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The Influence of *Live Streamers Characteristics* on *Online Stickiness* through *Online Trust* on Shopee Live *Fashion* Muslim Users

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Abstract

The development of live commerce has changed consumer behavior in online shopping activities, including in the Muslim fashion industry in Indonesia. Shopee Live is one of the widely used live commerce platforms because it offers an interactive and real-time shopping experience. This study aims to analyze the influence of live streamer characteristics on online stickiness with online trust as a mediating variable in Shopee Live Muslim fashion users. This study uses a quantitative approach with a survey method of 115 respondents who have bought Muslim fashion products through Shopee Live. The sampling technique used purposive sampling, while data analysis was carried out using Structural Equation Modeling (SEM) with the help of AMOS 23.0. The results of the study showed that live streamers characteristics had a positive and significant effect on online trust and online stickiness. In addition, online trust also had a positive and significant effect on online stickiness. This study also proves that online trust is able to mediate the relationship between live streamer characteristics and online stickiness. The findings of the study show that the characteristics of a professional, credible, attractive, and interactive live streamer are able to increase consumer trust and attachment to Shopee Live Muslim fashion.

Keywords: *Live Commerce*, *Live Streamers Characteristics*, *Online Stickiness*, *Online Trust*, *Shopee*.

1. INTRODUCTION

The development of digital technology and the internet has changed people's behavior in carrying out communication and trade activities. The advancement of the internet has encouraged the transformation of the conventional trading system into digital-based trade or *electronic commerce* (*e-commerce*). Based on data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 will reach 221.56 million people or around 79.5% of the total national population (APJII, 2024). The high internet penetration encourages the growth of digital economic activities, including the development of *e-commerce* and *live commerce platforms* in Indonesia.

Along with the development of *e-commerce*, digital platforms continue to innovate to improve the consumer shopping experience. One of the innovations that is growing rapidly is *live commerce* or *live shopping*, which is the integration of *live streaming technology* with online buying and selling activities. The concept *of live commerce* allows sellers to demonstrate products directly while interacting with consumers in real-time through two-way communication features (Hu & Chaudhry, 2020). These activities create a more interactive, visual, and communicative shopping experience compared to conventional online shopping.

In Indonesia, Shopee Live is one of the *most popular and most frequently used live commerce features. Based on the Populix survey (2023), Shopee Live occupies the first position as* the most widely used live shopping platform *by Indonesian consumers. The popularity of Shopee Live shows that consumers are starting to like an interactive shopping experience based on direct communication during the purchase process. In the context of* live commerce*, the success of sales activities is not only influenced by the quality of the product, but also by the performance and characteristics of the* live streamers *who guide the* live shopping session.

Live *streamer characteristics* are an important factor in building interaction and emotional relationships with consumers during *live streaming* sessions. Meng and Lin (2023) stated that *live streamers characteristics* consist of *professionalism*, *credibility*, *attractiveness*, and *interactivity* which can affect consumer behavior on *live streaming commerce platforms*. *Live streamers* who are able to provide product information in a professional, attractive, communicative, and reliable manner tend to find it easier to build consumer trust in the products and platforms used.

In the context of *live commerce*, consumer trust or *online trust* is an important factor that determines the success of online transaction activities. Consumers tend to have a high level of uncertainty when making online purchases because they cannot see or try products directly. Therefore, the interaction between *live streamers* and consumers during the Shopee Live session has an important role in building consumer trust in product information, transaction security, and seller credibility. Gefen (2000) explained that *online trust* can increase consumer confidence in online transaction activities and reduce risk perception in online purchases.

In addition to building consumer trust, the characteristics of *live streamers are* also estimated to be able to increase *consumers' online stickiness* towards the Shopee Live platform. *Online stickiness* describes the tendency of consumers to stay longer, return to use the platform, and continue to engage in digital activities on a certain platform (Lin, 2007). In the context of Shopee Live, consumers who feel comfortable and trust in interaction during *live streaming* sessions tend to have a higher attachment to the platform so that they often return to use Shopee Live for shopping activities.

