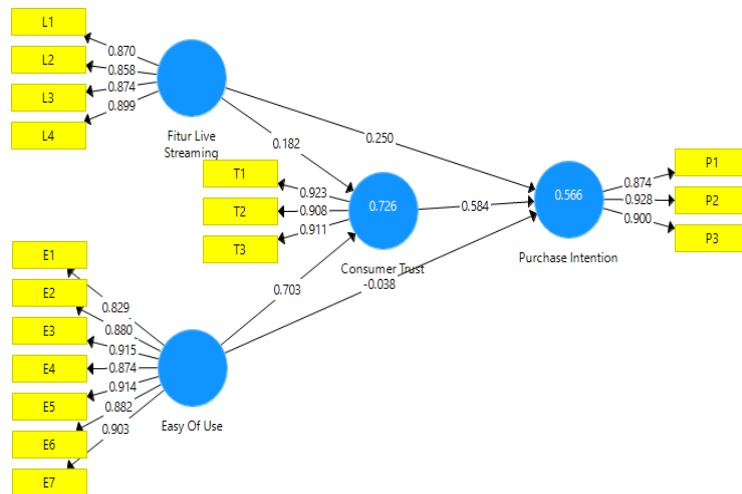


Figure 2. Outer Model

Table 2. Outer Loading Value

Variable	Indikator	Outer Loading	Information
Fitur Live Streaming	L1	0.870	Valid
	L2	0.858	Valid
	L3	0.874	Valid
	L4	0.899	Valid
Easy Of Use	E1	0.829	Valid
	E2	0.880	Valid
	E3	0.915	Valid
	E4	0.874	Valid
	E5	0.914	Valid
	E6	0.882	Valid
	E7	0.903	Valid
Consumer Trust	T1	0.923	Valid
	T2	0.908	Valid
	T3	0.911	Valid
Purchase Intention	P1	0.874	Valid
	P2	0.928	Valid
	P3	0.900	Valid

Source: Primary Data, processed by SmartPLS 3.0, 2024

The data analysis results using SmartPLS 3.0 indicate that all indicators are valid with an outer loading value of 0.70. This demonstrates that all indicators accurately and consistently reflect the measured construct. Therefore, the measurement model in this study can be considered valid and reliable for further analysis.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Information
Live Streaming (X ₁)	0.836	Valid
Easy Of Use (X ₂)	0.785	Valid
Consumer Trust (Z)	0.766	Valid
Purchase Intention (Y)	0.928	Valid

Source: Primary Data, processed by SmartPLS 3.0, 2024

The analysis results show that the Average Variance Extracted (AVE) value is valid at 0.50. This indicates that a high AVE value demonstrates good convergent validity, where the indicators used are capable of significantly and accurately representing the construct.

Table 4. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information
Live Streaming (X ₁)	0.902	0.938	Reliable
Easy Of Use (X ₂)	0.954	0.962	Reliable
Consumer Trust (Z)	0.899	0.929	Reliable
Purchase Intention (Y)	0.884	0.928	Reliable

Source: Primary Data, processed by SmartPLS 3.0, 2024

In this analysis, the values of Cronbach's Alpha and Composite Reliability indicate that each variable has excellent internal consistency and high reliability. Thus, the indicators used in this study can be considered reliable and consistent in measuring the intended construct.

