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BUILDING TRUST THROUGH DIGITAL SERVICE TOUCHPOINTS: THE IMPACT OF e-WOM, LIVE STREAMING, CUSTOMER EXPERIENCE, AND PROMOTION ON PURCHASE INTENTION

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Abstract: This research is to investigate the function of trust as a mediating variable between purchase intention and electronic word-of-mouth, live streaming, customer experience, and promotion in Makassar, Indonesia. In the context of real-time online commerce, this research aims to clarify the relationship between consumers' confidence in interactive digital marketing activities and their subsequent purchase behavior. A structured survey was sent out to 173 customers who had with live-streaming commerce platform, and a quantitative research technique was used using SmartPLS 4.1. According to the results, there is a strong relationship between electronic word-of-mouth, live streaming, customer experience, and promotion and consumer trust. Trust in turn, serves as a critical mediating mechanism linking digital service interaction with purchase intention. According to the findings, trust is enhancing user engagement and behavioral intention within live streaming commerce platforms. Therefore, digital service providers are encouraged to build trust through interactive communication, transparency, and service authenticity.

Keywords: *Customer experience; Electronic word-of-mouth; Live streaming; Purchase intention; Trust*

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1. Introduction

The rapid development of digital technology has transformed the way consumers interact with services in the online environment. Rising skin health awareness, healthy lifestyle trends, and the influence of social media–endorsed self-care routines have contributed to the significant growth of Indonesia's skincare industry over the past decade. The value of the skincare market in Indonesia reached USD 3.21 billion in 2024 and is projected to grow to USD 4.26 billion by 2030, with an annual growth rate of 4.83% (Market, 2024). However, the expansion of online shopping and digital marketing has also introduced challenges, particularly related to transaction security, service provider credibility, and the reliability of digital communication channels (Jacqueline, 2025).

In South Sulawesi, e-commerce transactions increased by more than 40% in 2024, indicating a growing reliance on digital platforms in purchasing activities (Bisyri et al., 2024). Nevertheless, the increasing use of digital platforms has raised concerns regarding the authenticity of online transactions and the credibility of service providers (Anggrainai et al.,

2024). Therefore, consumer trust in digital service interactions becomes a critical factor in shaping behavioral outcomes such as purchase intention.

Live streaming commerce represents a form of digital service interaction that enables consumers to engage directly with service providers through real-time communication, demonstrations, and instant feedback (Yang et al., 2024). In this study, live streaming commerce is viewed as a digital service platform that facilitates interactive touchpoints between users and service providers during online transactions. Electronic Word-of-Mouth (E-WOM) also plays an essential role in shaping trust within digital service environments, as reviews and testimonials from other users reduce uncertainty in online transactions and enhance confidence in digital service providers (Lestari et al., 2025). In addition, consumer experience derived from repeated digital interactions is closely associated with perceived platform reliability, which may strengthen engagement and trust toward digital services (Elsholiha et al., 2023). Promotional strategies implemented within digital service platforms may also increase user engagement by enhancing perceived transparency and responsiveness of service providers.

Previous studies by Pradana & Aryanto (2024) as well as Yang et al, (2024) suggest that E-WOM, live streaming interaction, consumer experience, and promotional strategies contribute to the formation of trust in digital service environments. In this study, trust is positioned as an outcome of digital service interaction that functions as a mediating variable in linking E-WOM, live streaming, consumer experience, and promotion to consumer purchase intention.

Based on the background presented, this study addresses several research questions: What is the level of customer trust toward digital service interaction in live streaming commerce in Makassar? How does E-WOM influence consumer behavioral intention in the context of live streaming commerce as a digital service platform? How can promotional strategies implemented within digital service platforms increase consumer engagement and purchase intention? What is the role of trust in mediating the relationship between digital service interaction and consumer purchase intention?.

This study aims to analyze the influence of E-WOM, live streaming interaction, consumer experience, and promotional strategies on consumer purchase intention through trust as a mediating variable in the context of digital service interaction in live streaming commerce. The conceptual framework of this study is presented in Figure 1. captures the conceptual structure, nevertheless.

This research contributes to the development of digital marketing literature by emphasizing the role of digital service interaction in shaping consumer behavioral intention within live streaming commerce platforms. Furthermore, the focus on trust as a mediating mechanism provides further insight into how consumer purchase intention is formed in digital environments, particularly in reducing perceived risks associated with online transactions.