One of the sectors that is growing rapidly on the Shopee Live platform is Muslim fashion or *modest fashion*. Indonesia, as a country with the largest Muslim population in the world, has a very large and growing Muslim fashion market. Based on the *State of the Global Islamic Economy Report 2024/2025*, Indonesia occupies the top position in the development of the global *modest fashion industry* . In addition, the development of social media and *live commerce* also encourages the increase in Muslim fashion marketing activities through digital platforms, including Shopee Live.

Although a lot of research on *live commerce* has been conducted, most of the previous research still focused on repurchase behavior or *purchase intent*. Research that specifically discusses the influence *of live streamer characteristics* on *online stickiness* through *online trust* in the context of Muslim fashion on Shopee Live is still relatively limited, especially in Indonesia.

2. LITERATURE REVIEW

Stimulus Organism Response Theory (SOR)

This study uses *the Stimulus Organism Response Theory* (SOR) as the main theoretical basis to explain consumer behavior on *live commerce* platforms. SOR theory was first introduced by Mehrabian and Russell (1974) who explained that stimuli from the external environment can affect the psychological state of individuals (*organisms*) and produce certain behavioral responses (responses). In the context of this study, *live streamers characteristics* act as *a stimulus* received by consumers during Shopee Live activities, then affect *online trust* as a psychological condition of consumers (organisms), and subsequently produce *online stickiness* as a response to consumer behavior towards the Shopee Live platform.

In *live commerce activities*, the characteristics of *live streamers* such as professionalism, credibility, attractiveness, and interactivity can form a more attractive and convincing shopping experience for consumers. When consumers feel confident in the *streamer* and the platform used, consumers tend to stay longer and return to use the Shopee Live platform in the future.

Pengaruh *Live Streamers Characteristics* terhadap *Online Trust*

The characteristics of *a professional, credible, attractive, and interactive live streamer can increase consumer confidence in product information and transaction security during* live commerce activities. *The better* the characteristics of the streamer*, the higher the level of consumer trust in Shopee Live. Research by Meng and Lin (2023) shows that* live streamers characteristics *have a positive effect on* online trust.

H1: *Live streamers characteristics* have a positive effect on *online trust* in Shopee Live Muslim fashion users.

Pengaruh *Live Streamers Characteristics* terhadap *Online Stickiness*

The characteristics of *live streamers* that are attractive and communicative can increase consumer comfort and engagement during Shopee Live sessions. Consumers who enjoy interactive experiences during *live streaming* tend to stay longer and return to use the Shopee Live platform. Thus, *live streamers characteristics* are estimated to have an effect on *online stickiness*.

H2: *Live streamers characteristics* have a positive effect on *online stickiness* in Shopee Live Muslim fashion users.

The Influence *of Online Trust* on *Online Stickiness*

Consumers who have a high level of trust in platforms and product information tend to feel more comfortable in using digital platforms repeatedly. In the context of Shopee Live,

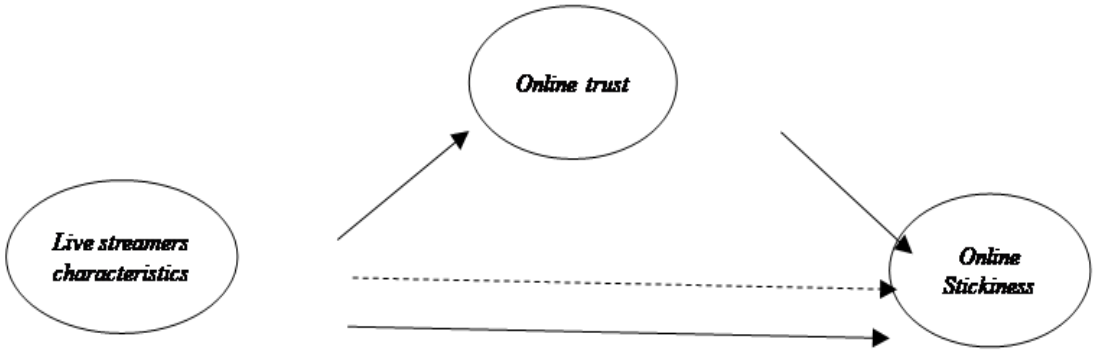
consumer trust in *streamers* and platforms can increase consumer attachment to *live commerce* activities. Gefen's research (2000) explains that *online trust* has an important role in building user loyalty and involvement in online transactions.
H3: *Online trust* has a positive effect on *online stickiness* in Shopee Live Muslim fashion users.

