

E-Commerce Live Streaming Impact on Purchase Intention and Gift-giving Intention Mediated by Swift Guanxi

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Abstract

Live-streaming e-commerce has recently become very popular among internet users, especially millennials and Gen Z. Shopee and TikTok are frequently used e-commerce platforms that offer live-streaming features. This research examines how e-commerce live streaming affects consumers' purchase and gift-giving intentions, with a specific focus on the mediating role of swift guanxi (a concept denoting immediate connections and trust between individuals). It indicates that effective live streaming can enhance engagement and facilitate consumer transactions by fostering personal connections among users on Shopee and TikTok during the streaming experience. This study used a quantitative method by distributing questionnaires to a sample of 155 respondents. The variables in this research, such as telepresence, flow, guidance shopping, and metavoicing on purchase intention, gift-giving intention, and swift guanxi as a mediator variable. The results of this study indicate that the variables of telepresence and guidance shopping have a positive effect on swift guanxi. The swift guanxi variable positively affects purchase intention and gift-giving intention. Then, telepresence, flow, guidance shopping, and metavoicing positively affect purchase intention and gift-giving intention through swift guanxi.

Keywords: Gift-Giving Intention; Live Streaming; Purchase Intention; Swift Guanxi.

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INTRODUCTION

Digital technology is developing rapidly in Indonesia, and the internet is becoming increasingly accessible to everyone. As a result, people's shopping patterns have completely changed. E-commerce has become the fastest-growing sector in recent years. By 2024, the value of e-commerce transactions in Indonesia is projected to reach around IDR 487 trillion. Online shopping has now become part of Indonesians' daily routines. Amid this extraordinary growth, one innovation that is truly changing the way people shop is live streaming, or live commerce.

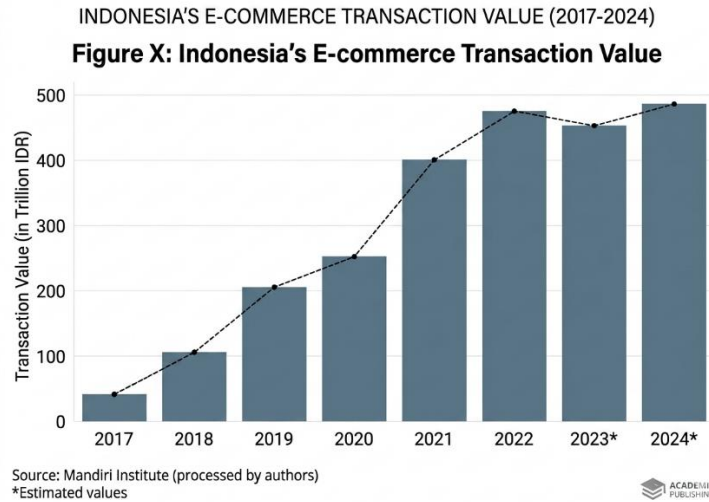


Figure 1. Value of E-Commerce Transactions in Indonesia

In Indonesia, the live commerce trend really took off from 2022 to 2024. Surveys show that more than 80% of e-commerce users have shopped via live streaming. Shopee Live, TikTok Live, Tokopedia Play, and Lazada Live are the main players here. Shopee Live has even become the most popular live shopping platform among Indonesian consumers and a favorite among MSMEs because it can boost sales and increase business visibility through direct interaction. This trend surge is inseparable from several factors, including the younger generation's love of interactive video content, the increasing use of smartphones, and the ever-evolving digital culture. For businesses, live streaming is a huge opportunity: they can reach a wider market without spending much on promotions, build consumer trust, and drive impulse purchases through special coupons or flash sales available only during the live event.

FIGURE X: PROJECTIONS OF INDONESIAN E-COMMERCE ADOPTION BY 2025: A SURVEY-BASED ANALYSIS

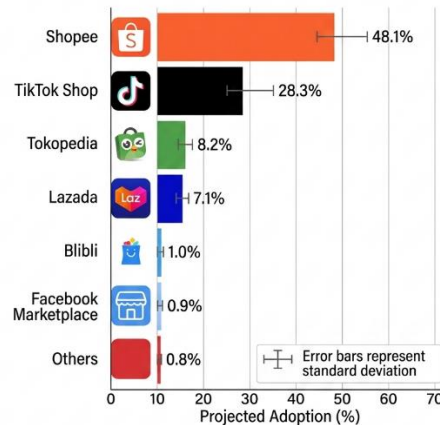


Figure 2. E-Commerce Users in Indonesia

However, the live commerce trend also presents challenges. Competition between sellers is intensifying, requiring sellers to be skilled at speaking and presenting, and there are also issues surrounding trading regulations on social media platforms. Nevertheless, live streaming remains a strategic innovation that can accelerate e-commerce growth in Indonesia and open new opportunities for both MSMEs and large brands. Given the maturing digital ecosystem in Indonesia, live streaming is clearly set to become a key component of e-commerce marketing and sales strategies in the coming years.

Interaction during live streaming goes beyond text and emoji communication; it also involves the host's direct emotional expression, which can increase audience engagement and foster a loyal community. (Lim et al.,

2017). A sense of social presence is a significant factor in viewers' likelihood of returning to the broadcast. Elements such as interactivity, emotional support, and a sense of community fostered by the host strengthen this social presence, which in turn increases viewer loyalty to the broadcast. (Chen & Liao, 2022). Traits possessed by the streamer, such as professional skills and individual charm, help form parasocial relationships, create a sense of emotional closeness akin to friendship, and foster strong trust among viewers, ultimately encouraging active participation and continued loyalty. (Kim, 2023).

Live streaming, both direct and indirect, has been shown to increase followers for businesses. This is due to increased consumer trust in sellers who consistently broadcast live. This study used a field research method, an approach aimed at exploring the meanings individuals attach to their own behavior and the social conditions around them. (Rakhmad & Kusuma, 2023). The emergence of e-commerce live streaming presents a new dynamic in the formation and maintenance of relationships between sellers and buyers. Real-time interactions, live chats, and visual product demonstrations have the potential to accelerate the formation of intimate and personal relationships, which in this context can be interpreted as swift guanxi. Swift guanxi refers to the relatively rapid and intense formation of relationships in online environments, driven by frequent and personal interactions. (Yan et al., 2020).