2. Literature Review

2.1 E-WOM towards Trust

Electronic Word-of-Mouth (E-WOM) refers to the exchange of information among consumers through digital platforms based on their experiences with online services (Hennig-Thurau et al., 2004). Information obtained from other users is generally perceived as more credible and unbiased compared to firm-generated communication (Jalilvand & Samiei, 2012). Within online environments, user-generated reviews and testimonials function as social cues

that influence perceptions of credibility and reliability in digital interactions (Ilhamalimy & Ali, 2021).

In the context of live streaming commerce as a form of digital service interaction, E-WOM may reduce uncertainty related to online transactions by enhancing perceptions of platform transparency and responsiveness. Consistent and reliable E-WOM within digital service platforms has been shown to strengthen users' trust in service providers and improve confidence in engaging with platform-based interactions (Handoyo et al., 2024; Le et al., 2024). Therefore, trust may emerge as an outcome of digital service interaction facilitated through E-WOM communication.

H1: E-WOM positively influences consumer trust in digital service interaction.

2.2 Live Streaming towards Trust

Live streaming commerce represents an interactive form of digital service that enables real-time communication between service providers and users (Wongkitrungrueng & Assarut, 2020; Wu et al., 2024). The immediacy of responses, clarity of information, and level of engagement during live streaming interactions may enhance users' perception of transparency and reliability (G. Li et al., 2022). Furthermore, immersive and socially interactive features embedded within live streaming services facilitate the development of emotional and cognitive trust among consumers (Y. Li et al., 2025). Authentic communication and responsiveness provided during live streaming interactions may therefore strengthen trust toward digital service platforms (Yang et al., 2024).

H2: Live streaming interaction positively influences consumer trust in digital service interaction.

2.3 Consumer Experience towards Trust

Consumer experience refers to the feelings and thoughts that arise when interacting with a brand or service (Schmitt, 1999). Positive experiences are often linked to increased brand awareness and consumer trust (Putri & Asmoningsih, 2015; Wu et al., 2024). Kennedy et al. (2024) explain that satisfaction from repeated interactions can strengthen stable perceptions toward a platform. A meta-analysis study by Handoyo et al. (2024) also shows that positive experiences formed during the use of digital platforms contribute to consumer confidence in the security and reliability of online transactions.

Within digital service interaction environments such as live streaming commerce, consistent interaction experiences may reduce perceived uncertainty associated with online transactions and enhance users' perceptions of platform reliability. However, in digital service environments characterized by perceived transaction risks, positive experience alone may not directly lead to purchase intention. Users may require a certain level of trust toward the platform before forming behavioral intention, particularly when engaging in online transactions involving uncertainty (Chen et al., 2020). Therefore, consumer experience may influence purchase intention indirectly through the formation of trust within digital service platforms.

H3: Consumer experience positively influences consumer trust in digital service interaction.
H4: Consumer experience positively influences purchase intention.

2.4 Promotion towards Purchase Intention

Promotion is designed to attract user attention and provide added value within digital service platforms (Kotler & Keller, 2016). Promotional strategies that are based on openness

and consistency can enhance users' perception of credibility toward service providers (Pradana & Aryanto, 2024; Septiyanti & Andriani, 2025).

Kurumbatu (2024) explains that perceptions of reputation and service quality, supported by clear and honest promotional communication, are linked to an increase in user confidence toward digital platforms. In digital service interaction contexts such as live streaming commerce, digital promotions including limited-time discounts, free shipping, and flash sales may function as signals of transparency and responsiveness (Hanum et al., 2023). These promotional elements may reduce perceived uncertainty during online transactions and improve users' confidence in engaging with digital services. As a result, promotion may contribute to the formation of trust toward digital service providers.

H5: Promotion positively influences consumer trust in digital service interaction.