3.1.2. Inner Model Analysis

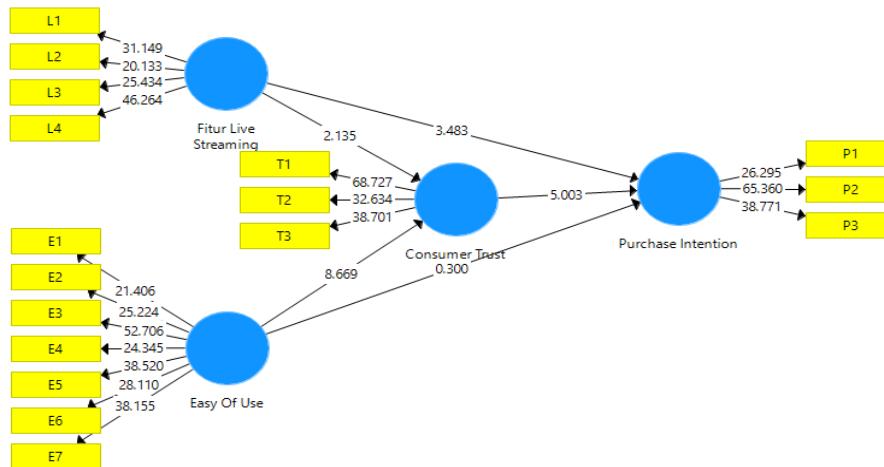


Figure 3. Inner Model

Table 5. Nilai R-Square

Variable	R-Square	R Square Adjusted
Consumer Trust	0.726	0.722
Purchase Intention	0.566	0.557

Source: Primary Data, processed by SmartPLS 3.0, 2024

The R-Square value indicates that the correlation between the variables of live streaming features and ease of use with purchase intention is 0.566 (56.6%), which signifies a significant relationship. Additionally, the R-Square value of 0.726 (72.6%) for the variables of live streaming features and ease of use with consumer trust indicates a significant and strong relationship. This demonstrates that live streaming features and ease of use not only positively impact purchase intention but also strengthen consumer trust.

The model shows strong predictive capability for the Consumer Trust variable and a fairly good predictive capability for the Purchase Intention variable. These results suggest that the independent variables

in this study, namely Live Streaming and Ease of Use, significantly influence Consumer Trust, which in turn affects Purchase Intention.

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R_{21}) \times (1 - R_{22})] \\
 &= 1 - [(1 - 0.726) \times (1 - 0.566)] \\
 &= 1 - (0.274 \times 0.434) \\
 &= 1 - 0.118916 \\
 &= 0.881084
 \end{aligned}$$

The Q-Square value of 0.881084 indicates that the research model has very good predictive validity. This suggests that the independent variables in this study, namely Live Streaming and Ease of Use, along with the mediator variable Consumer Trust, significantly influence Purchase Intention. Therefore, the results of this study provide valuable insights for e-commerce practitioners, especially those using the Shopee platform, on enhancing consumer trust and purchase intention through live streaming features and ease of use.

Table 6. Nilai Uji T

Path Coefficients	T-statistic	T-table	Information
Consumer Trust -> Purchase Intention	5.003	1.967	Significant
Easy Of Use -> Consumer Trust	8.669	1.967	Significant
Easy Of Use -> Purchase Intention	0.300	1.967	Not Significant
Fitur Live Streaming -> Consumer Trust	2.135	1.967	Significant
Fitur Live Streaming -> Purchase Intention	3.488	1.967	Significant
Easy Of Use -> Consumer Trust -> Purchase Intention	4.028	1.967	Significant
Fitur Live Streaming -> Consumer-> Purchase Intention	2.180	1.967	Significant

Source: Primary Data, processed by SmartPLS 3.0, 2024

The T-test results show that consumer trust plays a crucial role as a mediator in the relationship between ease of use and live streaming features on purchase intention. Additionally, ease of use and live streaming features have a significant direct impact on both consumer trust and purchase intention, except for ease of use, which does not have a significant direct effect on purchase intention.

Table 7. Path Coefficient (Direct Effects)

Path Coefficient	Original Sample	p- values	Information
Consumer Trust -> Purchase Intention	0.584	0.000	Significant
Easy Of Use -> Consumer Trust	0.703	0.000	Significant
Easy Of Use -> Purchase Intention	-0.038	0.764	Not Significant
Fitur Live Streaming -> Consumer Trust	0.182	0.033	Significant
Fitur Live Streaming -> Purchase Intention	0.250	0.001	Significant

Source: Primary Data, processed by SmartPLS 3.0, 2024

Overall, the analysis results indicate that consumer trust is a significant mediating factor between ease of use and live streaming features with purchase intention. Although ease of use does not have a significant direct effect on purchase intention, its effect becomes significant when mediated by consumer trust.