In the context of online social interactions, the concept of guanxi, which refers to strong, mutually beneficial interpersonal relationships based on trust and obligation (Peng & Luo, 2000) It plays a crucial role in shaping consumer behavior. In Indonesia, where collectivism and the importance of good social relationships are deeply embedded, guanxi is believed to influence purchasing decisions significantly. The concept of swift guanxi, a form of interpersonal relationship that develops quickly in Chinese culture, is relevant to analysis. Guanxi refers to a network of social relationships built on trust, loyalty, and the exchange of benefits, ultimately influencing consumer decisions to purchase or give gifts. In the digital era, swift guanxi refers to the ability to quickly build strong, mutually beneficial relationships, which can influence consumer decisions, such as purchasing and gift-giving intentions.

Previous research has shown that variables related to e-commerce live streaming generally have a positive influence on swift guanxi, purchasing intentions, and gift-giving behavior. (Lu et al., 2023). Consumers who feel they have a good relationship with sellers tend to be more trusting, loyal, and motivated to make purchases, recommend products, or even give gifts to others based on those recommendations or their closeness to the seller. Live-streaming elements such as telepresence, guided shopping, and metavoicing positively influence Swift Guanxi, the rapid social connection formed between sellers and buyers on online platforms. (Nurfaizah Alana & Omar Sharif, 2023). These relationships have been shown to increase consumers' intentions to purchase and to give gifts.

In mid-2025, the TikTok Live feature was temporarily shut down in Indonesia following escalating national demonstrations and political tensions. The government urged digital platforms to limit live broadcasts that could potentially fuel disinformation and public unrest. This temporary shutdown had a significant impact on businesses and creators who had relied on live streaming to interact directly with consumers. Many sellers lost the real-time communication channel that had been a primary source of interaction and trust between sellers and buyers. As a result, businesses began migrating to other platforms, including Shopee Live, which saw significant increases in users and daily transactions. Shopee Live capitalized on this momentum by strengthening its live flash sales, live giveaways, and interactive voucher features, which fostered emotional engagement and consumer loyalty similar to those previously seen on TikTok Live (Putri & Arifin, 2024). This shift demonstrates that consumer behavior in live-streaming commerce is highly adaptable to platform changes, provided the platform maintains key elements such as interactivity, trust, and social closeness. Therefore, this study focuses not only on TikTok Live but also includes Shopee Live as an additional platform to examine how both platforms shape swift guanxi, purchasing intentions, and gift-giving intentions in Indonesia following the closure of TikTok Live.

The rapid development of e-commerce has spurred innovations such as live-streaming commerce, which combines marketing, social interaction, and real-time transactions. In this context, the user experience is determined not only by product quality but also by interactions during the live streaming session. Several factors, such as telepresence, flow, guided shopping, and metavoicing, shape the consumer experience. Telepresence creates a sense of virtual presence; flow increases emotional engagement; guided shopping provides direct direction to consumers; and metavoicing enables user participation through comments or digital interactions. These four variables are believed to contribute to the development of relationships between consumers and sellers, which ultimately influence consumer behavior.

However, based on the literature review, several research gaps remain that require further study. First, most previous studies examine only one or two experience variables separately, such as telepresence or flow, resulting in few studies that integrate the various dimensions of the live streaming experience into a single, comprehensive model. Second, although the Swift Guanxi concept has been widely used in studies of digital consumer behavior, its role as a mediating variable in live-streaming commerce remains limited, particularly in explaining the relationship between interactive experiences and consumer behavior. Third, e-commerce research generally focuses more on purchase intention, whereas gift-giving intention, as a form of social behavior in live streaming,

remains relatively under-researched. Fourth, research on metavoicing shows inconsistencies, with some studies finding a significant effect while others report insignificant results, underscoring the need for further research to clarify its role. Furthermore, most studies still separate purchase intention from gift-giving intention, resulting in few models that examine both behaviors simultaneously within a single research framework.

Based on these gaps, this study offers novelty through the development of an integrative model that combines various dimensions of the live streaming experience, namely telepresence, flow, guided shopping, and metavoicing, within a single conceptual framework. This study also positions Swift Guanxi as the main mediating variable linking digital experiences with consumer behavior. In addition, this study simultaneously examines two forms of consumer behavior, namely purchase intention and gift-giving intention, thus providing a more comprehensive understanding of economic and social behavior in the context of live streaming commerce. Thus, this study is expected to provide theoretical contributions to the development of the social commerce literature, as well as practical contributions for business actors in designing more effective interaction strategies on live-streaming platforms.

This research is expected to advance consumer behavior research on social commerce platforms and provide practical benefits for businesses by helping them develop more effective interactive marketing strategies in the digital era. However, understanding how swift guanxi, formed through dynamic interactions in live-streaming e-commerce, influences purchasing and gift-giving intentions in Indonesia remains limited. Although swift guanxi plays a central role in consumers' online shopping decision-making, the mechanism by which swift guanxi forms between streamers and consumers on Indonesian e-commerce platforms remains unclear. Therefore, this study develops a theoretical model grounded in affordance theory and swift guanxi theory to empirically examine how live-streaming affordances influence swift guanxi between streamers and consumers, and how these affordances affect consumer purchasing and gift-giving behavior. The novelty of this research lies in its provision of a new theoretical perspective on swift guanxi and practical guidance for e-commerce live-streaming platforms.

This study aims to examine how swift guanxi influences purchasing and gift-giving intentions in the context of live-streaming e-commerce in Indonesia. With the direct interaction between sellers and consumers in live streaming sessions.

LITERATURE REVIEW

E-Commerce Live Streaming

E-commerce live streaming is an activity that involves live streaming while interacting with viewers, allowing them to conduct e-commerce transactions in real time (Lee & Chen, 2021). It has become a significant industry phenomenon, connecting consumers directly and interactively with products. Previous research by Lu et al. (2023), Salsabila et al. (2024), Sutrisno & Widjaja (2025) shows that this method can increase sales, strengthen branding, and influence consumers' impulse-buying behavior. Live streaming commerce is a new form of e-commerce that combines the interactive features of live streaming with real-time online shopping functionality, allowing consumers to view, inquire about, and purchase products instantly. (Ye et al., 2023).

Telepresence

Telepresence refers to the cognitive experience in which users feel as if they are physically present in a virtual environment, a sense that is significantly enhanced as platforms move into the metaverse. Barta et al. (2023). Telepresence refers to the state of projecting a user's consciousness into a computer-mediated environment, defined as a mental state in which the user feels physically present in the computer-mediated environment (Khalifa & Shen 2004). The sense of telepresence in an online shopping environment can make consumers feel comfortable (Gao et al., 2018). Salsabila et al. (2024) found that telepresence significantly influences the formation of swift guanxi by underscoring that technology's ability to create the illusion of physical presence is a key foundation for building swift digital relationships.