2.5 Trust towards Purchase Intention

Mayer et al. (1995) and Rafdinal & Amalia (2019) Trust exists when users perceive digital service providers as reliable, honest, and capable of delivering secure online transactions. Previous studies indicate that these elements form the foundation of consumers' behavioral intention in digital environments (Ajzen, 1991; Zein & Ambarwati, 2025). Trust is considered a key mediator linking perceptions of service quality and user engagement with purchase intention in digital platforms (Kurumbatu, 2024). In live streaming commerce as a form of digital service interaction, trust formed through interactive engagement may be transferred into transactional confidence (Duong et al., 2024). Furthermore, interactive service features and the perceived credibility of presenters may contribute to the development of purchase intention as a result of gradually established trust (Cam Thuy & Ngoc Quang, 2025).

H6: Consumer trust positively influences purchase intention.

H7: Trust mediates the influence of E-WOM, live streaming interaction, and consumer experience on purchase intention.

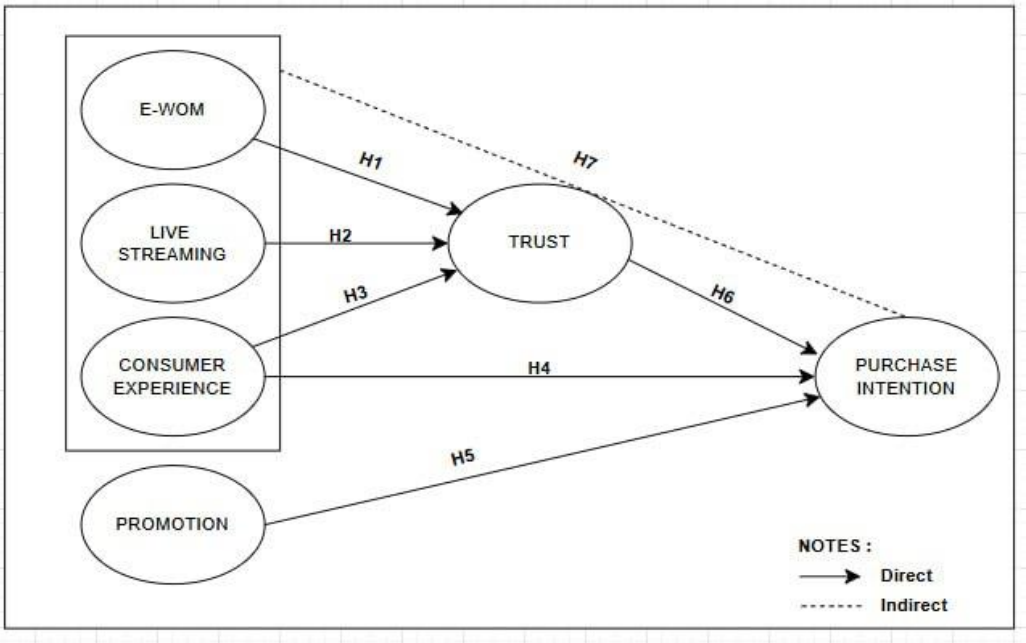

Figure 1. Research Model
Source: Authors (2025)

3. Research Method

The purpose of this study is to examine the impact of Electronic Word-of-Mouth (E-WOM), live streaming interaction, consumer experience (CX), promotion (PR), and trust (TRUST) on purchase intention (PI) within digital service interaction in live-streaming commerce platforms in Makassar. According to Kasztelnik (2021) and Zaluchu (2021), the quantitative method emphasizes numerical data and statistical analysis in order to produce objective, measurable, and generalizable outcomes.

This study aims to build upon and evaluate earlier models that have investigated the impact of online interactions and customer perceptions on trust levels and e-commerce behavioral intention (Kurumbatu, 2024; Matute et al., 2016). A quantitative approach was selected as it enables the use of observable indicators and statistical procedures to test established hypotheses (Made et al., 2021).

The population in this study consists of individuals residing in Makassar who have interacted with live-streaming commerce services related to skincare products on digital marketplaces such as Shopee Live and TikTok Shop. Millennials and Generation Z represent the dominant user group of digital beauty service platforms (Lita & Nurhadi, 2023).

A purposive sampling technique was employed, with the following criteria: (1) respondents who have watched promotional live streaming sessions related to skincare products, or (2) respondents who have engaged in online transactions through live-streaming commerce platforms within the last six months. Purposive sampling allows researchers to select individuals with relevant experiences, making it appropriate for consumer behavior studies (Etikan et al., 2016). The recommended minimum sample size for PLS-SEM analysis is five to ten times the number of indicators (Sarstedt et al., 2020b). As this study utilized 24 indicators, a minimum of 173 respondents was required. A total of 200 valid responses were collected, exceeding the minimum threshold for Structural Equation Modeling, and enhancing external validity (Sarstedt et al., 2020a).