The Role of *Online Trust Mediation*

Based on *the Stimulus Organism Response Theory*, *the characteristics of live streamers* as external stimuli can form the psychological condition of consumers in the form *of online trust*, which further affects consumer behavioral responses in the form of *online stickiness*. Thus, *online trust* is estimated to mediate the relationship between *live streamer characteristics* and *online stickiness*.
H4: *Online trust* mediates the influence of *live streamers' characteristics* on *online stickiness* in Shopee Live Muslim fashion users.

In this study, *live streamers characteristics* were used as independent variables, *online trust* as a mediating variable, and *online stickiness* as dependent variables. This research model is also supported by *the Stimulus Organism Response Theory* (SOR) which explains that external stimuli in the form of *live streamer characteristics* can affect consumers' psychological conditions in the form of *online trust*, which in turn produces behavioral responses in the form of *online stickiness* to the Shopee Live platform.

Figure 1. Research Model



Source: Meng and Lin Adaptation (2023)

Based on the research model, this study examined the direct effect between *live streamer characteristics* on *online trust* and *online stickiness*, as well as the effect of *online trust* on *online stickiness*. In addition, this study also tested the *indirect effect* of *live streamers' characteristics* on *online stickiness* through *online trust*.

3. RESEARCH METHOD

This study uses a quantitative approach with a survey method to analyze the influence *of live streamer characteristics* on *online stickiness* with *online trust* as a mediating variable in Shopee Live Muslim fashion users. The research data consists of primary data and secondary data. Primary data was obtained through the distribution of online questionnaires using Google Form to respondents who had bought Muslim fashion products through Shopee Live. Meanwhile, secondary data was obtained from scientific journals, official reports, and various literature relevant to the research.

The population in this study is Shopee Live users who have bought Muslim fashion products. The sampling technique used *non-probability sampling* with *the purposive sampling* method. The criteria for respondents in this study were at least 17 years old and had purchased Muslim fashion products through Shopee Live more than once.

The number of research samples refers to Hair et al. (2014) who stated that the minimum number of samples in SEM analysis is five times the number of research indicators. This study used a total of 23 indicators consisting of 16 indicators on the *live streamers characteristics* variable, 3 indicators on the *online trust* variable, and 4 indicators on the *online stickiness* variable. Thus, the minimum number of research samples is 115 respondents.

The operationalization of variables in this study consists of three variables, namely *live streamers characteristics* as independent variables, *online trust* as a mediation variable, and *online stickiness* as dependent variables. The *live streamers characteristics variable* was adapted from Meng and Lin (2023) which consisted of four dimensions, namely *professionalism*, *credibility*, *attractiveness*, and *interactivity*, with each dimension having four indicators, so that there were a total of 16 indicators. The *online trust* variable was adapted from Gfen (2000) which was measured using three indicators, namely trust in the seller, transaction security, and confidence in product information. Meanwhile, the *online stickiness variable* was adapted from Lin (2007) which consisted of four indicators, namely the desire to return to using the platform, the duration of using the platform, the interest in exploring the platform for longer, and the tendency to continue using the Shopee Live platform. All indicators were measured using a Likert scale of 1–5.

The data analysis method in this study uses *Structural Equation Modeling* (SEM) with the help of AMOS 23.0 software. The analysis is carried out through two stages, namely the evaluation of *the measurement model* using *Confirmatory Factor Analysis* (CFA) to test the validity and reliability of the construct, and the *evaluation of the structural model* to test the relationship between variables and the research hypothesis.

4. RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 115 respondents who had bought Muslim fashion products through Shopee Live. The characteristics of the respondents in this study included gender, age, occupation, domicile, and frequency of use of Shopee Live. The majority of respondents were dominated by women of productive age who actively use Shopee Live as a media for Muslim fashion shopping.

