

The Influence of Telepresence, Enjoyment, and Trust on Consumers' Impulse Buying in Shopee Live Streaming

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The development of live streaming features on e-commerce platforms, particularly Shopee Live, has transformed consumer behavior in online shopping. Real-time interaction between sellers and consumers creates a more engaging shopping experience, thereby increasing the potential for impulsive purchasing behavior. Therefore, this study aims to analyze the influence of telepresence, perceived enjoyment, and trust on consumers' impulse buying behavior on Shopee Live. This research employed a quantitative method, with data collected through questionnaires distributed to 100 respondents who had previously made purchases via Shopee Live. The respondents were selected using a non-probability sampling technique based on predetermined criteria. The collected data were analyzed using IBM SPSS Statistics version 27 through data quality testing, classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2). The results indicate that telepresence, perceived enjoyment, and trust have a positive and significant influence on impulse buying, both partially and simultaneously. The Adjusted R Square value of 75.3% indicates that variations in impulse buying behavior can be explained by these three variables, while the remaining 24.7% is influenced by other factors not examined in this study. The findings are expected to serve as a reference for sellers and Shopee Live platform managers in designing live streaming strategies that enhance telepresence, perceived enjoyment, and consumer trust to encourage impulse buying behavior.

Keywords: Telepresence, Perceived Enjoyment, Trust, Impulse Buying

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1. Introduction

The rapid development of digital technology has transformed consumer behavior in conducting shopping activities through electronic commerce (e-commerce) platforms. One of the fastest-growing innovations is the live streaming shopping feature, which enables sellers to market their products directly to consumers through interactive broadcasts. Shopee Live is one of the most widely used features because it facilitates real-time, two-way communication between sellers and buyers. Through this feature, consumers not only obtain product information but also interact directly with the host, ask questions, and receive various promotional offers, such as discounts, vouchers, and exclusive gifts during the live broadcast. These conditions create a more engaging shopping experience than conventional online shopping transactions.

Although the number of Shopee Live users continues to increase, the growing audience has not always been accompanied by a corresponding increase in purchase transactions. Reports on live shopping performance indicate that the conversion rate from viewers to buyers remains relatively low compared to the total number of audiences attending live broadcasts. Most users merely watch the live sessions without proceeding to make a purchase, while many consumers who have added products to their shopping carts eventually cancel their transactions. This phenomenon suggests that various psychological factors influence

consumers' purchasing decisions during live streaming activities, making this issue worthy of further investigation.

In the context of digital marketing, impulse buying is defined as a spontaneous purchasing decision made without prior planning. This behavior is influenced by various stimuli encountered by consumers throughout the shopping process, particularly during live streaming sessions. The sense of being virtually present in the live broadcast (telepresence), the enjoyment experienced while watching the live stream, and consumers' confidence in the credibility of the seller and the quality of the products (trust) are considered factors that may increase consumers' tendency to engage in impulse buying. These three factors have become increasingly relevant because they contribute to a more interactive shopping experience and influence consumers' decision-making processes on the Shopee Live platform.

Based on this phenomenon, the present study focuses on analyzing the influence of telepresence, enjoyment, and trust on consumers' impulse buying behavior during Shopee Live shopping. Specifically, this study aims to examine both the individual and simultaneous effects of these independent variables on impulse buying. The findings are expected to contribute to the advancement of consumer behavior research in the context of live streaming e-commerce while providing practical insights for businesses in designing more effective digital marketing strategies.

2. Literature Review And Research Problem

Impulse buying behavior refers to a purchasing decision made spontaneously without prior planning and is generally influenced by the stimuli consumers receive during the shopping process. In the context of live streaming-based e-commerce, such behavior is influenced by the interactive experiences consumers gain while watching live broadcasts. One of the key factors is telepresence, which refers to consumers' perception of being virtually present in the online environment, thereby increasing their engagement throughout the shopping process. In addition to telepresence, perceived enjoyment is another important factor because it creates positive emotional experiences, making consumers feel comfortable, entertained, and more engaged in shopping activities. Another influential factor is trust, which reflects consumers' confidence in the credibility of sellers, the authenticity of products, and the security of transactions, thereby reducing perceived risks associated with online purchases. The combination of these three variables is believed to increase consumers' tendency to engage in impulse buying on the Shopee Live platform.

