



The Role of Key Opinion Leaders (KOL) in Consumer Behavior in Live Streaming Commerce (LSC)

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ABSTRACT

This study aims to see how much impact the variables attractiveness, expertise and trustworthiness have on the purchase interest of Shopee e-commerce. Data collection using questionnaires to obtain answers to research variables and respondent data. The sampling method uses convenience sampling techniques. The respondents of the study were all Millennials and Generation Z aged 18-37 years old Shopee e-marketplace users in Semarang City as many as 96 people. The questionnaire answer assessment indicator uses a 5-point Likert scale. The data analysis method uses multiple linear regression and is processed using SPSS software version 30. The results of the study show that the variables attractiveness, expertise and trustworthiness have a significant influence on purchase interest. The most dominant expertise variable in achieving optimal purchase interest in respondents is the Millennial generation and Generation Z aged 18-37 years old Shopee e-marketplace users in Semarang City.

Keywords: Key Opinion Leaders, Attractiveness, Expertise, Trustworthiness, E-commerce

1. INTRODUCTION

The development of digital technology has brought significant changes in the way consumers interact with products and services. One increasingly popular phenomenon is Live Streaming Commerce (LSC), where the marketing and sales process is carried out directly through a digital platform. With high interactivity, LSC allows consumers to see products in real-time, ask sellers directly, and get a more personalized shopping experience. In the context of LSC, the presence of Key Opinion Leaders (KOL) is an important element in building trust and influencing consumer behavior. KOLs are individuals with a large follower base and have significant influence in creating public opinion. Through authentic communication strategies and high credibility, KOLs can be effective intermediaries between brands and consumers, especially in the digital context that often does not provide a physical experience of the product.

The emergence of Live Streaming Commerce (LSC) has transformed the traditional purchasing environment by introducing a new set of dynamics that are of interest to consumer behavior. In particular,

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the constructs of attractiveness, expertise, and trustworthiness associated with Key Opinion Leaders (KOLs) play a significant role in shaping purchase intentions. Attractiveness is often associated with a higher likelihood of purchase intention among consumers. Research shows that the physical attractiveness of Key Opinion Leaders (KOLs) can increase viewer engagement, which results in increased desire for the promoted product. According to Shi et al., [1] emphasized that the social and physical attractiveness of KOLs significantly influences consumer attitudes towards products during live streaming sessions.

The Expertise dimension also contributes significantly to shaping consumer purchase intention. Consumers often seek knowledgeable figures to guide their purchase decisions, especially when engaging with complex products. Findings from Jiang et al. [2], highlighted that streamer expertise positively enhances viewers' trust and streaming experience, which directly contributes to increased purchase intention. This is supported by various studies, including Ma et al., [3], which highlighted that professional knowledge in a product category enhances consumers' trust, thereby influencing their intention to purchase. Trustworthiness emerged as a critical component that facilitates successful interactions between streamers and consumers. Trustworthiness can be developed through various mechanisms, including the perceived reliability and credibility of the KOL involved. Chen & Yang [4], found that trustworthiness and consumer attachment to influencers serve as effective mechanisms to influence purchase decision making, with trust being shown to be particularly potent in live commerce.

Global market research and consulting institution IPSOS throughout 2023, released the results of a survey related to "E-commerce Live Streaming Trends for Sellers", involving respondents who were mostly local brand owners and MSMEs in Indonesia. The results showed that Shopee Live led the indicator of the most popular live streaming feature for local brands and MSMEs with a percentage of 96 percent, followed by TikTok Live at 87%, Lazada Live at 71%, and Tokopedia Play at 62%. The live streaming phenomenon is not just an ordinary trend, but a real manifestation of the evolution of consumer behavior and online sales strategies.



Figure 1. The Most Popular Live Streaming Marketplace in Indonesia [5]

The interaction between attractiveness, expertise, and trustworthiness results in a robust framework that drives consumer engagement in live streaming commerce. Streamers who leverage these qualities can create a competitive advantage, thereby positively influencing viewer behavior and leading to increased sales. Guo et al. [6], conclude, the complex relationship between these constructs suggests that collectively, these constructs enhance consumers' perceptions of value and reduce uncertainty in purchasing. Furthermore, the role of interactivity and engagement in Live Streaming Commerce (LSC) cannot be ignored. A study revealed that real-time interactions between KOLs and consumers serve to strengthen trust and enhance the effectiveness of engaging and expert presentations [7]. The participatory nature of Live Streaming allows consumers to engage directly with the streamer, further strengthening their trust and affection for the promoted product. Liu & Hamid [8] provide a conceptual analysis illustrating that such interactions significantly influence consumers' purchase intentions through enhanced user experience.