Flow

Flow describes the optimal state in which consumers experience full concentration, enjoyment, and a sense of mastery while watching a live sales stream, thereby triggering impulse buying. Factors such as the streamer's appeal, interactivity, and the broadcast atmosphere are key triggers for flow (Justin & Amelinda, 2025). Flow is a state in which a person is fully engaged in an activity, experiencing intense focus, enjoyment, and a loss of self-consciousness and of time. In the context of live streaming shopping, flow can strengthen emotional engagement and significantly increase purchase intention (Parahiyanti & Dimara, 2024). Flow in digital interactions is achieved when users feel that the activity aligns with their abilities, provides sufficient challenge, and allows them to immerse themselves in the experience fully. In live commerce, this serves as a driving factor for purchase intention and enjoyment (Muhammad Sohail Jafar *et al.*, 2024).

Shopping Guidance

Shopping guidance that offers valuable information and support can enhance the customer's shopping experience, leading to more positive and trustworthy perceptions of the seller. (Lu et al., 2023). The same thing demonstrates the availability of personalized services that make it easier for consumers to find products and services that align with their desires and needs. (Silalahi & Heruwasto, 2022). In guided shopping, consumers receive active assistance throughout the shopping process, such as product recommendations, price comparisons, and live Q&A, thereby increasing emotional engagement and reducing decision-making time. This is a key factor in increasing purchase intention in the live commerce ecosystem. (Nugroho, 2024).

Metavoicing

Metavoicing, in the form of chat interactions or engaging reactions, simultaneously influences user trust in the platform. However, research also shows that it does not always accelerate purchasing decisions; users' focus can shift to the social experience. (Jurnal & Mea, 2025). As a key component of IT affordances, metavoicing enables live-streaming platforms to increase direct engagement, which has been shown to increase consumer trust and purchase intention. (Delia & Andarini, 2024). Metavocing is the act of engaging in ongoing online conversations by reacting online to the presence, profiles, content, and activities of others. This has the potential to enable users to provide feedback on product content. (Majchrzak et al., 2013). Metavoicing affordances contribute to the immersive experience by enabling direct, reciprocal communication, thereby further deepening user engagement during live streaming sessions. (Choi & Jeon, 2022)..

Swift Guanxi

Swift Guanxi is an evolution of traditional business relationships. (Lu et al., 2023). The formation of social relationships is part of the development of social capital, manifested through interpersonal actions such as providing assistance, sharing gifts, and fostering mutual trust. (Lu et al., 2023). In the context of live-streaming e-commerce, swift Guanxi is seen as a crucial foundation for forming short-term social relationships that influence purchase intentions. Rapid interactions, such as live comments, instant responses, and emotional expressions from streamers, create a sense of closeness among consumers. This closeness then fosters trust and emotional engagement, accelerating the conversion process from viewers to buyers. (Jirui et al., 2024)). Swift Guanxi helps reduce risk and uncertainty in the transaction process, thereby encouraging increased purchase intentions, especially in unstable online ecosystems. This concept has also been widely adopted in studies on social shopping behavior. Factors such as social media features and user interactions play a crucial role in shaping Swift Guanxi. For example, the technology and tools within social media platforms significantly support the creation of these relationships. (Hsu et al., 2022).

Purchasing Intention

Purchase intention reflects a consumer's intent to purchase a product or service based on a perceived need. (Hendrawan *et al.*, 2019). Purchase intention can serve as an indicator of a consumer's likelihood to purchase a product; the greater the interest, the stronger the urge to buy. Furthermore, purchase intention is understood as a subjective preference that can predict consumer purchasing behavior in a specific context. (Sartika, 2021). Purchase intention is defined as a consumer's desire to establish online relationships and conduct transactions through online seller platforms. (Wr & Ariyanti, 2015).

Gift-giving Intention

Gift-giving intention refers to a person's intention to give a gift to another person. In the context of e-commerce live streaming, gift-giving intention can be influenced by various factors, including social interactions, emotional experiences, and situational context. E-commerce live streaming provides a unique platform to facilitate gift-giving through direct interaction between sellers and consumers. Several factors that can influence gift-giving intention in e-commerce live streaming include Social Interaction. Live streaming allows direct interaction between sellers and viewers, creating a more social atmosphere. This interaction can increase gift-giving intention, especially if viewers feel connected to the host or the product being offered (Liu, Y., & Karahanna, E., 2017). Emotional engagement, engaging content, and positive emotional experiences during live-streaming sessions can increase gift-giving intention. When viewers feel emotionally connected to the product or host, they are more likely to purchase a gift (Chen, Y., & Liao, C., 2020). Promotions, special offers, deals, or discounts during live streaming sessions can encourage viewers to purchase products as gifts. Limited-time offers can create a sense of urgency that increases gift-giving intention (Zhang, Y., & Zhao, Y., 2020). Influencer influence: The presence of influencers or public figures during live streaming can influence purchasing decisions. If influencers recommend products as gifts, this can increase the audience's intentions to give gifts (Lim, X. J., & Jang, S., 2020).

The influence of Telepresence on Swift Guanxi

E-commerce live streaming allows consumers to feel as if they are communicating with a real seller, making them feel present in the shopping scene (Li, 2019). Streamers convey product information, usage methods, discounts, and personal experiences to consumers through real-time video, instant interaction, and other features, creating an immersive experience and thereby reducing perceived risk and purchase uncertainty (Sun et al., 2019). Streamers can also understand consumers' needs when communicating with them and offer discounts or gifts to meet those needs better and improve consumer satisfaction. Therefore, both consumers and streamers can meet each other's needs through telepresence and establish swift guanxi. With this in mind, this study proposes the following hypothesis:

H₁: Telepresence has a positive effect on swift guanxi.

