The Effect of Influencer Credibility, Authenticity, and Engagement on Purchase Intention in Live Shopping

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Abstract

Build upon Source Credibility Theory (SCT), which states that influencer's persuasiveness is determined by three core dimensions—expertise (credibility), trustworthiness (authenticity), and attractiveness (engagement). This study examines the impact of three influencer characteristics—Influencer Credibility (IC), Influencer Authenticity (IA), and Influencer Engagement (IE)—on Purchase Intention (PI) in live shopping in Indonesia. A quantitative survey of 109 Indonesian live shoppers was conducted using purposive and snowball sampling. Findings reveal that Influencer Authenticity and Influencer Engagement significantly boost Purchase Intention, whereas Influencer Credibility does not. This research offers a conceptual framework grounded in SCT for understanding how influencers' characteristics shape followers' purchase intentions and provides empirical evidence of live shopping's effectiveness in the Indonesian context.

Keywords: Source credibility theory, Influencer authenticity, Influencer credibility, Influencer engagement, live shopping, purchase intention

JEL Classification: M31, L81, D91, C83

INTRODUCTION

This study grounded from Source Credibility Theory, first articulated by Hovland & Weiss (1951) and later refined by Ohanian (1990). Source Credibility Theory posits that a communicator's persuasiveness hinges on three core dimensions: expertise, which reflects the messenger's knowledge and skill; trustworthiness, denoting honesty, authenticity and integrity; and attractiveness, encompassing charisma, engaging and likability. When an influencer scores highly on these dimensions, audiences are more inclined to accept their recommendations without extensive scrutiny (Balaban & Mustățea, 2019).

This study investigates the influence of influencer credibility, authenticity, and engagement on purchase intention in Indonesian live shopping. A survey of 109 respondents was analyzed using PLS-SEM. Results show that authenticity and engagement significantly affect purchase intention, while credibility has no significant effect. These findings refine Source Credibility Theory in the digital commerce context and provide insights for marketers and influencers. His understanding of featured products projected undeniable source expertise, assuring viewers that his endorsements were informed and reliable. His transparent deal disclosures and consistent on-camera persona fostered deep source trustworthiness, so his audience felt confident that he had their best interests at heart. Finally, his energetic delivery, warm banter, and memorable style amplified his source attractiveness, drawing viewers in and sustaining engagement throughout the stream.

Dr. Richard Lee's achievement in Shopee live shopping is closely linked to his role as an influencer in shaping purchase intentions. As an influencer with a massive following, Dr. Richard Lee wields high influence over his audience. In a meta-analysis study on Social Influencer Marketing conducted by (Vrontis et al., 2021), it is stated that there are three factors that contribute to an influencer's influence over their audience: Influencer Credibility, Influencer Authenticity, and Influencer Engagement. These three factors can enhance purchase intention among the influencer's audience.

The first factor is Influencer Credibility. In this case, Dr. Richard Lee has established credibility among his followers. They perceive him as a reliable source or expert who can recommend products that meet their needs. When a credible influencer recommends a product or offers special discounts, the purchase intention of their followers tends to increase due to the credibility that has been built (Kemeç & Fulya, 2021).

The second factor is the level of authenticity displayed by influencers in the content they share on social media. Dr. Richard Lee possesses the ability to create authentic, entertaining, and engaging content. Through live shopping experience, he can present products in an appealing and informative manner.

Influencer engagement also influences consumer purchase intention. Influencers often involve their followers in various ways, such as selecting products to showcase or conducting polls during live shopping sessions. This fosters a sense of ownership among followers and can encourage them to purchase the products they follow during live shopping (Hartanto et al., 2023).

In the case of Dr. Richard Lee, his influence as an influencer greatly contributes to building a strong purchase intent among his followers. His ability to offer special deals and present them in engaging content has made his live shopping events highly successful, highlighting how influencers can be valuable assets in the world of e-commerce and marketing.