Based on the description above, the author is interested in conducting research to determine various factors that influence consumer behavior, especially in the interest in purchasing products in the Shopee marketplace through Live Streaming Commerce (LSC) such as the variables Attractiveness, Expertise and Trustworthiness. From the background presented, this study tries to examine this by taking the research title entitled *The Role of Key Opinion Leaders (KOL) on Consumer Behavior in Live Streaming Commerce (LSC)*.

2. LITERATURE REVIEW

2.1. *Key Opinion Leader (KOL)*

Key Opinion Leader (KOL) is someone who has expertise in a particular field so that KOL can reach a more specific target audience compared to influencers [9]. Meanwhile, according to Ilmi & Mahendra [10], Key Opinion Leader (KOL) is an expert whose opinion is valued in a particular industry or field of knowledge, and is listened to by a wider audience, they usually have followers who are specifically targeted for their niche. Of course, an industry must know what aspects need to be prioritized in selecting Key Opinion Leaders (KOL) so that they are appropriate for the products offered. Thus, the use of KOL marketing strategies can influence consumer purchasing interest. He & Jin [11] describes the attributes of Key Opinion Leader (KOL) into three aspects, namely attractiveness, expertise, and trustworthiness.

2.2. *Attractiveness*

Attractiveness is related to attractiveness, where individuals are generally attracted to objects or people with aesthetically appealing features and appearances [12]. Shimp [12], argues that attractiveness consists of three dimensions, namely similarity, familiarity, and liking, which means that endorsers are considered attractive to recipients if they have similarities or familiarity with the endorser or they like the endorser regardless of whether the two have similarities and familiarity or not. According to Ohanian [13] in Najib et.al., [14], the Attractiveness indicators consist of:

- a. Attractive
- b. Classy
- c. Beautiful
- d. Elegant
- e. Sexy

2.3. *Expertise*

Expertise refers to the knowledge, experience or skills possessed by the endorser [12]. An endorser who is considered an expert on a particular subject is more persuasive in changing the audience's opinion relating to his or her area of expertise than an endorser who is considered a non-expert. Based on the opinion of Ohanian [13] in Najib et.al., [14], Expertise indicators include:

- a. Expert
- b. Experienced
- c. Knowledgeable
- d. Qualified
- e. Skilled.

2.4. *Trustworthiness*

Trustworthiness or trust according to Shimp [12] in Najib., et al [14] refers to the honesty, integrity, and trustworthiness of the source. The level of honesty or trustworthiness of an endorser depends on the audience's perception of the endorser's intentions. If consumers believe that an endorser is motivated purely by self-interest, then the endorser is less persuasive, and vice versa [12]. Therefore, trust is a very important indicator to influence consumer interest.

Based on the opinion of Ohanian [13] in Najib et.al., [14], where the trustworthiness indicators are:

- a. Dependable
- b. Honest
- c. Reliable
- d. Sincere
- e. Trustworthy

2.5. *Purchase Intention*

A person's tendency towards an object by paying attention to a certain type of stimulus can be called interest [15]. Meanwhile, purchasing interest is part of a tendency that a person has to take action before making a purchasing decision that they want to implement, and can also be perceived as a possibility if a buyer has the aim of purchasing a product or service [16]. Purchase interest has several indicators, namely: transactional interest, referential interest, preferential interest, exploratory interest [16].

According to Kurniawan [16], the purchase intention indicator is:

- a. Transactional Interest
- b. Referential Interest

- c. Preferential Interest
- d. Explorative Interest

2.6. Live Streaming Commerce (LSC)

Live streaming is an activity of broadcasting information or activities in real time that is interactive to an audience with a streamer (broadcaster) that involves audio and video transmission [17]. Meanwhile Jattamart et al., [18] stated that live broadcasts are related to sharing content with audiences that involve social interaction and communication as well as providing information to the audience. Meanwhile, Live Streaming Commerce (LSC) is a new form of commerce that utilizes live broadcast media, either through social media such as Facebook, Instagram, YouTube, and TikTok [17]. Apart from that, you can also utilize e-commerce media such as Shopee, Tokopedia, and Lazada [19]. The presence of the live streaming feature provides significant benefits to business people and consumers in making buying and selling transactions. With the live stream feature, business people can provide information in real time to the audience and can answer questions from the audience directly specifically and accurately.