Previous studies have demonstrated the relationships among telepresence, perceived enjoyment, trust, and impulse buying behavior. Firdausiah et al. (2023) found that telepresence influences impulse buying through enhanced consumer enjoyment and trust. Parahiyanti and Dimara (2024) reported that telepresence has a positive effect on impulse buying in live streaming activities. Furthermore, Siregar and Firdausy (2024) demonstrated that perceived enjoyment significantly influences impulse buying behavior. Likewise, Masitoh et al. (2024) and Tuapattinaya and Farida (2024) concluded that trust is a significant factor encouraging consumers to make spontaneous purchases on live shopping platforms. Nevertheless, previous studies have produced inconsistent findings regarding the mechanism through which telepresence influences impulse buying, particularly whether its effect is direct or mediated by other psychological variables. In addition, most previous studies have focused on TikTok Live, while research specifically examining Shopee Live by integrating telepresence, perceived enjoyment, and trust within a single research model remains relatively limited.

Based on these research gaps, this study aims to examine the influence of telepresence, perceived enjoyment, and trust on consumers' impulse buying behavior during Shopee Live shopping, both individually and simultaneously. The research questions are as follows: (1) Does telepresence significantly

influence impulse buying? (2) Does perceived enjoyment significantly influence impulse buying? (3) Does trust significantly influence impulse buying? and (4) Do telepresence, perceived enjoyment, and trust simultaneously influence consumers' impulse buying behavior on Shopee Live? Based on these research questions, the study proposes the hypotheses that each independent variable, as well as all independent variables collectively, has a positive and significant effect on consumers' impulse buying behavior.

3. Method

This study employed a quantitative approach with a descriptive research design to examine the effects of telepresence, perceived enjoyment, and trust on consumers' impulse buying behavior during Shopee Live shopping. A quantitative approach was chosen because it enables objective measurement through statistical analysis, allowing the relationships among variables to be identified accurately. The study was conducted using a survey method with a structured questionnaire developed based on the indicators of each research variable. The independent variables consisted of telepresence (X_1), perceived enjoyment (X_2), and trust (X_3), while the dependent variable was impulse buying behavior (Y). All indicators were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were adapted from measurement indicators that had been validated in previous studies, providing a strong conceptual foundation for the research instrument.

The study population comprised all e-commerce users who had watched and made purchases through the Shopee Live feature. Since the population size was unknown (an infinite population), the required sample size was determined using the Lemeshow formula with a 95% confidence level and a 9.8% margin of error, resulting in a sample of 100 respondents. A purposive sampling technique was employed, whereby respondents were selected based on specific criteria: they had to be e-commerce users, have watched Shopee Live broadcasts, and have purchased products through the Shopee Live feature. This sampling technique was chosen because it ensured that respondents possessed characteristics relevant to the objectives of the study.

The study utilized primary data collected directly through questionnaire distribution to the respondents. Prior to hypothesis testing, the research instrument was evaluated using validity and reliability tests to ensure that each indicator measured its intended construct accurately and consistently. Subsequently, classical assumption tests—including tests of normality, multicollinearity, and heteroscedasticity—were conducted to satisfy the assumptions required for multiple linear regression analysis. Multiple linear regression analysis was then employed to examine the effects of telepresence, perceived enjoyment, and trust on impulse buying behavior. The hypotheses were tested using the partial significance test (t-test) and the simultaneous significance test (F-test) at a 5% significance level. Furthermore, the coefficient of determination (R^2) was calculated to assess the extent to which the independent variables explained the variation in consumers' impulse buying behavior during Shopee Live shopping.

4. Results and Discussion

Validity Test Results

Table 1. Validity Test Results for the Telepresence Variable (X_1)

Item	r _{calculated}	r _{table}	Remarks
X1.1	0.791	0.197	Valid
X1.2	0.778	0.197	Valid
X1.3	0.681	0.197	Valid
X1.4	0.735	0.197	Valid

Item	r _{calculated}	r _{table}	Remarks
X1.5	0.768	0.197	Valid
X1.6	0.759	0.197	Valid
X1.7	0.728	0.197	Valid
X1.8	0.762	0.197	Valid

Source: Processed Questionnaire Data (2027).