The primary objective of this research is to gain an in-depth understanding of the role influencers play in directly influencing purchase intentions within the emerging field of Live Shopping in Indonesia. This study aims to empirically test the influence of influencer credibility, authenticity, and engagement on purchase intention in the Indonesian live shopping context. Based on the issues outlined above this study asks the following questions: (1) Does Influencer Credibility

have a significant influence on Purchase Intention?; (2) Does Influencer Authenticity have a significant influence on Purchase Intention?; (3) Does Influencer Engagement have a significant influence on Purchase Intention?

Findings of this research hold significant benefits for marketers and companies relying on influencers as promotional tools on the Live Shopping platform, as they can assist in understanding the influencer characteristics that impact consumer purchase intention. Marketers can optimize their marketing strategies by selecting influencers aligned with their objectives to enhance purchase intention and, ultimately, boost corporate revenue. Furthermore, this study can also aid influencers in apprehending the importance of building credibility, authenticity, and audience engagement to support their success in the realm of online marketing. For other stakeholders such as government and the general public, the research outcomes provide empirical evidence regarding the pivotal role played by influencers in influencing consumer purchase intention in this digital era. Additionally, it can offer novel perspectives in understanding the potential of Live Shopping and the role of influencers in promoting products from brands on that platform. The independent variables IC, IA, and IE, dependent variable PI, as well as their relationships are described below.

Live Shopping

Live Shopping, also known as live-stream shopping, refers to a retail strategy in which sellers engage with an online audience in real-time through live video broadcasts (Cai et al., 2018). During these live broadcast sessions, sellers showcase and demonstrate products, respond to viewer inquiries, and encourage immediate purchases, often accompanied by additional benefits such as exclusive discounts or limited-time offers.

Several prominent platforms that have adopted live shopping in Indonesia include TikTok, Shopee, Lazada dan Tokopedia (Febriani, 2023). Live shopping traces its origins to China, where it gained momentum in the mid-2010s (Asia Media Centre, 2023). This trend subsequently spread to various parts of the world, particularly with its increasing popularity over the past few years.

Previous research has indicated that live shopping can enhance consumer engagement and sales conversions (G. W. Zheng et al., 2021). It has also become an integral component of digital marketing strategies for brands and sellers. One key factor affecting the success of live shopping is the utilization of influencers as hosts, as they already possess a following that resonates with and trusts their recommendations (Lin & Nuangjamnong, 2022).

Influencer and Marketing

An influencer is an individual, typically with a significant online presence, who possesses the ability to influence the opinions, behaviors, and purchasing decisions of their followers or audience (Bruns, 2018). Influencers are often associated with specific niches or industries, such as fashion, beauty, technology, or travel, and they leverage their credibility, authenticity, and expertise to persuade and guide their followers in various aspects of life, including product recommendations, lifestyle choices, and more (Hendricks & Bright, 2023).

Numerous studies have investigated the concept of influencers and their impact on consumers. These studies have unveiled several key findings:

- Influencers often cultivate a sense of trust and emotional connection with their audience, rendering their recommendations more persuasive (Hendricks & Bright, 2023).
- The effectiveness of influencer marketing can vary depending on the authenticity of the influencer and alignment with brand values (Vrontis et al., 2021).
- Influencer marketing has become a significant component of advertising strategies for many companies due to its potential to reach targeted audiences and foster engagement (Bruns, 2018).

Influencers can significantly influence consumers' purchase intentions (Sesar et al., 2022). This influence can be attributed to several factors, namely Credibility (Kemeç & Fulya, 2021; Lou & Yuan, 2019; Sesar et al., 2022), Authenticity (Audrezeta et al., 2018; Bruns, 2018; Zniva et al., 2023) and Engagement (Hartanto et al., 2023; Hendricks & Bright, 2023; Liu et al., 2021). Influencers have emerged as formidable figures in the realm of marketing, harnessing their online presence and authenticity to shape consumer attitudes and behaviors. Research has demonstrated that influencer marketing can be an effective strategy for enhancing purchase intent and driving consumer engagement. With the continued evolution of social media, influencer marketing is likely to remain a substantial driver of consumer purchase intent and brand promotion.