Table 1. Characteristics of Respondents

Features	Category	Quantity (n)	Percentage (%)
Gender	Women	98	85,2
	Male	17	14,8
Age	17–22 years old	36	31,3
	23–28 years old	47	40,9
	29–34 years old	21	18,3
	>34 years old	11	9,5
Jobs	Student/Student	35	30,4
	Private Employees	42	36,5
	Entrepreneurship	16	13,9
	Housewives	14	12,2
	Others	8	7,0
Frequency of Using Shopee Live	2–3 times per week	53	46,1
	4–5 times per week	37	32,2
	>5 times per week	25	21,7

Source: *Proceed Data, 2026*

Reliability and Validity Test

In the hypothetical model of this study, there are three latent variables, namely *live streamers characteristics*, *online trust*, and *online stickiness*. The validity and reliability test was carried out using *Confirmatory Factor Analysis* (CFA) with the help of AMOS 23.0 software. Based on the results of the *goodness of fit* test, the research model showed a good level of model suitability and met the recommended criteria. The index values obtained were $\chi 2/df = 1.913 < 3$, NFI = 0.944 > 0.90, IFI = 0.972 > 0.90, TLI = 0.968 > 0.90, CFI = 0.971 > 0.90, GFI = 0.886 > 0.80, and RMSEA = 0.044 < 0.08. Thus, the research model was declared feasible for use in hypothesis testing.

Table 2. Results *of the Fit Confirmatory Factor Analysis* (CFA) Model

General Indicators	x2	df	X2/DF	NFI	YOUTH	TLI	CFI	GFI	RMSEA
Evaluation Criteria	-	-	<3	>0,90	>0,90	>0,90	>0,90	>0,80	<0.08
Index Value	296,814	155	1,913	0,944	0,972	0,968	0,971	0,886	0,044

Source: *Proceed Data, 2026*

The results of the convergent validity test showed that all indicators had *a standardized factor loading* value greater than 0.50. In addition, all variables had an *Average Variance Extracted* (AVE) value above 0.50 and *a Composite Reliability* (CR) value above 0.70. Thus, all constructs in this study were declared valid and reliable.

Hypothesis Testing

Hypothesis testing was carried out using *Structural Equation Modeling* (SEM) with the help of AMOS 23.0 software. The test results showed that *live streamers characteristics* had a positive and significant effect on *online trust* with a value of $\beta = 0.671$ and $p < 0.001$. These results showed that the characteristics *of streamers* who are professional, credible, attractive, and interactive are able to increase consumer trust in Shopee Live fashion muslimah.

In addition, *live streamers characteristics* also had a positive effect on *online stickiness* with a value of $\beta = 0.318$ and $p = 0.003 < 0.01$. These results show that consumers who feel comfortable with *streamer* characteristics tend to have a higher attachment to the Shopee Live platform. Furthermore, *online trust* is proven to have a positive effect on *online stickiness* with a value of $\beta = 0.547$ and $p < 0.001$. The findings show that the level of consumer trust has an important role in increasing consumer attachment to Shopee Live.

Table 3. Path *Coefficient* Test Results

Track	Standardized Regression Coefficients	Non-Standardized Regression Coefficients	S.E.	C.R.	P
Live Streamers Characteristics → Online Trust	0,671	0,654	0,073	8,954	***
Live Streamers Characteristics → Online Stickiness	0,318	0,301	0,101	2,984	0,003

Online Trust → Online Stickiness	0,547	0,518	0,086	6,027	***

Description:
*p < 0.05, **p < 0.01, ***p < 0.001.
Source: *Proceed Data, 2026*

Mediation Effect Test

The mediation effect test was carried out using *the Bootstrap* method in AMOS 23.0 with a *bootstrap sample* of 5,000 and a confidence level of 95%. The test results showed that the confidence interval on *the indirect effect* between *live streamers characteristics* on *online stickiness* through *online trust* did not contain a number of 0. Thus, *online trust* has been proven to mediate the relationship between *live streamer characteristics* and *online stickiness*.

Table 4. Mediation Effect Test Results

Independent Variables	Mediation Variables	Dependent Variable	Indirect Effect	BootSE	BootLLCI	BootULCI
Live Streamers Characteristics	*Online Trust*	*Online Stickiness*	0,367	0,072	0,228	0,511

Source: *Proceed Data, 2026*

These results show that the value of the confidence interval does not pass the number 0, so the mediation effect is declared significant.