The validity test results indicate that all statement items measuring the telepresence variable (X_1) satisfy the validity criterion, as the calculated correlation coefficient ($r_{calculated}$) for each item exceeds the critical value of r_{table} (0.197). Therefore, all questionnaire items are considered valid and appropriate for use as research instruments in this study.

Table 2. Validity Test Results for the Perceived Enjoyment Variable (X_2)

Item	r _{calculated}	r _{table}	Remarks
X2.1	0.765	0.197	Valid
X2.2	0.706	0.197	Valid
X2.3	0.808	0.197	Valid
X2.4	0.772	0.197	Valid
X2.5	0.758	0.197	Valid
X2.6	0.782	0.197	Valid

Source: Processed Questionnaire Data (2026).

The results presented in Table 2 indicate that all statement items measuring the **perceived enjoyment** variable (X_2) demonstrate satisfactory validity. Each item has a calculated correlation coefficient ($r_{calculated}$) greater than the critical value of r_{table} (0.197). This finding indicates that all questionnaire items are valid and adequately represent respondents' perceptions of perceived enjoyment. Therefore, the instrument used to measure the perceived enjoyment variable is considered appropriate for subsequent data analysis.

Table 3. Validity Test Results for the Trust Variable (X_3)

Item	r _{calculated}	r _{table}	Remarks
X3.1	0.727	0.197	Valid
X3.2	0.726	0.197	Valid
X3.3	0.817	0.197	Valid
X3.4	0.802	0.197	Valid
X3.5	0.796	0.197	Valid
X3.6	0.777	0.197	Valid

Source: Processed Questionnaire Data (2026).

Based on the validity test results for the **trust** variable (X_3), all statement items have calculated correlation coefficients ($r_{calculated}$) exceeding the critical value of r_{table} (0.197). This finding confirms that every item measuring the trust construct is valid and accurately represents the intended concept. Therefore, the instrument used to measure the trust variable is suitable for subsequent statistical analysis.

Table 4. Validity Test Results for the Impulse Buying Variable (Y)

Item	r _{calculated}	r _{table}	Remarks
Y1.1	0.881	0.197	Valid
Y1.2	0.847	0.197	Valid
Y1.3	0.847	0.197	Valid
Y1.4	0.786	0.197	Valid
Y1.5	0.870	0.197	Valid

Item	r _{calculated}	r _{table}	Remarks
Y1.6	0.839	0.197	Valid
Y1.7	0.837	0.197	Valid
Y1.8	0.875	0.197	Valid

Source: Processed Questionnaire Data (2026).

The validity test results for the impulse buying variable (Y) indicate that all statement items have calculated correlation coefficients (r_{calculated}) exceeding the critical value of r_{table} (0.197). This demonstrates that all questionnaire items are valid and effectively measure the impulse buying construct. Consequently, the instrument used to assess impulse buying is considered appropriate for further statistical analysis.

Reliability Test Results

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Remarks
Telepresence (X ₁)	0.888	8	Reliable
Perceived Enjoyment (X ₂)	0.857	6	Reliable
Trust (X ₃)	0.865	6	Reliable
Impulse Buying (Y)	0.944	8	Reliable

Source: Processed Data (2026).

Based on the results presented in Table 5, all research variables have Cronbach's Alpha values exceeding the minimum reliability threshold of 0.60. Therefore, the research instrument is considered reliable, indicating that all measurement items consistently measure their respective constructs and are suitable for further statistical analysis.

Classical Assumption Test Results

Normality Test

The normality assumption was evaluated using three methods: the histogram, the Normal P–P Plot of Regression Standardized Residual, and the Kolmogorov–Smirnov test. These methods were employed to verify whether the data satisfied the normality assumption required for multiple linear regression analysis. The results of the normality tests are presented in the following figures.