Purchase Intention

Purchase intention refers to an individual's tendency or desire to purchase products or services within a specific time frame (Mirabi et al., 2015). This variable serves as a pivotal indicator in analyzing consumer behavior and can be utilized by businesses to forecast their potential future sales. Generally, purchase intention denotes the level of willingness of an individual to make a purchase, which can be quantified through various ways, such as surveys or interviews. (Dachyar & Banjarnahor, 2017) state several indicators that can measure purchase intention, including the desire to make future purchases, purchasing capability, likelihood of purchase, willingness to recommend products to acquaintances, and the intention to engage in future repeat purchases.

Previous research in the field of influencer marketing has identified that the influence of social media influencers can exert a significant impact on purchase intention. Variables such as influencer credibility (Kemeç & Fulya, 2021; Lou & Yuan, 2019; Sesar et al., 2022), influencer authenticity (Audrezeta et al., 2018; Bruns, 2018), and influencer engagement (Hartanto et al., 2023; R. Zheng et al., 2022) are often considered antecedent variables to purchase intention within the context of influencer marketing. In the era of social media, the influence of influencers can have a substantial impact on purchase intention, and companies frequently collaborate with influencers to influence consumer behavior.

Source Credibility Theory

Source Credibility Theory (SCT) traces back to Hovland, Janis, and Kelley's pioneering persuasion experiments in 1953, which demonstrated that communicator characteristics significantly shape attitude change (Hovland & Weiss, 1951). Ohanian (1990) later extended this work by operationalizing three

core dimensions—expertise, trustworthiness, and attractiveness—in the context of celebrity endorsements, a framework subsequently refined through meta-analyses by Han & Balabanis (2024). Expertise refers to a source's perceived knowledge, skill, credibility or experience in a given domain. Trustworthiness captures perceptions of honesty, integrity, authenticity and objectivity when delivering messages. Attractiveness encompasses likability, charm, and image congruence, reflecting the degree to which audiences identify with or feel drawn to the communicator.

Influencer Credibility

Influencer Credibility applies SCT's dimensions to four key indicators in live shopping. Content relevance and expertise level both signal domain-specific knowledge and skill, mapping directly onto the Expertise dimension. The credibility of influencers is a critical variable in the rapidly evolving field of marketing, particularly within the context of social media marketing. Credibility can be defined as the degree to which information or individuals are regarded as trustworthy (Kemeç & Fulya, 2021). Meanwhile, an influencer refers to an ordinary individual who becomes a celebrity with a substantial following on a social media platform (Lou & Yuan, 2019). Influencer credibility refer to the level of trust an influencer holds in the eyes of their followers – to what extent followers feel confident in the information, recommendations, or perspectives provided by an influencer. This credibility can help establish a strong relationship between influencers and their followers, as well as positively impacting marketing efforts and sales.

Several indicators influence influencer credibility, including content relevance, honesty, content quality, and expertise level (Kemeç & Fulya, 2021; Lou & Yuan, 2019). Content Relevance means how relevant Influencers' content to a specific niche or topic tend to be more credible. When followers perceive shared content as relevant to their interests or needs, they are more likely to trust the influencer. Influencers who are honest about their relationships with specific brands or products and provide transparent reviews tend to have higher credibility. Followers value sincerity and lack of bias. Influencers who produce high-quality content with professional presentation are considered more credible. This includes aspects such as video quality, imagery, writing, and editing. Expertise Level relates to an influencer's expertise in a specific field they specialize in, such as health, relationships, or property investment.

Previous research in this field has revealed several significant findings. For instance, these studies (Kemeç & Fulya, 2021; Lou & Yuan, 2019; Sesar et al., 2022) indicate that the level of influencer credibility has a direct and significant impact on the purchase intention of their followers. Followers are more likely to purchase products or services recommended by influencers they perceived credible because influencers are perceived as reliable sources of information that can help reduce uncertainty in purchasing decisions (Dwidienawati et al., 2020). Therefore, this study proposes the following hypothesis:

H1: Influencer Credibility has a significant effect on the Purchase Intention.