Starting in October 2025, information was collected using a Google Forms-distributed structured online survey. The questionnaire link was disseminated through social media platforms such as Instagram and WhatsApp to reach respondents who actively interact with digital commerce services. The Screening questions were included to ensure respondents had prior experience interacting with live-streaming commerce services. The participants were informed beforehand that their participation was entirely optional, would remain anonymous, and would only be used for academic purposes. According to Zeng & Huang (2021), this study follows all the usual protocols for doing ethical research.

The study components were assessed using a five-point Likert scale, with 1 representing Strongly Disagree and 5 representing Strongly Agree. Table 1 shows the modified measuring indicators for skincare goods and live-streaming commerce, which were derived from previously verified investigations. The operationalization of the variables is shown below. E-WOM: With an emphasis on online reviews, confidence in other users' perspectives, and the influence of shared experiences, four indicators were derived from Ilhamalimy & Ali (2021) and (Matute et al., 2016). G. Li et al. (2022) provided five indications for live streaming that address host interactions, product information clarity, and entertainment value.

Customer Satisfaction, Affection, and the Ease of Online Shopping Were Four Indicators Derived from Research by Hanum & Adianto (2023) on Consumer Experience. Marketing: Hanum et al. (2023) provided five indications that emphasize digital bargains, coupons, and discounts. Three indicators were derived from Kurumbatu (2024) and deal with the safety of personal data, the honesty of sellers, and their dependability. Four indicators were modified

from (Lita & Nurhadi, 2023; Widodo & Maylina, 2022) and examine intent, confidence, and future purchase plans.

The data was analyzed using SmartPLS 4.1 software and Partial Least Squares-Structural Equation Modeling (PLS-SEM). Studies in marketing and consumer behavior often use this method due to its efficacy in dealing with models including numerous components and non-normal data distributions (Hair et al., 2021; Henseler et al., 2015). According to Preacher & Hayes (2008), PLS-SEM was chosen because it can examine mediation effects and prediction correlations between latent variables.

Two primary steps were used in the study. Using criteria such as a loading factor > 0.70, Average Variance Extracted (AVE) > 0.50, and Composite Reliability > 0.70, the Outer Model (Measurement Model) stage assesses the validity and reliability of indicators (Ruiz-Perez et al., 2020). Henseler et al. (2015) used the Fornell-Larcker criteria and the HTMT ratio to verify for discriminant validity. The phases of the inner model, also known as the structural model, used path coefficients and R^2 values to examine the correlations between the variables. According to Hair et al. (2021), 5,000 bootstrapping tests were used to determine statistical significance. The predictive significance of the model was further evaluated by calculating Q^2 values (Sarstedt et al., 2020a).

The study adhered strictly to ethical standards, which included obtaining respondents' free agreement, guaranteeing their anonymity, and keeping all data secret. In accordance with research integrity guidelines, all data was kept securely and used only for academic reasons.

Table 1. Questionnaire Items

Variable	Indicators	Reference
Electronic Word of Mouth (E-WOM)	**EWOM1:** I often check out reviews or recommendations about digital services before I decide to make a purchase. **EWOM2:** I rely on what other people say when I'm gathering information about a digital service or platform. **EWOM3:** Positive feedback from other users increases my interest in using the digital service. **EWOM4:** I regularly share my experiences about digital services on social media.	Dinasti Journal (2021); Matute et al. (2016)
Live Streaming	**LS1:** The host or presenter responds to my questions during the live session fast and clearly. **LS2:** The information provided during the live stream helps me understand the digital service being offered.	Li et al. (2022)