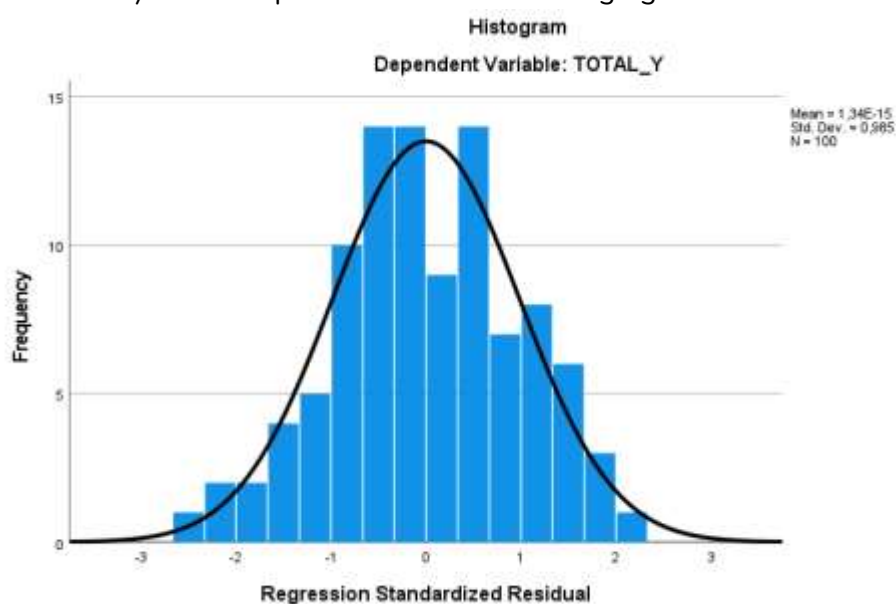


Figure 3. Histogram

Source: SPSS 27 Output (2026).

Based on the histogram, the data distribution forms a bell-shaped curve and appears relatively symmetrical. The frequencies are concentrated around the center of the distribution and gradually decrease toward both the left and right tails. These characteristics indicate that the data are approximately normally distributed. Therefore, the normality assumption is satisfied, and the regression model is considered appropriate for subsequent statistical analysis.

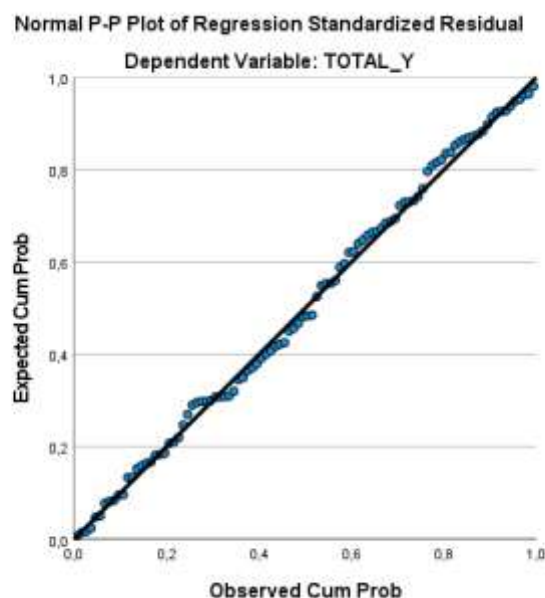


Figure 4. Normal P–P Plot of Regression Standardized Residual
Source: SPSS 27 Output (2026).

As shown in Figure 4, the residual data points are closely distributed along the diagonal reference line and do not exhibit any substantial deviations from the expected pattern. This distribution indicates that the residuals are approximately normally distributed. Therefore, it can be concluded that the normality assumption of the regression model has been satisfied, allowing the multiple linear regression analysis to proceed.

Tabel 6 Kolmogorov-Smirno

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,69691384
Most Extreme Differences	Absolute	0,042
	Positive	0,036
	Negative	-0,042
Test Statistic		0,042
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	0,934
	99% Confidence Interval Lower Bound	0,927
	Upper Bound	0,940

Source: SPSS 27 Output (2026).