Influencer Authenticity

Influencer Authenticity deepens SCT's Trustworthiness and Attractiveness dimensions by reinforcing perceptions of honesty and emotional connection. Influencer authenticity refers to the extent to which the influencer can be trusted by their audience as an authentic and honest individual in conveying messages or recommending products or services (Bruns, 2018). In this context, authenticity refer to how well an influencer aligns with the image they project to their followers.

Indicators influencing influencer authenticity include uniqueness (Moulard et al., 2016) and consistency (Moulard et al., 2015). Uniqueness implies that influencers do not mimic others or bear an exact resemblance to others (Zniva et al., 2023). Meanwhile, consistency refers to the alignment of an influencer's behavior and messages with the values they uphold over time (Moulard et al., 2015).

Prior research has demonstrated that influencer authenticity has a significant impact on the purchase intention of brands or products promoted by the influencer (Audrezeta et al., 2018; Bruns, 2018; Zniva et al., 2023). Study have found that consumers tend to trust and purchase products promoted by influencers they perceive as authentic, as opposed to influencers who appear dishonest or solely profit-driven (Zniva et al., 2023). This implies that influencer authenticity can enhance purchase intention pf the brands or products recommended by the influencer. Therefore, this research proposes the following hypothesis:

H2: Influencer Authenticity has a significant effect on the Purchase Intention

Influencer Engagement

Influencer Engagement further bolsters SCT's dimensions by showcasing the influencer's responsiveness and relational closeness. Influencer engagement refers to the level of involvement or interaction between social media users and an influencer, whether in the form of comments, likes, shares, or other reactions to the content shared by the influencer (Roslan & Salim, 2022). In the context of digital marketing, influencer engagement becomes a crucial parameter for measuring the effectiveness of marketing campaigns in enhancing purchase intention that involves influencers as intermediaries between brands and consumers.

Indicators influencing influencer engagement include emotional intimacy (Liu et al., 2021) and interaction intensity (Hartanto et al., 2023). Emotional intimacy is the emotional feeling felt by followers when consuming content which regularly posted by influencers in the form of written, video, or live streaming (Liu et al., 2021). Meanwhile, interaction intensity refers to the interactions provided by followers towards the content presented by the influencer, which can include likes, comments, love reactions, or simply viewing content often referred to as "page views" (Hartanto et al., 2023). The duration of viewing content can also be categorized as a form of interaction between followers and the influencer (R. Zheng et al., 2022).

Previous studies have investigated this variable. Research findings often indicate that influencer engagement can significantly influence the level of

purchase intention among its followers (Hartanto et al., 2023; Roslan & Salim, 2022; R. Zheng et al., 2022). Furthermore, (R. Zheng et al., 2022) found that high levels of engagement during live shopping can positively contribute to the purchase intention, thereby increasing new customer acquisition for products or services promoted by influencers. Therefore, this study proposes the following hypothesis:

H3: Influencer Engagement has a significant effect on the Purchase Intention.