Discussion

The results of the study show that *live streamers characteristics* have a positive and significant effect on *online trust* in Shopee Live Muslim fashion users. These findings show that the characteristics of *streamers* who are professional, credible, attractive, and interactive are able to increase the level of consumer trust in the platform and product information provided during *the live streaming session*. In the context of *live commerce*, consumers are highly dependent on the information conveyed by *streamers* because consumers cannot see or try products directly. Therefore, *the ability of streamers* to explain products clearly, communicatively, and convincingly is an important factor in building consumer trust. The results of this study are in line with the research of Meng and Lin (2023) which states that the characteristics of *live streamers* have a positive influence on *online trust* on *live streaming commerce platforms*.

Furthermore, the results of the study also show that *live streamer characteristics* have a positive and significant effect on *online stickiness*. These findings show that attractive and interactive *streamer* characteristics are able to increase consumer attachment to the Shopee Live platform. Consumers who feel comfortable and enjoy interaction during *live streaming*

sessions tend to stay longer and return to use Shopee Live for their next shopping activity. In the context of Muslim fashion, visual product demonstrations and interactive communication during *live streaming* are the main attractions that can increase consumer interest in the platform. These results support the research of Lin (2007) who explains that positive experiences during digital activities can increase users' *online stickiness* towards a platform.

In addition, this study found that *online trust* has a positive and significant effect on *online stickiness*. This shows that consumers who have a high level of trust in Shopee Live and *streamers* tend to have greater attachment to the platform. Consumer trust in transaction security, product information quality, and *streamer* credibility makes consumers feel more comfortable using Shopee Live repeatedly. In the context of *live commerce*, trust is an important factor because transaction activities are carried out online and have a higher level of uncertainty than direct purchases. This finding is consistent with the research of Gefen (2000) who stated that *online trust* has an important role in building user loyalty and involvement in digital transactions.

The results of the study also show that *online trust* is able to mediate the relationship between *live streamer characteristics* and *online stickiness*. These findings indicate that good *streamer* characteristics not only directly increase consumer attachment to Shopee Live, but also through increasing consumer trust first. In other words, consumers who feel confident in *streamers* and the Shopee Live platform tend to be more comfortable to continue using the platform in Muslim fashion shopping activities. These results support *the Stimulus Organism Response Theory* which explains that external stimuli in the form of *live streamer characteristics* can form a consumer's psychological condition in the form of *online trust*, which in turn produces behavioral responses in the form of *online stickiness*.

5. CONCLUSION

This study aims to analyze the influence *of live streamer characteristics* on *online stickiness* with *online trust* as a mediating variable in Shopee Live Muslim fashion users. The results of the study show that *live streamers characteristics* have a positive and significant effect on *online trust* and *online stickiness*. This shows that the characteristics of professional, credible, attractive, and interactive *streamers* are able to increase the level of trust and consumer attachment to the Shopee Live platform. In addition, *online trust* has also been proven to have a positive and significant effect on *online stickiness*. These findings show that consumer trust in product information, transaction security, and *streamer* credibility is an important factor in increasing consumer attachment to *live commerce* platforms. This study also proves that *online trust* is able to mediate the relationship between *live streamer characteristics* and *online stickiness*. Thus, the characteristics of a good *live streamer* can increase *the online stickiness* of consumers both directly and through

increasing *online trust*. The findings of this study are expected to make a theoretical contribution to the development of consumer behavior studies in the context of *live commerce* and become a practical reference for Muslim fashion business actors in increasing consumer attachment to Shopee Live.

Suggestions

Based on the results of the research, Muslim fashion business actors on Shopee Live are advised to pay more attention to the characteristics of *live streamers* used in *live commerce activities*. *Streamers* who are professional, credible, attractive, and interactive have been proven to be able to increase consumer trust and attachment to the Shopee Live platform. Therefore, business actors need to choose streamers who have good communication skills, are able to explain products clearly, and actively build interaction with consumers during *live streaming sessions*. In addition, it is important for sellers to maintain the quality of product information and transaction security to increase *consumers' online trust* in the platforms and stores used.

For future research, it is recommended to develop a research model by adding other variables that are relevant in the context of *live commerce*, such as *customer engagement*, *online satisfaction*, *purchase intention*, or *electronic word of mouth* to gain a more comprehensive understanding of digital consumer behavior. Future research can also expand the research object on other *live commerce* platforms such as TikTok Shop or Lazada Live and use a larger sample size so that the research results have a better level of generalization.

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