If the significance value (Sig.) is less than 0.05, the data are considered not to be normally distributed. Conversely, if the significance value exceeds 0.05, the data are regarded as normally distributed. Based on the results of the One-Sample Kolmogorov–Smirnov Test, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than the significance level of 0.05 ($0.200 > 0.05$). Therefore, it can be concluded that the residuals

are normally distributed. This finding indicates that the regression model satisfies the normality assumption, allowing the regression analysis to proceed. Furthermore, the Monte Carlo Sig. (2-tailed) value was 0.934, which is also greater than 0.05. This result further confirms that the residuals of the regression model follow a normal distribution.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Total.x1	0,989	1,011
	Total.x2	0,999	1,001
	total.x3	0,990	1,010

Source: SPSS 27 Output (2026).

The multicollinearity test results presented in Table 7 show that the Variance Inflation Factor (VIF) values are 1.011 for the telepresence variable, 1.001 for the perceived enjoyment variable, and 1.010 for the trust variable. All VIF values are well below the maximum acceptable threshold of 10, indicating the absence of multicollinearity among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption, and multiple linear regression analysis can be appropriately performed.

Heteroscedasticity Test Results

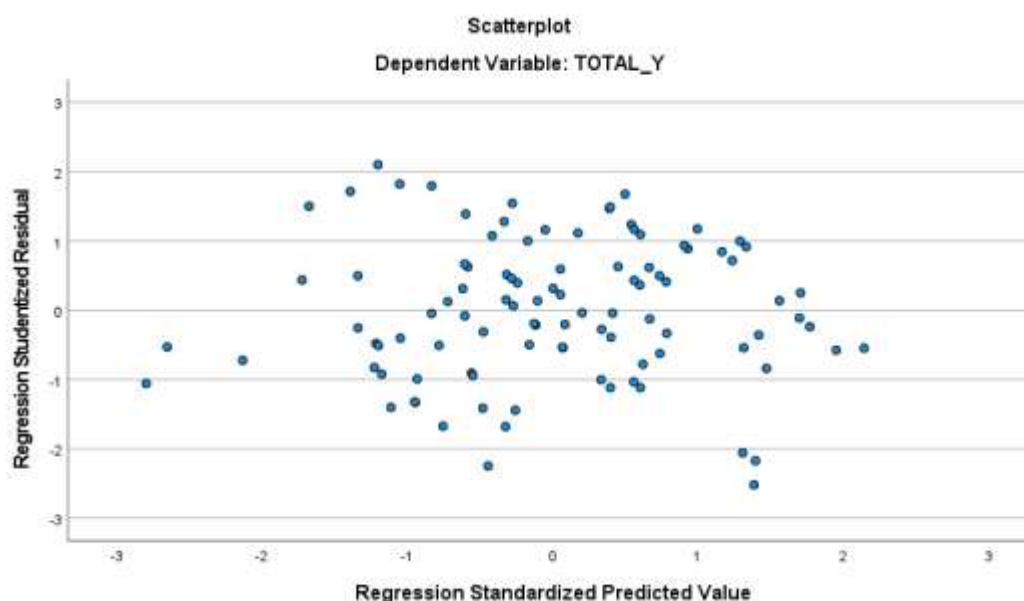


Figure 5. Scatterplot

Source: SPSS 27 Output (2026).

Based on Figure 5, the results of the heteroscedasticity test using the scatterplot indicate that the residuals are randomly dispersed above and below the zero line on the Y-axis without forming any discernible pattern. The distribution of the points does not exhibit a funnel-shaped, expanding, or wave-like pattern. These findings suggest that the residual variance is constant (homoscedasticity), indicating that the regression model does not suffer from heteroscedasticity. Therefore, the regression model satisfies this classical assumption and is appropriate for further statistical analysis.

Effect Analysis

Multiple Linear Regression Analysis Results

Table 8. Results of the Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-35,664	3,889		-9,171	0,000
Total.x1	0,786	0,073	0,539	10,729	0,000
Total.x2	0,804	0,100	0,400	8,014	0,000
total.x3	1,076	0,090	0,603	12,013	0,000

Source: SPSS 27 Output (2026).