METHOD
Conceptual Framework
Based on the hypotheses above, the conceptual framework is illustrated in Figure 1. As can be seen in Figure 1, the variables in this study comprise three independent variables (influencer credibility, influencer authenticity, and influencer engagement) and one dependent variable (purchase intention). Each variable is assessed using multiple items adapted from prior research. The items in the questionnaire are measured on a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).
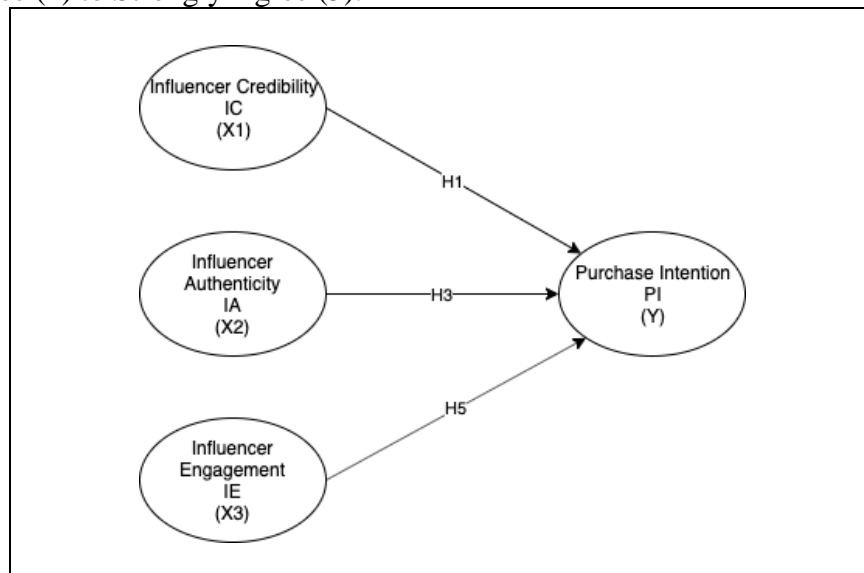

Figure 1 This Study's Research Model
Source: Constructed by this study

Operational Definition of Variables
The measurement of influencer credibility, influencer authenticity, influencer engagement, and purchase intention has been adapted from previous research. Operational definitions and questionnaire statements for the developed items are presented in Table 1.

Sampling
Respondents in this study are individuals who made purchased product via Live Shopping and located in Indonesia. Person with one time purchase through Live Shopping is eligible as a respondent in this study. Purposive and snowball approaches are used as non- probability sampling techniques. This study carried out web-based survey in Indonesia to test the hypotheses, and participants were

selected based on their experience to made purchase via Live Shopping verified by a screening question. Deploying Cochran formula (Cochran, 1977) this study get 97 as the minimum sample size for 0.10 margin of error of sampling. The calculation is as follows:

$$n=z2pq/e2$$
$$n=(1.96)\ 2(0.5)(0.5)/(0.10)\ 2$$
$$n=96.04$$

Where:

n= Number of samples

z= z-value found in Z-score Table, for 5% the z-value is 1.96

p= correct probability 50% = 0.5

q= incorrect probability 50% = 0,5

e= margin error 10%

The number then rounded up to 97. The minimum sample size for this study is 97.