Table 8. Path Coefficient (Indirect Effects)

Variable	Original Sample	p- values	Information
Easy Of Use-> Consumer Trust ->Purchase Intention	0.411	0.000	Significant
Fitur Live Streaming-> Consumer Trust ->Purchase Intention	0.106	0.000	Significant

Source: Primary Data, processed by SmartPLS 3.0, 2024

Based on the analysis, the variable "ease of use" with respect to purchase intention, mediated by consumer trust, shows a positive and significant effect with a value of 0.411. Additionally, the variable "live streaming features" with respect to purchase intention, mediated by consumer trust, also has a positive and significant effect with a value of 0.106. These results indicate that consumer trust effectively mediates the relationship between the independent variables, namely live streaming features and ease of use, and purchase intention, as evidenced by a p-value less than 0.05.

3.2. Discussion

3.2.1. The Influence of Live Streaming Features and Consumer Trust

The findings from hypothesis testing demonstrate that live streaming features have a positive and significant impact on consumer trust. This result aligns with Wu & Huang (2023), who found that using live streaming features can effectively enhance consumer trust in the products or services offered by the Shopee platform. Similarly, Iisnawati et al. (2022) state that through more personal and transparent interactions, live streaming helps bridge the gap between companies and consumers, creating a stronger and more trustworthy relationship. Consumers who engage more frequently with live streaming tend to have higher levels of trust. Thus, live streaming features can serve as an effective tool for building and reinforcing consumer trust.

3.2.2. The Influence of Ease of Use on Consumer Trust

The findings of this study confirm that ease of use has a positive and significant impact on consumer trust. This result is consistent with Rachmawati et al. (2020), who found that the easier a product or service is to use, the higher the level of consumer trust that develops. This finding is also supported by Putra et al. (2016) and Faradila & Soesanto (2016), which indicate that ease of use significantly positively affects consumer trust. Ease of use is a crucial factor in building consumer trust, which is essential for the long-term success of a company.

3.2.3. The Influence of Live Streaming on Purchase Intention

The findings of this study demonstrate that live streaming has a positive and significant impact on purchase intention. This result is supported by Zhang et al. (2023), who found that live streaming can enhance consumer interest and engagement with the offered products due to the direct interaction and more detailed information available during live sessions. This feature facilitates a better understanding of the products, contributing to more positive purchase decisions. The study is in line with Hafizhoh et al. (2023), which states that live streaming not only captures consumer attention but also builds confidence in purchasing products through more personal and transparent interactions. Consumers involved in live streaming sessions tend to have higher purchase intentions because they feel more informed and confident about the products. Through more personal and transparent interactions, live streaming helps bridge the gap between sellers and consumers, enhancing engagement, creating stronger relationships, and driving purchase intentions. This represents a tangible effect of live streaming on consumer purchase intention.

3.2.4. The Influence of Ease of Use on Purchase Intention

The findings of this study reveal no significant direct effect of ease of use on purchase intention. This result is consistent with the research by Agrebi & Jallais (2015), which stated that ease of use does not significantly impact purchase intention. This study aligns with Lim et al. (2016), which found a positive and significant effect of ease of use on purchase intention, suggesting that ease of use is a fundamental factor expected by consumers from e-commerce platforms. When this aspect is already met, its impact on purchase intention might not be immediately apparent. Consumer trust plays a crucial mediating role in the relationship between ease of use and purchase intention. In this context, although ease of use does not directly affect purchase intention, it contributes to increased consumer trust, which ultimately enhances purchase intention. In this study, the majority of respondents are at the secondary education level, active as students, and have relatively low incomes. These conditions may influence how they perceive and use technology or products offered, such as prioritizing price or economic value of products over ease of use. They may be more likely to consider cost as a primary factor in their purchasing decisions.

3.2.5. The Influence of Consumer Trust on Purchase Intention

The findings of this study indicate that consumer trust has a significant impact on purchase intention for Muslim fashion on the Shopee platform. This result is supported by Karunasinha & Abeysekera (2022), who found that consumer trust acts as a crucial mediator in this process, highlighting the importance of building consumer trust to maximize the effect of ease of use on purchase intention. This finding is also supported by previous research conducted by Manzoor et al. (2020), which found that the ease of use of e-commerce platforms can enhance consumer trust, which in turn positively influences purchase intention. Additionally, Rehman et al. (2019) also supports these findings by demonstrating that a high level of trust in a platform or product is closely related to an increased intention to purchase.