Based on the results presented in Table 8, the multiple linear regression equation is as follows:

$$Y = -35.664 + 0.786X_1 + 0.804X_2 + 1.076X_3$$

The interpretation of each component of the regression equation is as follows:

1. Constant (-35.664). The constant value of -35.664 indicates that when all independent variables—telepresence, perceived enjoyment, and trust—are assumed to be zero, the predicted value of impulse buying (Y) is -35.664. Statistically, this constant represents the intercept of the regression equation before the effects of the independent variables are taken into account. However, in the context of this study, this condition is purely hypothetical because the variables were measured using a Likert scale and therefore cannot realistically have a value of zero. Consequently, the constant should be interpreted as a mathematical parameter rather than a representation of actual consumer behavior.
2. Telepresence (X₁). The regression coefficient for telepresence is 0.786, indicating that a one-unit increase in the telepresence score is associated with an increase of 0.786 units in the impulse buying score, assuming the other variables remain constant. The positive coefficient suggests that higher levels of perceived telepresence increase consumers' tendency to engage in impulse buying.
3. Perceived Enjoyment (X₂). The regression coefficient for perceived enjoyment is 0.804, indicating that a one-unit increase in the perceived enjoyment score leads to an increase of 0.804 units in the impulse buying score, holding the other variables constant. The positive coefficient implies that greater enjoyment experienced while using Shopee Live increases consumers' likelihood of making impulse purchases.
4. Trust (X₃). The regression coefficient for trust is 1.076, indicating that a one-unit increase in the trust score increases the impulse buying score by 1.076 units, assuming the other variables remain constant. The positive coefficient indicates that higher consumer trust in Shopee Live is associated with a stronger tendency to engage in impulse buying. Moreover, the unstandardized regression coefficient (B = 1.076) and the standardized beta coefficient ($\beta = 0.603$) for the trust variable are the highest among all independent variables. This finding suggests that trust is the most influential predictor of consumers' impulse buying behavior on Shopee Live.

Coefficient of Determination (R²)

Table 9. Coefficient of Determination (R²) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,872 ^a	0,761	0,753	2,739

Source: SPSS 27 Output (2026).

Based on the Model Summary results, the Adjusted R Square value is 0.753 (75.3%). This indicates that telepresence, perceived enjoyment, and trust, when considered simultaneously, explain 75.3% of the variance in the dependent variable, impulse buying behavior. This finding suggests that the regression

model has strong predictive power in explaining the relationship between the marketing variables examined in this study.

The remaining 24.7% of the variance in impulse buying behavior is explained by other factors that are not included in the research model. These factors may include other marketing-related aspects, such as promotional strategies, service quality, store atmosphere, shopping experience, or other external influences beyond the scope of this study.

The Adjusted R Square value also demonstrates the overall goodness-of-fit of the regression model. Although the model exhibits substantial explanatory power, there remains an opportunity for future research to investigate additional marketing factors that may influence consumers' impulse buying behavior.

Hypothesis Testing

t-Test Results

Table 10. Results of the t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-35,664	3,889		-9,171	0,000
Telepresensi	0,786	0,073	0,539	10,729	0,000
Kesenangan	0,804	0,100	0,400	8,014	0,000
Kepercayaan	1,076	0,090	0,603	12,013	0,000

Source: SPSS 27 Output (2026).

The results of the analysis examining the effects of telepresence, perceived enjoyment, and trust on impulse buying behavior are summarized as follows:

1. The telepresence variable (X_1) produced a t-value of 10.729, which is greater than the critical t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). These results indicate that telepresence has a significant positive effect on impulse buying behavior.
2. The perceived enjoyment variable (X_2) produced a t-value of 8.014, which exceeds the t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). These findings indicate that perceived enjoyment has a significant positive effect on impulse buying behavior.
3. The trust variable (X_3) produced a t-value of 12.013, which is greater than the t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). These results demonstrate that trust has a significant positive effect on impulse buying behavior.

Overall, the findings indicate that telepresence, perceived enjoyment, and trust each have a statistically significant influence on consumers' impulse buying behavior. These results suggest that increases in these three variables are associated with a greater likelihood of consumers making impulse purchases while using Shopee Live.