	LS3: The host delivers interactive service that fits what I need during the live session. **LS4:** Watching live sessions improves my experience when interacting with the digital platform. **LS5:** After seeing a live stream, I have more faith in the platform's service.	
Consumer Experience	**CE1:** Interacting with digital shopping platforms feels enjoyable to me. **CE2:** The digital service process meets what I'm looking for. **CE3:** Interacting with the platform or host gives me something a meaningful experience. **CE4:** I'm happy with how simple it is to interact with the digital service platform.	Hanum et al. (2023)
Promotion	**PR1:** Promotional offers in digital platforms encourage me to use the service. **PR2:** Coupons or discounts spark my interest in making purchases through the digital service. **PR3:** Regular promo campaigns motivate me to use the platform's service again. **PR4:** Promotional offers are tailored to my needs when using the digital platform. **PR5:** Digital promotions influence my decision to make purchases through the service.	Hanum et al. (2023)
Trust	**TR1:** I trust that the digital platform provides honest and reliable service information. **TR2:** I feel secure when conducting transactions through the digital service. **TR3:** I'm sure the item I get is just like what's advertised.	Kurumbatu (2024)

Purchase Intention	**PI1:** I will to continue use this digital service for future purchases. **PI2:** I will make purchases through recommended digital platforms. **PI3:** I will reuse the same digital service platform in the future. **PI4:** Using this digital service for purchasing decisions feels like a smart choice.	Lita et al. (2023); Widodo et al. (2022)

Source: Primary data processed (2025)

4. Results and Discussion

4.1 Results

An online survey sent using Google Forms on several social media platforms was used to gather data for this research. The questionnaire targeted respondents from the millennial to generation Z demographics. The distribution resulted in 173 respondents engaging in the survey.

Table 2. Demographic Characteristics

Categories	Frequency (n=173)	Percentage (100%)
Gender		
Female	129	74,6%
Male	44	25,4%
Age		
<17 years	12	6,9%
18-25 years	113	65,3%
26-45 years	32	18,5%
>45 years	16	9,2%
Status		
Student	12	6,9%
University Student	95	54,9%
Employee	45	26,5%
Entrepreneur	21	12,2%
Income		
< IDR 2.000.000	82	47,4%
IDR 2.000.000 – IDR 4.000.000	35	20,2%
IDR 4.000.000 – IDR 6.000.000	17	9,8%
IDR 6.000.000 – IDR 10.000.000	29	16,8%
>IDR 10.000.000	10	5,8%

Source: Primary data processed (2025)

Demographic analysis indicates out of 173 respondents, the majority were female 129 person (74,6%), while 44 were male (25,4%). The 18-25 age group comprised the majority with 113 individuals (65,3%), predominantly students' college (54,9%), indicating a dynamic, technologically engaged youth demographic. The 26-45 age demographic comprised (18,5%) predominantly employed as workers (26,5%) and entrepreneurs (12,2%), whereas individuals

under 17 and over 45 represented 6,9% and 9,2% respectively. Regarding income, around (47,4%) of respondents earned less than 2 million rupiah, followed by (20,2%) with earning ranging from 2 million to 4 million rupiah, while a little number of (5,8%) earned than 10 million rupiah.

The appropriate outer loading value must exceed 0.70. Table 3 demonstrates which each indicator satisfies outer loading criterion and is deemed legitimate.

Table 3. Outer loading

Variable	Outer Loading	Remark
EWOM1 <- EWOM	0.716	Valid
EWOM2 <- EWOM	0.819	Valid
EWOM3 <- EWOM	0.821	Valid
LS1 <- LS	0.807	Valid
LS2 <- LS	0.841	Valid
LS3 <- LS	0.889	Valid
LS4 <- LS	0.857	Valid
LS5 <- LS	0.796	Valid
CE1 <- CE	0.870	Valid
CE2 <- CE	0.855	Valid
CE3 <- CE	0.773	Valid
CE4 <- CE	0.836	Valid
PR1 <- PR	0.846	Valid
PR2 <- PR	0842	Valid
PR3 <- PR	0.842	Valid
PR4 <- PR	0.840	Valid
PR5 <- PR	0.826	Valid
TR1 <- TR	0.899	Valid
TR2 <- TR	0.913	Valid
TR3 <- TR	0.876	Valid
PI1 <- PI	0.813	Valid
PI2 <- PI	0.815	Valid
PI3 <- Purchase Intention	0.830	Valid
PI4 <- Purchase Intention	0.800	Valid

Source: Primary data processed (2025)

To meet the validity criteria, a variable's AVE must be more than 0.5 and less than 1. All variables have AVE values > 0.5, indicating validity, according to the validity test results in Table 4. Composite dependability must be > 0.7. The results show that all variables were very reliable, with a composite reliability score > 0.7.