The Influence of Flow on Swift Guanxi

Flow refers to consumers' focus on e-commerce livestream content, identification of useful information, and improved quality of their purchasing decisions (Fang et al., 2018). In e-commerce livestreaming, flow affordance allows consumers to focus on the process, reducing disagreements between consumers and the streamer and aligning the interests of both parties, thereby improving the purchasing process. In e-commerce livestreaming, the streamer provides consumers with immersive livestream content, allowing them to focus on the purchasing process and enjoy shopping (Sun et al., 2016). In this virtual shopping scene created by the streamer, consumers actively communicate with the streamer, who interacts with them in real time to provide personalized purchasing plans. Therefore, a sense of flow helps consumers quickly establish guanxi with the streamer. Consequently, the following hypothesis is proposed:

H₂: Flow has a positive effect on swift guanxi.

The Influence of Guidance Shopping on Swift Guanxi

Guidance shopping refers to personalized shopping guidance services provided by streamers to consumers to assist them in making purchasing decisions (Xiao & Benbasat, 2007). In e-commerce live streaming, streamers provide consumers with real-time shopping guidance, such as product introductions and discounts, to help them improve the quality of their purchases and their shopping experience (Sun et al., 2019). Consumer satisfaction with such personalized purchasing services will help streamers and consumers build Guanxi. Therefore, the following hypothesis is proposed:

H₃: Guidance shopping has a positive effect on swift guanxi.

The influence of Metavoicing on Swift Guanxi

Metavoicing refers to the possibility of direct communication between consumers and streamers (Dong et al., 2016). Consumers submit service requests to streamers via comments, streams, or voice, and streamers respond promptly. Through metavoicing, streamers can provide direct, timely, and personalized services to consumers, which is conducive to mutual understanding and swift guanxi between streamers and consumers (Sun et al., 2019). Therefore, this study proposes the following hypothesis:

H₄: Metavoicing has a positive effect on swift guanxi.

The Influence of Swift Guanxi on Purchasing Intention and Gift Giving Intention

Live streaming allows streamers and end users to interact online in real time and fully utilize multimodal formats, such as text, voice, and video. Through live streaming, end users can understand the streamer's image, talents, opinions, and even their real-life or work life (Wang et al., 2019). Thus, swift guanxi can be developed between streamers and end-users (Liu et al., 2008). Swift guanxi is an extension of traditional relationships in business activities. It refers to "social relationships based on the exchange of benefits" formed to achieve specific goals, and it encompasses three aspects: mutual understanding, mutual assistance, and relationship harmony (Ou et al., 2014). Relationship harmony and mutual understanding are fundamental principles of live-streaming e-commerce, and mutual assistance is its ultimate goal (Shao & Pan, 2019). Therefore, this study proposes the following hypothesis:

H₅: Swift guanxi positively affects purchase intention.

H₆: Swift guanxi positively affects gift-giving intention.

Mediation of Swift Guanxi between Telepresence, Flow, Guidance Shopping and Metavoicing on Purchase Intention

Swift guanxi is a rapidly formed, transient interpersonal relationship between buyers and sellers in a digital business environment. Unlike traditional guanxi, which can take years to build through face-to-face meetings and in-depth social exchanges, swift guanxi can be formed in minutes through on-screen interactions. This relationship encompasses shared understanding, mutually supportive exchanges, and harmony, all of which play a crucial role

in facilitating transactions. In the context of live streaming, swift guanxi acts as a catalyst, reducing uncertainty and building trust amid the anonymity of cyberspace. Previous research by scholars such as Lu et al. (2023) and Hongquan Chen et al. (2021) has established swift guanxi as a critical mediating variable between interpersonal interactions and purchase intentions. These studies suggest that without this rapid emotional bond, the advanced features of e-commerce platforms may not lead to significant sales conversions. Salsabila et al. (2024) extend this theory by examining how variables such as telepresence, flow, guided shopping, and metavoicing contribute to the formation of these rapid relationships.

H7: The relationship between telepresence and purchase intention is mediated by swift guanxi.

H8: The relationship between flow and purchase intention is mediated by swift guanxi.

H9: The relationship between guidance shopping and purchase intention is mediated by swift guanxi.

H10: The relationship between metavoicing and purchase intention is mediated by swift guanxi.

Mediation of Swift Guanxi between Telepresence, Flow, Guidance Shopping, and Metavoicing on Gift-giving Intention

Chen et al.'s (2021) findings suggest that swift guanxi plays a crucial role in mediating social relationships and consumer behavior. Furthermore, research by Lu He Ke (2023) also demonstrates that telepresence can enhance emotional engagement and strengthen interpersonal relationships during live streaming. These findings are supported by Alana and Sharif (2023) and Nandini, Rahayu, and Trisnawati (2024), who assert that active interactions such as flow and guided shopping significantly influence relationship formation and consumer behavioral intentions. Overall, the results of the hypothesis tests indicate that most hypotheses in this study are accepted, with swift guanxi as the primary mediating variable. This research confirms that success in enhancing gift-giving intentions depends not only on interaction features but also on the ability to build fast and effective interpersonal relationships in a digital context.

H11: The relationship between telepresence and gift-giving intention is mediated by swift guanxi.

H12: The relationship between telepresence and gift-giving intention is mediated by swift guanxi.

H13: The relationship between telepresence and gift-giving intention is mediated by swift guanxi.

H14: The relationship between telepresence and gift-giving intention is mediated by swift guanxi.

METHOD

This study uses a quantitative, explanatory research design to examine the causal relationships among telepresence, flow, guidance shopping, and metavoicing with respect to purchasing intention and gift-giving intention, with swift guanxi as a mediator. The study population comprises users of the Shopee and TikTok eCommerce platforms who use the live-streaming eCommerce feature, particularly among millennials and Gen Z. The sampling technique uses purposive sampling, with the criterion that respondents have used the Shopee and TikTok eCommerce platforms that utilize the live-streaming eCommerce feature at least once in the last three months. The number of samples is determined according to SEM-PLS provisions, which is a minimum of 5–10 times the number of research indicators. Primary data were collected through a structured questionnaire using a 1–5 Likert scale. Variable indicators were compiled based on theoretical studies and relevant previous research. Secondary data were obtained from scientific publications and other supporting documents. Data analysis was conducted using Structural Equation Modeling (SEM) with Partial Least Squares (SmartPLS), which included testing the measurement model (outer model) through validity and reliability tests, and the structural model (inner model) through direct and indirect (mediation) effects. Significance testing was conducted using bootstrapping techniques.