2.7. Framework of Thinking

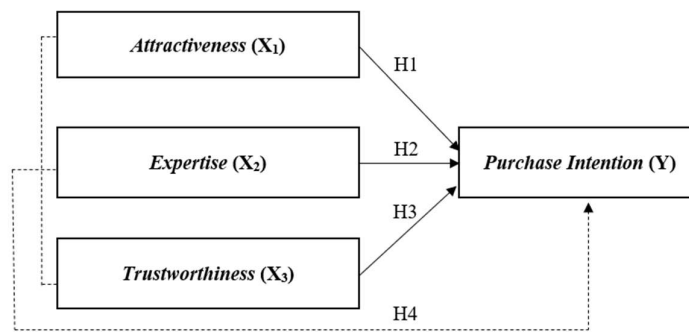


Figure 2. Framework of Thinking

2.8. Hypothesis Development

Relationship of Attractiveness to Purchase Intention

Attractiveness is a multidimensional construct, which encapsulates elements such as physical appearance, likable appeal, and perceived credibility by influencers. There are several previous studies that show the relationship between Attractiveness and purchase intention, such as research conducted by Mahardika and Farida [20] which shows that the Attractiveness variable partially has a significant effect on the purchase intention of Erigo brand products in Surabaya. H1: Attractiveness has a positive and significant effect on Purchase Intention.

Relationship of Expertise to Purchase Intention

Expertise KOL (Key Opinion Leader) refers to the level of expertise or knowledge possessed by KOL in a particular field, which is a key factor in influencing their audience. This expertise includes not only a deep understanding of the product or service, but also their ability to convey that information in a way that is credible and relevant to the audience. Previous research conducted by Mahardika and Farida [20], showed that the Expertise variable partially had a significant effect on Purchase Intention of Erigo brand products in Surabaya. The results of other studies by Sofiyanti and Novita [21] partially proved that there was a positive and significant influence between the expertise variable on consumer purchase interest in Instagram social media users. H2: Expertise has a positive and significant effect on Purchase Intention.

Relationship between Trustworthiness and Purchase Intention

In e-commerce, such as on live streaming commerce platforms or marketplaces, KOLs often play an important role in live product promotion sessions. When KOLs show an honest and sincere attitude, such as conveying both the advantages and disadvantages of the product, the audience is more likely to trust their reviews and ultimately increase purchase intentions. The results of a study conducted by Najib et al., [14] based on the t-test showed that the trustworthiness variable had a significant effect on the purchase intention

of Hijab products. Another study by Khoirunnisa and Pinandito [9] showed that the results of the trustworthiness variable on KOLs had an effect on consumer purchase interest in online bootcamps. H3: Trustworthiness has a positive and significant effect on Purchase Intention.

Relationship between Attractiveness, Expertise, and Trustworthiness to Purchase Intention

Studies show that the higher the combination of Attractiveness, Expertise, and Trustworthiness possessed by KOL, the greater the likelihood of consumers having the intention to purchase the promoted product. In the context of Live Streaming Commerce (LSC), these three aspects are the key to success in driving interaction and sales. The results of research conducted by Najib et.al., [14] based on the F test showed that Trustworthiness, Expertise, and Attractiveness of Celebrity Endorser simultaneously have a significant effect on Purchase Intention of Hijab Products. H4: Attractiveness, Expertise, and Trustworthiness have a positive and significant effect on Purchase Intention.

3. RESEARCH METHOD

3.1. Time and Object of Research

The planned time starts from the preparation of the research proposal until the implementation of this research report, namely in March 2025 until completion. The object of research is in Semarang City, Central Java.

3.2. Population, Sample, and Sampling Techniques

The population in this study were all marketplace consumers from the Millennial Generation and Gen Z aged 18-37 years who live in Semarang City, Central Java. The sampling technique used a non-probability sample technique and used a purposive sampling method. With the Lemeshow formula to determine the sample [22], the number of respondents in this study was 96 people.

3.3. Data Sources

This study uses primary data collected through a questionnaire with several question items related to four research variables, including attractiveness, expertise, trustworthiness, and purchase intention. The measurement instrument in this study uses a five-point Likert scale.

3.4. Data Analysis Techniques

The data analysis technique in this research uses multiple linear regression techniques and is assisted in the data processing process with SPSS software version 30.

4. RESULTS AND DISCUSSION

4.1 Respondent Description

Table 4.1 Respondent Description

Information	Total	Percentage
Gender		
Male	12	12,5%
Female	84	87,5%
Age		
18 - 24 year	52	54,2%
25 - 29 year	20	20,8%
30 - 34 year	15	15,6%
35 - 37 year	9	9,4%
E-marketplace Products		
Fashion & Accessories	26	27,1%
Beauty & Body Care	31	32,3%
Gadget & Electronic	25	26%
Other	14	14,6%

Source: processed primary data (2025)

4.2 Validity Test

The questionnaire was distributed to all Millennial and Gen Z respondents aged 18-37 years who live in Semarang City who are included in the research sample. After all the questionnaires were collected, enter the data into Excel and then process it using SPSS 30 to obtain the validity test results which can be seen in table 4.2. The results show that the instrument is declared valid based on the results of the validity test ($r\text{-count} > r\text{-table}$).