F-Test Results

Table 11. Results of the F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2289,249	3	763,083	101,736	,000 ^b
Residual	720,061	96	7,501		
Total	3009,310	99			

Source: SPSS 27 Output (2026).

Based on the results of the F-test, the calculated F-value is 101.736, which is greater than the critical F-table value, with a significance level of 0.000 ($p < 0.05$). These findings indicate that the independent variables collectively have a statistically significant effect on the dependent variable. This result confirms that the regression model is significant as a whole, demonstrating that telepresence, perceived enjoyment, and trust jointly influence consumers' impulse buying behavior.

Overall, the findings suggest that these three independent variables play an important role in stimulating impulse buying behavior. Higher levels of telepresence, perceived enjoyment, and trust experienced by consumers are associated with a greater likelihood of making spontaneous, unplanned purchases while using the Shopee Live platform.

Discussion

The Effect of Telepresence on Impulse Buying

The results of this study indicate that telepresence has a positive and significant effect on impulse buying behavior among consumers who watch Shopee Live streaming sessions. Based on the multiple linear regression analysis presented in Table 4.13, the calculated t-value is 10.729, which exceeds the critical t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). Therefore, Hypothesis H₁ is supported, indicating that telepresence (X₁) plays a significant role in promoting consumers' impulse buying behavior (Y).

A high level of telepresence is characterized by a strong sense of virtual presence, realistic interaction, and emotional closeness between consumers and the live streamer. These factors enhance consumer engagement throughout the live streaming session, creating an immersive shopping experience that stimulates spontaneous purchase intentions. As a result, consumers become more likely to make unplanned purchasing decisions during the live broadcast.

The findings are consistent with previous studies conducted by Parahiyanti and Dimara (2024), as well as Firdausiah et al. (2023), which reported that telepresence has a positive and significant influence on impulse buying in the context of live-streaming commerce. These studies suggest that a higher level of telepresence creates a more immersive shopping experience, making consumers feel as though they are physically present during the live broadcast and emotionally engaged with the shopping process.

The Effect of Perceived Enjoyment on Impulse Buying

The findings also reveal that perceived enjoyment has a positive and significant effect on impulse buying behavior among consumers who watch Shopee Live broadcasts. According to the regression analysis presented in the Coefficients Table, the calculated t-value is 8.014, which is greater than the critical t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). Accordingly, Hypothesis H₂ is supported, indicating that perceived enjoyment (X₂) plays a significant role in encouraging consumers' impulse buying behavior (Y).

Consumers' feelings of enjoyment during live streaming sessions—including engaging entertainment, a pleasant shopping atmosphere, and interactive communication with the streamer—enhance positive emotions that encourage spontaneous purchasing decisions. These heightened emotional responses make consumers more likely to purchase products without prior planning.

These findings are consistent with previous research conducted by Siregar and Firdaus (2024), as well as Indriastuti et al. (2024), which concluded that perceived enjoyment has a positive and significant influence on impulse buying in the context of live-streaming shopping. These studies explain that enjoyable, entertaining, and interactive shopping experiences enhance consumers' positive emotions, thereby

increasing the likelihood of spontaneous purchases. Similar results were observed in the present study, where consumers' enjoyment while watching Shopee Live broadcasts significantly increased their tendency to engage in impulse buying. Consumers who enjoyed the live-streaming atmosphere, were entertained by the streamer's presentation, and actively participated in interactive sessions were more likely to make unplanned purchases. Therefore, perceived enjoyment can be regarded as one of the key factors contributing to impulse buying behavior, particularly in the context of live streaming-based e-commerce shopping.

The Effect of Trust on Impulse Buying

The findings of this study demonstrate that trust has a positive and significant effect on impulse buying behavior among consumers who watch Shopee Live streaming sessions. Based on the regression analysis presented in the Coefficients Table, the calculated t-value is 12.013, which exceeds the critical t-table value of 1.984, with a significance value of 0.000 ($p < 0.05$). Accordingly, Hypothesis H₃ is supported, indicating that trust (X₃) plays a significant role in increasing consumers' impulse buying behavior (Y). Consumers' trust in the streamer, the platform, and the products being offered enhances their sense of security and confidence in completing transactions quickly. This trust reduces uncertainty and perceived risk, thereby encouraging consumers to make spontaneous purchasing decisions with minimal deliberation.