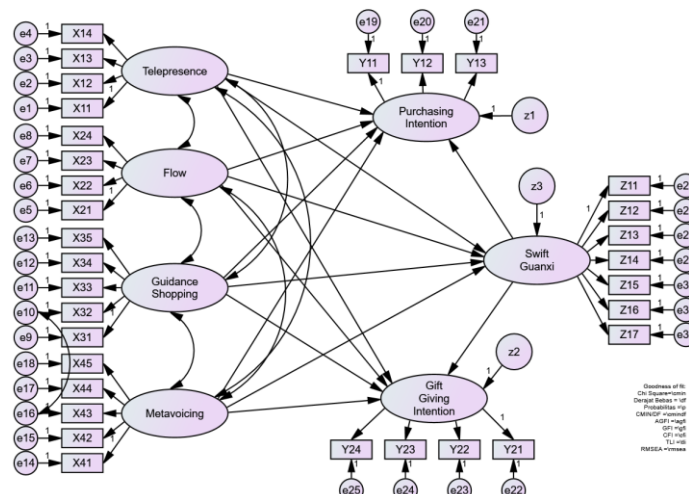


Figure 3. Research Conceptual Framework

RESULT

This section presents research findings on e-commerce live streaming in relation to purchase intention and gift-giving intention, with swift guanxi as a mediating variable among Shopee and TikTok platform users. This section begins with respondent characteristics, followed by validity and reliability tests, which confirm that all indicators used in the study meet the required standards. Furthermore, the research results cover the direct and indirect effects of the mediating variables. Respondent characteristics in this study are presented based on gender, age, occupation, education level, and income. Table 1 presents the demographic profile of the respondents.

Table 1. Respondent Demographics

Demographic	Category	Frequency	Percentage
Gender	Male	68	44%
	Female	87	56%
Age	17-20	15	10%
	21-24	114	74%
	25-28	26	17%
Level of Education	Senior High School	18	12%
	Bachelor's Degree (S1)	109	70%
	Master's Degree (S2)	28	18%
Monthly Expenses	< Rp 2.500.000	102	66%
	Rp 2.500.000 – Rp 5.000.000	35	23%
	> Rp 5.000.000	18	12%
Monthly Transactions	< 5 times	30	19%
	5 – 10 times	58	37%
	> 10 times	67	43%

Reliability Testing and Convergent Validity

Reliability testing is conducted to assess the consistency of research results when the same method is used repeatedly. The reliability of an indicator can be assessed based on Construct Reliability (CR). If the value is ≥ 0.7 , it is accepted (Sugiyono, 2017). Convergent validity assesses the correlation between the construct and the latent variable. Convergent validity testing is based on a Loading Factor value between 0.60 and 0.70, which is sufficient to meet convergent validity. Meanwhile, the Average Variance Extracted (AVE) is considered valid if its value is ≥ 0.5 (Ghozali, 2016).

Table 2. Reliability Test dan Validity Test (Convergent Validity)

Variabel	Indicator	Outer Loading	AVE	CR	Cronbach's Alpha	VIF
Telepresence (TP)	TE1	0.776	0.659	0.884	0.820	1.682
	TE2	0.837				1.872
	TE3	0.784				1.686
	TE4	0.798				1.712
Flow (FL)	FL1	0.813	0.618	0.876	0.759	1.754
	FL2	0.782				1.707
	FL3	0.761				1.487
	FL4	0.780				1.524
Guidance Shopping (GS)	GS1	0.805	0.628	0.860	0.800	1.647
	GS2	0.824				1.886
	GS3	0.793				1.695
	GS4	0.719				1.385
Metavoicing (ME)	ME1	0.812	0.625	0.891	0.815	1.991
	ME2	0.787				1.857
	ME3	0.821				2.012
	ME4	0.792				1.792
	ME5	0.744				1.558
Reciprocal Favor (RF)	RF1	0.801	0.665	0.885	0.828	1.754
	RF2	0.822				1.884
	RF3	0.804				1.710
	RF4	0.807				1.727

Variabel	Indicator	Outer Loading	AVE	CR	Cronbach's Alpha	VIF
Relationship Harmony (RH)	RH1	0.789	0.698	0.873	0.781	1.523
	RH2	0.861				1.789
	RH3	0.824				1.641
Purchase Intention (PI)	PI1	0.830	0.696	0.837	0.782	1.477
	PI2	0.895				1.802
	PI3	0.804				1.706
Gift-Giving Intention (GGI)	GGI1	0.846	0.725	0.914	0.827	2.343
	GGI2	0.855				2.164
	GGI3	0.817				2.336
	GGI4	0.821				1.835

Table 2 shows that the outer loading values are greater than 0.60-0.70, so all items for each variable can be considered valid. The CR value for each variable is greater than 0.7; thus, they are accepted. Meanwhile, the Average Variance Extracted (AVE) for each variable exceeds 0.5, meeting the requirements for convergent validity.

R-Square Test

The R-squared statistic measures the proportion of variation in the dependent variable explained by the endogenous variable. An R-square value of 0.67 indicates a strong model, 0.33 a moderate model, and 0.19 a weak model (Chin, 1998).

Table 3. R-Square Values

Variable	R-Square	Category
Swift Guanxi	0.595	Moderate
Purchase Intention	0.764	Strong
Gift-Giving Intention	0.810	Strong

Based on Table 3, the R-squared values are 0.595 for the swift guanxi variable, 0.764 for purchase intention, and 0.810 for gift-giving intention. It can be concluded that the model explains the swift guanxi phenomenon (59.5%), purchase intention (76.4%), and gift-giving intention (81.0%).

Table 4. Direct Effect

Variable	Path Coefficient	P-Value	T-Value	Interpretation
Telepresence → Swift Guanxi	0.288	0.000	3.029	Significant
Flow → Swift Guanxi	0.092	0.085	1.524	Not Significant
Guidance Shopping → Swift Guanxi	0.289	0.000	7.154	Significant
Metavoicing → Swift Guanxi	0.061	0.132	0.491	Not Significant
Swift Guanxi → Purchase Intention	0.387	0.000	6.976	Significant
Swift Guanxi → Gift-giving Intention	0.278	0.000	4.120	Significant

Regarding the impact of telepresence on swift guanxi among Shopee and TikTok users, the study also showed a positive and significant relationship, with a p-value of 0.000 and a t-value of 3.029. This aligns with the findings of Lu et al. (2023) and Sutrisno & Widjaja (2025), who noted that telepresence positively influenced swift guanxi. The relationship between flow and swift guanxi among Shopee and TikTok users showed a positive but statistically insignificant effect, with a t-value of 1.524 and a p-value of 0.085. This aligns with Abibatul (2023), who found that flow had no significant influence on swift guanxi.