Table 1 Operational Definition, Items, Loadings, CR, and AVE value

Variables	Definition	Questionnaire Statement	Item	Loadings	CR	AVE
Influencer Credibility (X1) (Sesar et al., 2022)	To what extent followers feel confident in the information, recommendations, or perspectives provided by an influencer	As for the influencer I watch on Live Shopping, I personally think that his/her live streaming on Shopee are honest.	IC1	0.729	0.949	0.674
		As for the influencer I watch on Live Shopping, I personally think I can trust his/her words.	IC2	0.785		
		As for the influencer I watch on Live Shopping, I personally think that he/she is competent to make claims about the product/service.	IC3	0.872		
		As for the influencer I watch on Live Shopping, I can easily identify with him/her.	IC4	0.776		
		As for the influencer I watch on Live Shopping, I think the influencer is attractive.	IC5	0.814		
		As for the influencer I watch on Live Shopping, I do believe that he/she is convincing	IC6	0.841		
		As for the influencer I watch on Live Shopping, I do believe that he/she is credible	IC7	0.831		
		As for the influencer I watch on Live Shopping, I do believe that his/her recommendation is a good reference for my purchasing decision	IC8	0.857		
		As for the influencer I watch on Live Shopping, I believe purchasing products/services advertised by him/her to be worthwhile	IC9	0.873		
Influencer Authenticity (X2) (Moulard et al., 2016)	the extent to which the influencer can be trusted by their audience as an authentic and honest individual in conveying messages or recommending products or services	As for the influencer I watch on Live Shopping has a true passion for its business.	IA1	0.727	0.966	0.705
		The influencer does his/her best to share his/her experiences on Live Shopping.	IA2	0.832		
		The influencer loves what he/she is doing	IA3	0.801		
		The influencer is genuine.	IA4	0.88		
		The influencer is real to me.	IA5	0.814		
		The influencer is authentic.	IA6	0.879		
		The influencer is unique.	IA7	0.75		
		The influencer I watch on Live Shopping seems kind and good hearted	IA8	0.86		
		The influencer I watch on Live Shopping is sincere	IA9	0.879		
		The influencer I watch on Live Shopping is down to earth	IA10	0.904		
		Although the influencers Live Shopping promotes the products/services, they give meaningful insights into the products and services	IA11	0.877		
		The influencer I watch on Live Shopping give very honest reviews on brands	IA12	0.853		
Influencer Engagement (X3) (Roslan & Salim, 2022)	the level of involvement or interaction between social media users and an influencer, whether in the form of comments, likes, shares, or other reactions to the content shared by the influencer	I believe that the Influencers always routinely doing live shopping.	IE1	0.698	0.914	0.605
		Influencers that I like regularly do Live Shopping.	IE2	0.741		
		As for the influencer I watch on Live Shopping, always replies to every comment asking about the product when he/she is live streaming.	IE3	0.832		
		As for the influencer I watch on Live Shopping know how to make me feel very close to him/her	IE4	0.813		
		the influencers that I watch on Live Shopping know how to give me a sense of intimacy	IE5	0.832		
		I feel influencer that I watch on Live Shopping quite a bit like me	IE6	0.767		
		I find influencers that I watch on Live Shopping have similar tastes and preferences as me	IE7	0.751		
Purchase Intention (Y) (Roslan & Salim, 2022)	individual's tendency or desire to purchase products or services within a specific time frame	I would like to try the brands endorsed by this influencer on his/her live streaming	PI1	0.823	0.924	0.634
		I would buy other products of the brand because of the influencer	PI2	0.74		
		I would actively seek out the products shown by the influencer in order to purchase it	PI3	0.798		
		I am likely to consider buying one of the same products that the influencers endorsed	PI4	0.781		
		I am likely to consider buying one of the same brands that influencers endorsed	PI5	0.796		
		I have the intention to try one of the same products that influencers endorsed	PI6	0.819		
		I have the intention to try one of the same brands that influencers endorsed	PI7	0.812		

Source: Constructed by this study

Data Collection

Data collection for this research was conducted through an online survey by distributing questionnaires to respondents. The participants in this study were consumers who have made purchases through the Live Shopping channels in Indonesia. Anonymity and confidentiality were assured. The study followed ethical research practices. Out of the 175 questionnaires distributed, only 109 were valid for further hypothesis testing. The number has passed the minimum samples required in this study. Respondents in this study were classified based on gender, highest level of education, age, preferred live shopping platform, Length of time and frequency of purchasing via live shopping as presented in Table 2.

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Table 2 Respondent's Characteristics

Characteristics	Item	Number	Percentage (%)
Gender	Female	85	77.98%
	Male	24	22.02%
Education	Senior High School	59	54.13%
	Bachelor	33	30.28%
	Master	14	12.84%
	Doctoral	2	1.83%
	Junior High School	1	0.92%
Age	17-22	56	51.38%
	23-28	20	18.35%
	53-59	19	17.43%
	29-34	8	7.34%
	35-40	2	1.83%
	41-46	2	1.83%
	47-52	2	1.83%
Preferred Live Shopping Platform	Shopee	62	56.88%
	TikTok	37	33.94%
	Tokopedia	5	4.59%
	Instagram	4	3.67%
	Lazada	1	0.92%
Length of time purchasing via live shopping	Less than 1 year	47	43.12%
	1 year - 2 years	34	31.19%
	2 years - 3 years	12	11.01%
	More than 4 years	9	8.26%
	3 years - 4 years	7	6.42%
Frequency of purchasing via live shopping	Several times each month	45	41.28%
	Once every month	22	20.18%
	Several times each week	11	10.09%
	Once every 6 months	9	8.26%
	Once every week	9	8.26%
	Only when needed	6	5.50%
	Every day	5	4.59%
	Once every 3 months	2	1.83%

Source: Constructed by this study

RESULTS AND DISCUSSION

This research employs the Partial Least Square Structural Equation Modeling (PLS-SEM) method to examine the proposed model. PLS-SEM has garnered attention from researchers due to its ability to model latent variables effectively while accommodating various dependent constructs and providing clear error measurement. Recent evidence also indicates that PLS-SEM is a powerful method for estimating models and is considered more capable of

establishing validity compared to covariance-based Structural Equation Modeling (CB-SEM).