These findings are consistent with previous studies conducted by Masitoh et al. (2024) and Tuapattinaya and Farida (2024), which concluded that trust has a positive and significant effect on impulse buying in the context of live-streaming commerce. These studies explain that consumers' trust in sellers, streamers, and the transaction system of live shopping platforms reduces perceived risk and strengthens consumers' confidence in making spontaneous purchases. Similar findings were observed in the present study, where consumers' trust in Shopee Live significantly increased their impulse buying behavior. Consumers who perceived the product information as credible, felt secure during transactions, and trusted the seller's credibility were more likely to make unplanned purchases. Therefore, it can be concluded that the higher the level of consumer trust, the greater the likelihood of impulse buying, particularly in the context of live streaming-based e-commerce.

The Effects of Telepresence, Perceived Enjoyment, and Trust on Impulse Buying

Overall, the results indicate that telepresence, perceived enjoyment, and trust each have a positive and significant effect on consumers' impulse buying behavior. These findings demonstrate that the proposed research model provides a comprehensive explanation of impulse buying behavior by examining the direct effects of each independent variable. The results imply that consumers' sense of virtual presence (telepresence), the enjoyment experienced during live streaming sessions, and their trust in the seller are all important factors that directly encourage unplanned purchasing decisions.

However, the present findings differ from those reported by Firdausiah et al. (2023), who found that telepresence does not directly influence impulse buying but instead exerts its effect indirectly through the mediating roles of perceived enjoyment and trust. Their study suggests that when consumers experience a strong sense of virtual presence during a live broadcast, this experience first enhances their enjoyment and trust in the seller, which subsequently leads to impulse buying. In other words, the influence of telepresence is indirect and depends on the development of positive emotional responses and consumer trust.

In contrast, the findings of the present study indicate that telepresence, perceived enjoyment, and trust each exert a direct and significant influence on impulse buying behavior. This difference suggests that, within the context of this study, consumers' sense of virtual presence, positive emotional experiences during live interactions, and trust in the seller are sufficient to stimulate impulse buying without requiring mediation

by other psychological variables. Nevertheless, from a theoretical perspective, the present findings remain consistent with previous research in confirming the important roles of these three constructs in shaping impulse buying behavior. The differences in empirical findings are likely attributable to variations in the research context, respondent characteristics, and analytical approaches employed across studies.

5. Conclusion

Based on the results of the analysis and discussion presented in the previous sections, the following conclusions can be drawn:

1. Telepresence (X_1) has a positive and significant effect on impulse buying behavior (Y) on Shopee Live. This is evidenced by the calculated t-value of 10.729, which exceeds the critical t-table value, and a significance level below 0.05. These findings indicate that the stronger consumers' sense of virtual presence during live streaming sessions, the greater their tendency to engage in impulse buying.
2. Perceived enjoyment (X_2) has a positive and significant effect on impulse buying behavior (Y) on Shopee Live. This is demonstrated by the calculated t-value of 8.014, which is greater than the critical t-table value, with a significance level below 0.05. This finding suggests that higher levels of enjoyment experienced during live streaming sessions increase consumers' likelihood of making spontaneous purchases.
3. Trust (X_3) has a positive and significant effect on impulse buying behavior (Y) on Shopee Live. This is evidenced by a calculated t-value that exceeds the critical t-table value and a significance level below 0.05. The results indicate that greater consumer trust in the seller and the products offered significantly increases the likelihood of impulse buying.
4. Telepresence (X_1), perceived enjoyment (X_2), and trust (X_3) jointly have a significant effect on impulse buying behavior (Y). This is confirmed by the F-test, in which the calculated F-value of 101.736 exceeds the critical F-table value, with a significance level below 0.05. These findings demonstrate that the three independent variables collectively explain and significantly influence consumers' impulse buying behavior on Shopee Live.

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