Table 4. Reliability Test

Variable	AVE	Composite Reliability	Remark
EWOM	0.556	0.832	Valid- Reliable
LS	0.703	0.922	Valid- Reliable
CE	0.697	0.902	Valid- Reliable
PR	0.704	0.922	Valid- Reliable

TR	0.803	0.924	Valid- Reliable
PI	0.664	0.887	Valid- Reliable

Source: Primary data processed (2025)

The Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker Criterion were used to evaluate the discriminant validity in this research. Henseler et al. (2015) created the HTMT Methods to overcome the problems with classic correlation tests when comparing different constructs. The ideal HTMT value is less than 0.90, which means the constructs discriminate well enough against the latent factors.

In order to determine discriminant validity, the Fornell-Larcker criteria compares the inter-constructs correlations to the square root of the Average Variance Extracted (AVE), as previously shown by Hair et al. (2021) and (Sarstedt et al., 2020a). When the square root of each construct's AVE value is greater than the correlation with other constructs, discriminant validity is considered met.

Table 5. HTMT Ratio & Fornell-Lacker Criterion

	CE	EWOM	LS	PR	PI	TR
CE	**0.835**	0.495	0.451	0.620	0.639	0.643
EWOM	0.629	**0.746**	0.424	0.449	0.478	0.571
LS	0.510	0.519	**0.838**	0.338	0.512	0.644
PR	0.709	0.558	0.363	**0.839**	0.700	0.494
PI	0.753	0.609	0.583	0.800	**0.815**	0.724
TR	0.740	0.709	0.716	0.548	0.846	**0.896**

Source: Primary data processed (2025)

Table 5 shows that all of the HTMT values are below the maximum value of 0.90. That's great news for discriminant validity, since it indicates that every model construct is completely distinct from every other one. The Fornell-Lacker criteria further states that the diagonal value of each of the following constructions indicates the AVE root.

These results show that the research model's constructs are contextually distinct and that the latent variables do not exhibit multicollinearity. All the study's constructs have statistically shown discriminant validity; hence the results may be considered legitimate.

The findings of the hypothesis testing, as given in Table 6, indicate that E-WOM, LS, CE, and PR have had a favorable and substantial effect on TR. The impact of TR on PI was robust and statistically significant. The fact that the CE has no discernible impact on PI indicates that its influence is exerted indirectly via TR. A key role for TR as a mediator between E-WOM, LS, and CE in connection to PI (H7A, H7B, and H7C) was highlighted by the mediation studies, which showed that TR mediates these associations. The results emphasize the importance of TR in enhancing the relationship between consumers' PI and experiential and attitude-related factors.

Table 6. Hypothesis Test

Hypothesis	T-Statistic	P-value	Decision
H1: E-WOM --> TR	3.936	0.000	Supported
H2: LS --> TR	6.509	0.000	Supported
H3: CE --> TR	5.610	0.000	Supported
H4: CE --> PI	1.179	0.238	Not Supported

H5: PR --> PI	7.621	0.000	Supported
H6: TR --> PI	8.446	0.000	Supported
H7A: EWOM --> TR --> PI	4.599	0.000	Supported
H7B: LS --> TR --> PI	3.479	0.001	Supported
H7C: CE --> TR --> PI	5.207	0.000	Supported

Source: Primary data processed (2025)

R-Square analysis is a statistical method for determining the extent to which an independent variable explains a dependent variable in a research model. One measure of the exogenous construct's ability to explain variation in an endogenous construct is its R-Square value. R-Square values between 0.67 and 0.19 are regarded as moderately high, moderately low, and low, respectively. The ability of a model to forecast the endogen variables is proportional to its R-Square value.

The R-Square values for TR and buy intention are 0.683 and 0.608, respectively, as shown in Table 7. With values greater than 0.33, both variables are very well at explaining the data.

Table 7. Determinant Coefficient

	R-Square
TR	0.683
PI	0.608

Source: Primary data processed (2025)

A predictive study was carried out to evaluate the PLS-SEM model's capacity to forecast Q^2, RMSE, and MAE values. The model's predictive performance is considered sufficient when the Q^2 predict value is larger than zero. At the same time, the latent construct's predictive power is enhanced by smaller RMSE and MAE values, which show that the model's prediction error is relatively minimal.