Model Measurement

Model measurement in SEM-PLS is performed using the SmartPLS 3.2.9 tool, which tests the outer and inner models. To evaluate the relationship between latent variables and their forming indicators, the measurement model or outer model is evaluated. Convergent validity, discriminant validity, and reliability tests are used to evaluate the outer model.

Convergent and Reliability Validity Test

The validity of the research instrument is determined by examining the relationships between SmartPLS item scores. To qualify as valid, the loading factor for the construct being tested should be more than 0.60 (Awang, 2014). Furthermore, the Composite Reliability (CR) score should be greater than 0.7 to ensure the instrument's validity. The consistency and accuracy of a research tool are referred to as its reliability. When applied with various participants in a comparable situation, the instrument should produce consistent results (Heale & Twycross, 2015). Composite reliability (CR) is used with SmartPLS software to verify the instrument's reliability. To assure the instrument's reliability, the CR value should be larger than 0.7 (Ghozali & Latan, 2015). Convergent Validity and Reliability have been reached in this model since all criteria have been fulfilled. Loadings greater than 0.6 and CR greater than 0.7, as seen in the Table 1.

Discriminant Validity Test

If each indicator of each latent variable has the greatest loading value with its own variable and not with other variables, the model is said to have good discriminant validity (Ghozali & Latan, 2015). All of the items in this study that make up each variable met the criterion for discriminant validity since they had the highest loading value for the single variable they constitute and not for other variables. As a result, all items in each variable in this study met the requirements for discriminant validity.

Hypothesis Testing

The significance of calculated parameters is used in this study to assess the relationship among different variables. The SmartPLS software and the bootstrapping method are used for hypothesis testing, which is a simulation used in statistical analysis to mitigate the problem of research data irregularities. The hypothesis testing result can be seen in the Table 3.

Table 3 Path Coefficient Test Result

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Interpretation
Influencer Authenticity -> Purchase Intention	0.484	3.409	0.001	Significant
Influencer Credibility -> Purchase Intention	0.067	0.432	0.666	Not Significant
Influencer Engagement -> Purchase Intention	0.315	3.042	0.002	Significant

Source: Constructed by this study

The results of hypothesis testing can be described as follows:

H1 states that Influencer Credibility has significant impact on Purchase Intention. The path analysis findings demonstrate that there is a positive and not significant relationship between IC and PI, with a path coefficient value of 0.067. Given the probability value of 0.666 is greater than 0.05, H0 is accepted and H1 is rejected, showing that IC has no significant influence on PI.

The path coefficient score for the second hypothesis (Influencer Authenticity Has a Significant Effect on Purchase Intention) is 0.484, the t-value is 3.409, and the p-value is 0.001. The T-value is more than the threshold of 1.960 and p-value is less than 0.05. These indicates that the H2 hypothesis proposed in this study is accepted.

Influencer Engagement has a significant impact on Purchase Intention, according to the third hypothesis. With a path coefficient score of 0.315, a t-value of 3.042, and a p-value of 0.002. The analysis results reveal that IE has a significant influence on PI. T-value is bigger than the t-table (1.960) and p-value is less than 0.05, indicating that IE influence of PI is significant. H3 is accepted. Despite covering all three SCT dimensions, credibility insignificantly influences purchase intention in this research model—suggesting that in live shopping, audiences prioritize authenticity and engagement over pure expertise.