3.2.6. The Influence of the Live Streaming Feature on Purchase Intention is Mediated by Consumer Trust

The findings of this study reveal that live streaming has a significant positive impact on both consumer trust and purchase intention. These results are consistent with existing literature, which suggests that live streaming enhances real-time interaction and provides more transparent product information to consumers, thereby increasing trust (Wang et al., 2022). According to previous research by Chen and Lin (2021), the visual experience and direct interaction with sellers during live streaming sessions can build a more personal relationship and increase consumer trust. This is also supported by Xu et al. (2023), who state that live

streaming provides a higher level of engagement, positively influencing consumer purchase intention. The findings are further reinforced by Chan & Asni (2022), who found that consumer trust plays a significant mediating role between live streaming and purchase intention. This indicates that live streaming can enhance purchase intention by first building consumer trust. Live streaming allows sellers to interact directly with consumers, answer questions in real-time, and provide detailed product demonstrations, thus increasing transparency and reducing uncertainty about the products. This makes consumers more confident and trusting of the products they see live, leading to a higher likelihood of making a purchase.

3.2.7. The Influence of Ease of Use on Purchase Intention is Mediated by Consumer Trust

The findings of this research indicate that consumer trust plays an important mediating role in the relationship between ease of use and purchase intention. In this context, although ease of use does not directly affect purchase intention, it contributes to increasing consumer trust, which ultimately enhances purchase intention. This aligns with the study by Kim and Park (2023), which shows that consumer trust can mediate the relationship between perceived ease of use and purchase decision. This is consistent with the research by Ermawati (2020), which demonstrates that the consumer trust variable can mediate the relationship between ease of use and purchase intention. When consumers find a product easy to use, they tend to be satisfied because the product is reliable, not confusing to use, and meets their expectations. These findings are also in line with Deborah (2019), who found that ease of use has a positive and significant effect on purchase intention when mediated by consumer trust. Consumers are more confident that the product will meet their expectations, which can increase their intention to purchase.

4. CONCLUSION

Based on the research analysis results, several interesting findings were revealed regarding the influence of live streaming features and ease of use on the purchase intention of Muslim fashion products on the Shopee platform, mediated by consumer trust. The live streaming feature has been proven to have a positive and significant effect on consumer trust, as per the first hypothesis, which states that the more frequently consumers engage in live streaming sessions, the higher their level of trust in the products and sellers. Additionally, the second hypothesis is also proven true, where ease of use has a positive and significant impact on consumer trust. Similarly, the third hypothesis that live streaming positively and significantly influences purchase intention is confirmed. However, these findings do not align with the fourth hypothesis, which claims that ease of use significantly affects purchase intention, indicating that while ease of use is important, other factors such as product quality and price may play a more dominant role in influencing purchasing decisions. Then, the fifth hypothesis proves that ease of use positively and significantly influences purchase intention. Meanwhile, consumer trust is proven to be an important mediator in the relationship between live streaming features and purchase intention, as well as between ease of use and purchase intention, thereby confirming the sixth and seventh hypotheses.

This research provides several practical implications for e-commerce practitioners, especially in the Muslim fashion industry. One of the key findings is the importance of integrating live streaming features as part of the marketing strategy. Live streaming enables real-time interaction between sellers and consumers, providing a more personal and interactive shopping experience. Additionally, to enhance consumer trust, e-commerce must focus on information transparency and transaction security. Practitioners need to ensure that the product information conveyed during live streaming is accurate and trustworthy. Theoretically, this research contributes to a deeper understanding of consumer behavior in the context of e-commerce, particularly in the Muslim fashion industry. This study highlights the role of live streaming in shaping consumer perceptions and influencing their purchase intentions. Furthermore, this research enriches the theoretical discussion on the mediation of consumer trust in the relationship between ease of use and purchase intention.

Future researchers are advised to increase the sample size so that the research results are more representative and can be generalized to a broader population of Shopee users, thus obtaining more accurate answers. There is a possibility that other factors contribute to this research, so it is necessary to consider studies with larger and more diverse samples and more comprehensive data collection methods.

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