The results of the study showed a positive and statistically significant relationship between shopping guidance and swift guanxi among Shopee and TikTok users (p-value = 0.000, t-value = 7.154). Lu et al., (2023) and Sutrisno & Widjaja, (2025) found a similar relationship between shopping guidance and swift guanxi. The relationship between metavoicing and swift guanxi among Shopee and TikTok users showed a positive but insignificant effect, with a t-value of 0.491 and a p-value of 0.132. This finding aligns with Sutrisno & Widjaja (2025), who found that metavoicing and swift guanxi did not significantly affect consumers' purchasing decisions on the Shopee and TikTok platforms. Swift guanxi and purchase intention showed similar positive and statistically significant effects among Shopee and TikTok users, with a p-value of 0.000 and a t-value of 6.976. This aligns with the findings of Lu et al., (2023) and Sutrisno & Widjaja, (2025). Similar results for swift guanxi and gift-giving intention showed similar positive and statistically significant effects among Shopee and TikTok users, with

a p-value of 0.000 and a t-value of 4.120. This also aligns with the findings of Lu et al., (2023) and Sutrisno & Widjaja, (2025).

Table 5. Indirect Effect

Variable	Path Coefficient	P-Value	T-Value	Interpretation
Telepresence → Swift Guanxi → Purchase Intention	0.312	0.000	4.716	Significant
Telepresence → Swift Guanxi → Gift-Giving Intention	0.244	0.000	3.960	Significant
Flow → Swift Guanxi → Purchase Intention	0.164	0.000	2.681	Significant
Flow → Swift Guanxi → Gift-Giving Intention	0.114	0.000	2.374	Significant
Guidance Shopping → Swift Guanxi → Purchase Intention	0.423	0.000	6.260	Significant
Guidance Shopping → Swift Guanxi → Gift-Giving Intention	0.327	0.000	4.107	Significant
Metavoicing → Swift Guanxi → Purchase Intention	0.104	0.000	2.228	Significant
Metavoicing → Swift Guanxi → Gift-Giving Intention	0.112	0.000	2.437	Significant

To validate the mediating effect of swift guanxi in the process of e-commerce live broadcast capability on purchase intention and gift-giving intention, 155 subjects were selected from the millennial and Gen Z generations through sampling. The bootstrap method was used to analyze the mediation effect and test whether the indirect effect of the swift relationship in e-commerce live broadcast on purchase intention and gift-giving intention is significant. The results are presented in Table 5, showing the indirect effect of Swift Guanxi through the influence of e-commerce live-broadcast capability on purchase intention and gift-giving intention, which are significant.

DISCUSSION

This study examines how consumer behavior in e-commerce live streaming is influenced by various interactive factors that ultimately drive purchase intention and gift-giving intention. The primary focus of this research is swift guanxi, the interpersonal relationship that forms quickly between consumers and streamers in a digital environment. In the context of Shopee Live and TikTok Live, swift guanxi is crucial because the social connections created during live broadcasts can influence consumers' decisions to purchase products or give virtual gifts to streamers.

The Influence of Telepresence on Swift Guanxi

Research shows that telepresence significantly influences swift guanxi in the context of e-commerce or social media. Telepresence is a psychological perception in which users feel as if they are physically present in a virtual environment and directly connected with another party. When levels of telepresence are high, the barriers of digital distance fade, creating a strong sense of warmth and social presence. This catalyzes the formation of swift guanxi, a form of interpersonal relationship that is established quickly yet grounded in trust, reciprocity, and a solid foundation of personal identification. In live-streaming or social-commerce ecosystems, this simulated presence reduces uncertainty and perceived risk for consumers. Users tend to trust sellers or influencers more readily because they feel they have established a real connection. In short, the deeper the sense of presence users experience through technology, the more quickly emotional and transactional relationships (swift guanxi) are formed, ultimately driving instant loyalty and purchase intentions. This aligns with the findings of Lu et al. (2023) and Sutrisno & Widjaja (2025), who noted that telepresence had a positive influence on swift guanxi.

The Influence of Flow on Swift Guanxi

Research shows that flow (a sense of immersion) does not significantly influence the formation of swift guanxi. This phenomenon is unique because, although flow enhances user engagement, the nature of this experience leans more toward the cognitive- individual dimension than the interpersonal-social dimension. The main reason for this lack of significance is the user's focus. When someone is in a state of flow, they tend to become absorbed in the platform's activities or technical features, such as seamless navigation or entertaining content. This deep immersion often causes users to overlook the seller's social presence as an individual. As a result, key elements of swift guanxi, such as deep mutual trust, emotional reciprocity, and personal identification, fail to form because users are more "connected" to the system than to the people behind it. Furthermore, flow often distorts time and self-awareness. Users in this state may feel functionally satisfied, but that satisfaction does not automatically translate into rapid social bonding. Without strong social stimuli or personal two-way communication, the immersive experience generated by flow remains purely technical. It is insufficient to break down relational barriers between strangers in digital spaces. This aligns with Abibatul (2023), who found that flow had no significant influence on swift guanxi.

The Influence of Guidance Shopping on Swift Guanxi

Research shows that shopping guidance significantly impacts the formation of swift guanxi. Shopping guidance includes various assistance features, such as personalized product recommendations, comparison tools, and interactive customer service, that help consumers with their decision-making. This influence is significant because guidance shopping serves as a tangible form of social support from sellers to buyers. When a seller or platform provides relevant and accurate assistance, consumers feel understood and valued. This instantly reduces the cognitive load and uncertainty that often arise in online transactions. This sense of being helped then triggers the core elements of swift guanxi: trust and a strong sense of reciprocity. Furthermore, shopping guides create a perception of professionalism and care. Consumers no longer view sellers as merely transactional entities, but rather as helpful partners. This rapidly formed emotional connection (personal identification) allows the boundaries between strangers in the digital space to fade away quickly. Thus, the quality of the shopping guidance provided becomes a key determinant in accelerating the transition from a mere visitor to an individual with a functional social bond with the seller. Lu et al. (2023) and Sutrisno & Widjaja (2025) found a similar relationship between shopping guidance and swift guanxi.