Discussion of finding

The results of this study showed that influencer authenticity and influencer engagement had a significant effect on purchase intention in live shopping platforms. This is consistent with previous research that showed that influencer authenticity (Audrezeta et al., 2018; Bruns, 2018; Zniva et al., 2023) and influencer engagement (Hartanto et al., 2023; Roslan & Salim, 2022; R. Zheng et al., 2022) are key determinants of customer Purchase Intention. This study confirms that Social Credibility Theory's trustworthiness (authenticity) and attractiveness (engagement) dimensions drive purchase intention more strongly than expertise or overall credibility in live-shopping contexts. By framing authenticity as the influencer's genuine passion and honesty, and attractiveness as their capacity to entertain and engage, our findings reveal that emotional resonance and interactive appeal outweigh traditional markers of expertise in predicting consumer behavior during live streams (Chen & Yang, 2023).

Influencer authenticity refers to consumers' perception that an influencer is a genuine and honest person. This perception can be formed by various factors, such as the influencer's personality, the content they share, and their interactions with their audience. The finding that authenticity significantly drives purchase intention aligns with prior research (Bruns, 2018; Zniva et al., 2023). In the Indonesian context, consumers appear to value emotional connection and honesty over expertise, which may explain why credibility was not significant.

Influencer engagement refers to the interaction between influencers and their audience. This interaction can take the form of comments, likes, and shares. This study found that influencer engagement also has a positive effect on purchase intention. This is because interaction between influencers and their audience can make consumers feel more engaged with the live shopping hosted by influencers as well as triggering consumer purchase intention to buy promoted products/services.

Meanwhile, influencer credibility was found to have an insignificant effect on purchase intention in live shopping platforms. This is perhaps because Indonesian consumers prioritize other factors, such as influencer authenticity and influencer engagement, in deciding to purchase products on live shopping platforms. Widyanto et al. (2020) also found that Indonesian consumers tend not to consider influencers' opinions as credible expert opinions, because they are considered very subjective when promoting a product. If they want to seek the opinion of an expert, they will directly consume the expert's content rather than ordinary influencers (Widyanto & Agusti, 2020).

Indonesian customer live shopping's behavior is further shaped by cultural preferences that cast influencers less as experts and more as friendly companions. Viewers come to live-shopping sessions seeking social connection and relatable storytelling rather than technical product analysis (Qing, 2025). When hosts treat their audiences as peers—sharing everyday experiences and responding to audiences' comments—shoppers feel a sense of belonging that translates directly into stronger purchase intentions (Ikhsan et al., 2024). Overall, the results of this study showed that influencer authenticity and influencer engagement are key factors that influence purchase intention in live shopping platforms in Indonesia. Therefore, companies and influencers need to consider these factors in creating effective live shopping content.

CONCLUSION

The empirical results of this study reinforce Source Credibility Theory's applicability to the live-commerce context by demonstrating that influencer authenticity and engagement significantly influence purchase intention. At the same time, the nonsignificant effect of influencer credibility highlights a boundary condition: in high-interaction, entertainment-focused live streams, perceived expertise alone may not drive buying behavior. By uncovering these insights, this research refines SCT, showing both its value and its limits when applied to rapid, platform-specific shopping environments. Future research could extend these findings by exploring how cultural or platform differences shape the theory's predictive power in live commerce.

Influencers should focus on developing a genuine and honest image in the eyes of consumers. They also need to increase their interaction with their audience during live shopping sessions. For Live shopping platforms, based on this study result, could provide features that can assist influencers in building their credibility and engagement.

This study has some limitations:
1. The study was only conducted in Indonesia, so the results may not be applicable to other countries.
2. Although credibility was measured through multiple indicators, future studies may refine its measurement by incorporating alternative aspects such as expertise recognition or professional background.
3. The study did not examine other factors that could influence purchase intention in live shopping platforms, such as product price and the quality of live shopping content.

Future research could be conducted in the in various countries to examine the validity of this study's findings. Future research also could deploy multiple variables to assess influencer effect of purchase intention. Last but not least, future research could Investigate other factors that could influence purchase intention in live shopping platforms such as product price and quality of live shopping content.

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