Table 8. Predictive Power Result

	Q2_Prdict	RMSE	MAE
TR	0.5936	0.6483	0.5205
PI	0.5897	0.6510	0.4942

Source: Primary data processed (2025)

The Q^2_predict values for the PI construct and TR, respectively, are 0.5936 and 0.5897, as shown in Table 8. Neither of these numbers is 0. Endogenous variables are well-predicted by the model. There is very little prediction error as shown by the RMSE values of 0.6483 for the PI construct and 0.6510 for the TR construct, as well as the MAE values of 0.5205 and 0.4942. We can trust the predictions provided by the PLS-SEM model in this research to describe the behavior of the latent variables because of its sufficient and trustworthy predictive ability.

4.2 Discussion

E-WOM helps boost customer loyalty. With a t-statistic of 3.936 and a p-value of 0.000, the test findings provided strong support for hypothesis 1. Positive online reviews perceptions of platform reliability and service transparency, according to Ilhamalimy & Ali (2021) and Matute et al. (2016), which agree with this discovery.

Consumer TR is built in part via LS interaction. A 6.509 T-statistic and a 0.000 P-value provide evidence for H2. G. Li et al. (2022) shown that LS and host transparency may enhance

TR and professionalism perceptions of the digital platform; our results are in line with their findings. Consumer trust is shaped in part via CE. According to the results, H3 is supported with a T-statistic of 5.610 and a P-value of 0.000. Hanum et al. (2023) corroborated this result by explaining how a pleasant, easy, and emotionally satisfying digital service experience might boost customer TR in the platform.

CE influences their propensity to purchase. A T-statistic of 1.179 and a P-value of 0.238 indicate that CE does not have a direct effect on PI, according to the study data. This implies that a positive LS interaction alone does not necessarily translate into PI unless it fosters trust in the digital service.

Consumers tend to evaluate the reliability, transparency, and security of digital service platforms before making purchasing decisions in live streaming environments (Ilhamalimy & Ali, 2021; Zeng & Huang, 2021). Even though shopping livestreams are engaging, consumers still base their purchases decision on trust in the platform and word-of-mouth recommendations from friends and family. These characteristics may reduce perceived risk in digital transactions and enhance consumers' trust in the service (Yang et al., 2024).

The findings corroborate the TR-Based Decision Theory, which proposes that TR mediates the relationship between user experience and purchase intention in digital environments (Pradana & Aryanto, 2024). Consistent with other studies conducted in the Indonesian live streaming commerce context, our results demonstrate that customers place a higher value on service credibility, security guarantees, and genuine ingredients when making purchases than they do on a positive shopping experience. So, for a new pleasant experience to boost PI, it must be able to effectively create a sense of TR in the digital service provider.

A T-statistic of 7.621 and a P-value of 0.000 support hypothesis H5, which states that PR has a role in establishing consumer TR. These results are supported by research conducted by (Hanum et al., 2023) and (Kurumbatu, 2024), which shows that PI for items may be reinforced through trust in the credibility of digital platforms via compelling and transparent PR strategies. The development of PI is aided by consumer TR. Hypothesis H6 is supported by the findings of the T-statistic, which are 8.446 with a P-value of 0.000. Consistent with (Lita & Nurhadi, 2023; Widodo & Maylina, 2022), this finding indicates that customers are more likely to make repeat purchases when TR in the digital service is high. This is because customers feel more secure and confident in the service interaction provided by the platform.

By balancing the effects of E-WOM, live streaming, and user experience, TR influences consumers' propensity to make a purchase. The T-statistic values for sub-hypotheses H7A, H7B, and H7C are 4.599, 3.479, and 5.207 ($P < 0.001$), respectively, according to the test findings. This supports other studies that have shown the significance of TR development in digital commerce environments (Pradana & Aryanto, 2024; Yang et al., 2024) and further highlights the crucial function of TR as a connection between digital engagement activities and improved consumer PI.