The Influence of Metavoicing on Swift Guanxi

Researchers found that metavoicing has an insignificant influence on the formation of swift guanxi. Metavoicing refers to user participation through interactive features such as liking, sharing content, or writing short comments to strengthen one's voice in the digital space. The primary cause of this lack of significance is the superficial and mechanical nature of metavoicing interactions. Although users actively respond, these actions are often spontaneous and lack deep emotional engagement. Swift guanxi, which requires trust, personal identification, and a sense of reciprocity, needs more substantial two-way communication to flourish. In many cases, metavoicing is viewed as anonymous collective behavior; voters feel that their contributions are merely part of the crowd, thus failing to build intimate personal connections with sellers or content creators. Furthermore, metavoicing is often motivated by entertainment or habit, rather than by a desire to build serious transactional relationships. Because these interactions lack depth of dialogue, they are unable to overcome the initial skepticism between parties who do not know one another. Without more personal, in-depth communication, vocal activity on these digital platforms remains superficial and insufficient to trigger the instant social bonds known as swift guanxi. This finding aligns with Sutrisno & Widjaja (2025), who showed that metavoicing and swift guanxi did not significantly affect consumers' purchasing decisions on the Shopee and TikTok platforms.

The Influence of Swift Guanxi on Purchase Intention

Researchers found that swift guanxi has a highly significant influence on purchase intention. In the context of e-commerce, swift guanxi serves as a social mechanism that bridges the psychological distance between buyers and sellers who were previously strangers. This significant impact stems from the three key dimensions of swift guanxi: trust, reciprocity, and personal identification. When consumers experience a warm and responsive connection in a short period of time, for example, through interactions during live streams, the sense of uncertainty and risk that typically accompanies online shopping is drastically reduced. This rapidly formed trust creates a sense of security, which is the primary foundation for the emergence of transactional intent. This aligns with the findings of Lu et al. (2023) and Sutrisno & Widjaja (2025). Additionally, the element of reciprocity in swift guanxi creates a psychological incentive for consumers to reciprocate the seller's kindness or attention by making a purchase. Consumers no longer view the shopping process as a mere material exchange, but rather as a form of support for the party that has built an emotional connection with them. Thus, the stronger the perception of swift guanxi among users, the higher the probability that they will convert this social interaction into a real purchasing decision, making this instant interpersonal relationship a far more effective marketing tool than conventional advertising.

The Influence of Swift Guanxi on Gift-giving Intention

Researchers found that swift guanxi has a highly significant influence on gift-giving intention. In the digital ecosystem, gift-giving is not merely an economic transaction, but rather a prosocial behavior driven by emotional closeness and rapidly formed social norms. This significance stems from the dynamics of fleeting interpersonal relationships that break down the barriers between viewers and creators. When swift guanxi is established, reciprocity becomes the primary driving force; viewers feel they have received entertainment, information, or personal attention, creating a moral obligation to reciprocate through virtual gifts. These gifts serve as a symbol of recognition for the newly formed relationship. In addition, the personal connection fostered by swift guanxi makes viewers feel they share common values or an identity with the creator. This creates an instant sense of loyalty, where giving gifts is seen as a way to maintain the relationship and support the creator's continued success. The high level of trust in swift guanxi also eliminates viewers' doubts regarding the value of the money they spend. Thus, the stronger the perception of interpersonal relationships fostered by swift guanxi, the greater

the tendency for individuals to engage in symbolic consumption, such as gift-giving, as a tangible expression of emotional appreciation. This aligns with the findings of Lu et al. (2023) and Sutrisno & Widjaja (2025).

Telepresence on Purchase Intention (Mediated by Swift Guanxi)

Researchers found that telepresence significantly influences purchase intention through the mediating role of swift guanxi. This phenomenon explains how immersive technological experiences can translate into economic actions through the rapid formation of social relationships. Telepresence is a psychological state in which users feel physically present in a virtual environment. When technologies such as live streaming or virtual reality successfully create this sense of presence, the physical barriers between buyers and sellers fade away. However, the feeling of “being present” alone is often insufficient to trigger purchase intention directly. This is where swift guanxi plays a crucial mediating role. A strong sense of presence facilitates social interactions that feel real, which in turn instantly builds trust, reciprocity, and personal identification. This mediation demonstrates that telepresence acts as an “environmental trigger,” while swift guanxi acts as an “emotional bridge.” When consumers feel they have a rapid social connection with the seller, the perceived risk in online transactions decreases. It is this sense of security and emotional attachment mediated by swift guanxi that ultimately strongly drives purchase intent. Without such interpersonal relationships, even the most advanced technological experiences may merely serve as entertainment without leading to actual purchasing decisions.

Flow on Purchase Intention (Mediated by Swift Guanxi)

Researchers found that flow significantly influences purchase intention through the mediating role of swift guanxi. The state of flow, characterized by complete focus and deep enjoyment during interactions on the platform, serves as a crucial foundation but often requires relational elements to translate into actual transactional decisions. The role of swift guanxi mediation is crucial because it transforms individual cognitive experiences into social engagement. When users are immersed in a state of flow, they tend to be more open to social cues and communication from sellers. This positive, seamless experience facilitates the formation of trust and an instant sense of intimacy with the seller. Without swift guanxi, users’ immersion in a flow state might end with merely consuming content without making a purchase. Through this mediation channel, flow creates an environment conducive to building instant emotional connections. Once swift guanxi is established, consumers’ psychological barriers and doubts diminish, which in turn strongly drives purchase intent. Thus, a platform’s success depends not only on its ability to create flow but also on the extent to which that flow facilitates rapid interpersonal connections that significantly boost purchase intent.

Guidance Shopping on Purchase Intention (Mediated by Swift Guanxi)

Researchers found that shopping guidance has a highly significant impact on purchase intention, with swift guanxi serving as a mediating variable. Comprehensive shopping guidance, including product recommendations, real-time reviews, and navigation assistance, serves not only as an informational tool but also as a powerful catalyst for relationships in the digital environment. The role of swift guanxi mediation is key because it transforms technical perceptions of “usability” into interpersonal “trust.” When sellers or platforms provide personalized and helpful guidance, consumers feel genuine social support. This sense of being helped triggers the formation of swift guanxi, an emotional bond and mutual trust that develops instantly. Without this mediation, shopping guidance might be viewed merely as a standard functional feature, insufficient to drive deep purchasing intent. Through swift guanxi, consumers feel they have a reciprocal relationship with the seller, thereby reducing uncertainty in the shopping process. This instant emotional connection provides the social validation needed to transform initial interest into a purchase commitment. Thus, the study confirms that the effectiveness of shopping guides in increasing purchase intent depends heavily on how well these guides foster instant interpersonal relationships between consumers and sellers.

Metavoicing on Purchase Intention (Mediated by Swift Guanxi)

Researchers found that metavoicing significantly influences purchase intention through the mediating role of swift guanxi. Metavoicing, defined as users’ active participation in voicing opinions, providing feedback, or engaging in social interactions on digital platforms, is a key driver in creating relational dynamics between consumers and sellers. The role of swift guanxi mediation is crucial in this model because metavoicing is inherently a social activity. When a consumer engages in metavoicing, such as leaving a comment or participating in a public discussion, it creates a sense of involvement and social presence. This active participation then accelerates the formation of guanxi, a rapid interpersonal relationship based on trust, reciprocity, and personal identification. Without the formation of these social bonds, metavoicing activities might merely become superficial interactions that have no impact on transactional decisions. Through the swift guanxi mediation channel, consumers’ public engagement transforms into personal commitment. This instant emotional connection reduces perceived risk and builds confidence in the seller’s reliability. Thus, this study demonstrates that

metavoicing does not automatically generate purchase intent; its success depends heavily on the activity's ability to trigger strong, swift guanxi relationships, which ultimately effectively drive the emergence of significant purchase intent.

Telepresence on Gift-giving Intention (Mediated by Swift Guanxi)

Researchers found that telepresence significantly affects the intention to give gifts, mediated by swift guanxi. This phenomenon explains how immersive technological experiences can translate into prosocial behavior, such as virtual gift-giving. Telepresence creates a psychological sensation in which users feel truly present in a virtual space and interact directly with the creator. This sense of real presence breaks down physical barriers and fosters social intimacy. However, the feeling of "presence" alone does not automatically make someone willing to spend money on gifts. This is where swift guanxi plays a vital mediating role. When users feel "present," they are more likely to form rapid interpersonal connections based on trust, reciprocity, and personal identification with the creator. Through this mediating channel, swift guanxi transforms the technological experience into an emotional bond. The sense of closeness that forms instantly triggers a norm of reciprocity; viewers feel compelled to offer tangible appreciation in return for the high-quality interaction they experience. Thus, telepresence acts as an enabling environment that facilitates connection, while Swift Guanxi is the psychological driver that transforms that connection into a strong intention to give gifts. Without this instant emotional connection, even the most advanced telepresence experience struggles to generate consistent gift-giving behavior.

Flow on Gift-giving Intention (Mediated by Swift Guanxi)

Researchers found that flow significantly affects the intention to give gifts, mediated by swift guanxi. The state of flow, characterized by deep focus and high enjoyment, creates a mental state in which users are highly receptive to social influence and building connections on digital platforms. The mediating role of swift guanxi is key to this relationship, as it transforms the internal satisfaction derived from the flow experience into external, socially oriented actions. When users are immersed in the content (in a state of flow), they tend to develop a positive perception of the creator. This enjoyable experience facilitates the formation of swift guanxi—an emotional bond and trust that is built instantly. Without this mediation of interpersonal relationships, the enjoyment experienced in a state of flow might end in passive content consumption, with no desire to give something back to the creator. Through this mediation pathway, swift guanxi serves as a bridge between an individual's sense of joy and the norm of reciprocity. The instant emotional connection fosters a sense of personal closeness, which in turn encourages users to give virtual gifts as a form of genuine appreciation and support. Thus, this study confirms that flow in interaction will lead to gift-giving only if that flow is successfully transformed into a warm, trusting social relationship through swift guanxi.

Guidance Shopping on Gift-giving Intention (Mediated by Swift Guanxi)

Researchers found that shopping guidance significantly influences gift-giving intentions, with swift guanxi serving as a mediating variable. Shopping guidance, which includes providing relevant product information, expert advice, and navigation assistance, not only facilitates purchasing decisions but also serves as a social stimulus, strengthening the relationship between viewers and broadcasters. The role of swift guanxi mediation is crucial because it transforms the broadcaster's technical assistance into a perception of kindness and personal concern. When a broadcaster provides sincere, highly helpful shopping guidance, users feel more comfortable and trust the broadcaster. This triggers the formation of swift guanxi, a rapid interpersonal bond based on trust and emotional identification. Without this relational mediation, good shopping guidance might be viewed merely as routine professional conduct, which is not strong enough to move users emotionally to give. Through this mediation process, Swift Guanxi fosters a sense of reciprocity among users. Users feel that the assistance they receive through the shopping guide deserves more than just a simple thank you. Consequently, the intention to give virtual gifts emerges as a form of reciprocity and a symbol of support to maintain that social relationship. Thus, this study demonstrates that the effectiveness of shopping guides in encouraging gift-giving depends heavily on the success of building an instant emotional connection through swift guanxi.

Metavoicing on Gift-giving Intention (Mediated by Swift Guanxi)

Researchers found that metavoicing significantly influences gift-giving intentions through the mediating role of swift guanxi. Metavoicing, which refers to active user participation such as commenting, liking, or sharing content, serves as a means for users to express their social presence and engagement within the digital community. The role of swift guanxi mediation is vital because it acts as a mechanism that transforms technical public interactions into personal emotional bonds. When users consistently engage in metavoicing and receive responses from creators, a sense of mutual trust and social intimacy is established in a short period of time. This instant interpersonal connection is known as swift guanxi. Without this mediation, metavoicing activities might be viewed

merely as passive participation, lacking the emotional power to motivate someone to spend financial resources on virtual gifts. Through the swift guanxi mediation channel, metavoicing lays the foundation for the norm of reciprocity. Users who feel that their voices are heard and have established an emotional connection with the creator will feel more motivated to offer tangible appreciation. Thus, the intention to give gifts emerges as a manifestation of a solid social relationship. This study confirms that metavoicing does not directly trigger gift-giving, but rather does so through the creation of instant social bonds that make users feel comfortable and personally connected to the creator.

CONCLUSION

The purpose of this study was to explore the influence of telepresence, flow, guidance shopping, and metavoicing on purchase intention and gift-giving intention mediated by swift guanxi. The results were that Telepresence and guidance shopping have a significant influence on swift guanxi; Flow and metavoicing do not have a significant influence on swift guanxi; Swift guanxi has a significant influence on purchase intention; and Swift guanxi has a significant influence on gift-giving intention. Telepresence, flow, guidance shopping, and metavoicing significantly influence purchase and gift-giving intentions, mediated by swift guanxi.

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