According to the results, TR is an important mechanism that connects consumers' participation in digital activities with their actual purchase decisions. Elaborating on the impact of digital social connections and emotional experiences on PI in modern e-commerce, the model enhances the Planned Behavior Theory (Ajzen, 1991). The findings of this research provide a significant addition to the existing body of knowledge on LS commerce-related topics such as digital marketing and consumer behavior. By include LS and CE as novel factors that determine TR formation, this study broadens the application of Ajzen (1991) Theory of Planned Behavior. Second, consistent with previous research (Handoyo et al., 2024; Le et al.,

2024), our results show that E-WOM, or horizontal communication among users, is more believable than brand promotional communications.

Research by R. Pradana & Aryanto (2024) and Yang et al. (2024) verifies that TR is a cause of PI and customer loyalty in addition to being an outcome of digital interaction. Theoretically, this research adds to what is already known about trust-based engagement, which seeks to increase consumer involvement via genuine, open, and satisfying digital interactions. Additionally, this study introduces a new theoretical framework that might pave the way for future research on LS, E-WOM dynamics, and experience-driven marketing tactics. By comparing this model on other platforms (such Shopee Live, TikTok Shop, or LazLive), we may find out how TR creation patterns vary across different digital ecosystems.

The study's findings show that TR is a crucial link between digital marketing strategies including E-WOM, LS, CE, and PR and the development of consumer desire to buy skincare items on live commerce platforms. As a result, companies should aim to build TR via online sales encounters that are genuine, transparent, and human-like.

This is because, as a kind of social media, skincare companies should handle consumer evaluations freely and honestly while also highlighting the trustworthiness of their products via interactive and honest communication. Customers in this demographic are very risk- and quality-conscious, therefore it's crucial that any positive experiences during live broadcasts come with guarantees of genuine and safe products. Additionally, in order to create TR and retain long-term customer loyalty, promotions should be presented in an ethical and meaningful manner.

By providing further evidence that TR is a key mediating variable in the development of consumer PI, this study adds conceptually to the literature on digital marketing. There are certain caveats to this research, such as the fact that it only focused on a single digital service-based purchasing context and only respondents in Makassar. To further understand consumer behavior in the live-streaming commerce ecosystem, future studies should broaden their scope, compare across digital platforms like Shopee Live and TikTok Shop, and incorporate moderating variables like perceived authenticity, influencer credibility, or consumer engagement.

Therefore, this study finds that TR is crucial to the success of LS-based digital marketing because it establishes a connection between interactive experiences and customer loyalty, which in turn support the sustainability of live commerce-based digital service.

5. Conclusion

The study's overarching goal is to empirically examine how the LS commerce platform in South Sulawesi promotes digital service interactions via E-WOM, CE, PR, and LS on customer TR and PI. Although it does not directly boost the probability of buying, the research found that the given variable significantly affects consumer TR. According to previous research (Matute et al., 2016; Yang et al., 2024), this study assesses TR as the main media variable linked to digital marketing activity and customer purchase behavior. According to the findings of the PLS-SEM analysis, the constructs TR (0.683) and PI (0.608) have strong R^2 values (Hair et al., 2021; Sarstedt et al., 2020). This suggests that the research model may explain consumer behavior in the digital age quite well.

The model accurately describes the connection between the secondary variables, according to predictive analysis, which is supported by the positive Q^2_predict value and high prediction error (RMSE and MAE). A TR-based digital ecosystem has been developed via the integration of interactive LS, credible E-WOM, good CE, and transparent promotional techniques.

Future research is recommended to broaden the study's context by involving various regions and digital platform to make the results more general and representative. To have a better grasp of the variations in engagement techniques, promotional efficacy, and TR-building dynamics inside each ecosystem, it would be helpful to compare platforms like ShopeeLive, TikTokLive, also LazLive.

Furthermore, future research may incorporate additional moderator or mediator variables, such as perceived authenticity, influencer credibility, brand image, or customer engagement, to enhance the conceptual model and elucidate consumer behavior variations within the context of LS commerce. These variables are relevant because they increasingly influence purchasing decision in the era of experience-based marketing.

Additionally, a longitudinal method would be ideal for this research to track consumer behavior changes over time, particularly in relation to the evolution of TR and PI after repeated LS interactions. When you combine quantitative and qualitative techniques, you get a more complete view of consumer motivations, opinions, and trust in digital service interaction can be achieved. Lastly, future studies might extend this model to different digital service-based purchasing contexts to evaluate the consistency of TR-based digital marketing's impact across various live commerce environments.

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