Table 4.2 Validity Test

Questionnaire Statement			
Attractiveness (X1)		R-count	R-table
X1.1	I feel that a Key Opinion Leader (KOL) is an expert regarding the product or service they recommend	0.612	0.201
X1.2	I feel that Key Opinion Leaders (KOL) have extensive and relevant experience with the products they promote	0.777	0.201
X1.3	I feel that Key Opinion Leaders (KOL) have in-depth knowledge about the products they recommend	0.663	0.201
X1.4	I feel that Key Opinion Leaders (KOL) have the qualifications that make them trustworthy in providing product recommendations	0.585	0.201
X1.5	I feel that Key Opinion Leaders (KOL) have special skills that support them in delivering product recommendations	0.610	0.201
Expertise (X2)		R-count	R-table
X2.1	I believe that Key Opinion Leaders (KOL) have deep expertise regarding the products or services they recommend	0.786	0.201
X2.2	I believe that Key Opinion Leaders (KOL) have a background of experience that supports their credibility	0.748	0.201
X2.3	I believe that Key Opinion Leaders (KOL) have comprehensive knowledge about the products they promote	0.707	0.201
X2.4	I believe that Key Opinion Leaders (KOL) have adequate qualifications to provide product or service recommendations	0.705	0.201
X2.5	I believe that Key Opinion Leaders (KOL) are able to convey product information very well by demonstrating extraordinary abilities	0.692	0.201
Trustworthiness (X3)		R-count	R-table
X3.1	I feel that this Key Opinion Leader (KOL) is consistent in providing reliable information	0.592	0.201
X3.2	I feel that this Key Opinion Leader (KOL) does not provide misleading or biased information	0.600	0.201
X3.3	I feel that this Key Opinion Leader (KOL) provides relevant, accurate and trustworthy product recommendations	0.647	0.201
X3.4	I feel that this Key Opinion Leader (KOL) really cares about the needs of his audience	0.580	0.201
X3.5	I feel that this Key Opinion Leader (KOL) has high integrity in every product or service promotion	0.626	0.201
Purchase Intention (Y)		R-count	R-table
Y1.1	I am considering purchasing a product recommended by a KOL on the e-commerce platform Shopee	0.614	0.201
Y1.2	I tend to recommend products promoted on Shopee e-commerce by this KOL to friends or family	0.621	0.201
Y1.3	I prefer the products promoted by this KOL compared to other products on the Shopee e-commerce platform	0.739	0.201
Y1.4	I am interested in finding out more about products recommended by KOLs on Shopee e-commerce	0.606	0.201

4.3 Reliability Test

The reliability test uses the Cronbach Alpha Statistical Test which can be seen in table 4.3.

Table 4.3. Reliability Test

The Role of Key Opinion Leaders (KOL) in Consumer Behavior in Live Streaming Commerce (LSC) (Aurida Mahelvi, et al)

Variable	Cronbach Alpha	Information
Attractiveness (X_1)	0,715	Reliable
Expertise (X_2)	0,772	Reliable
Trustworthiness (X_3)	0,666	Reliable
Purchase Intention (Y)	0,712	Reliable

The conclusion is that the instrument used is reliable, because the Cronbach Alpha of each variable is greater than the Nunnally criterion value of 0.6 [23].

4.4 Classical Assumption Test

a. Data Normality

The normal P-P plot of the standardized residual regression graph shows the results of the data distribution aligned with the direction of the diagonal line, as illustrated in Figure 2 below:

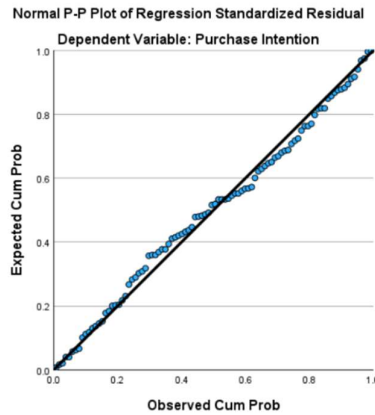
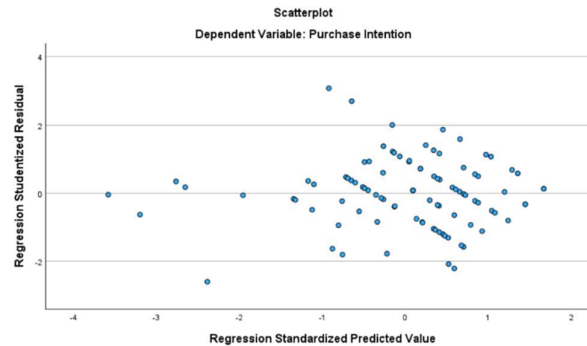


Figure 3. P Plot Normality Test

b. Heteroscedasticity Test

The Heteroscedasticity test is carried out by looking at the multiple linear prediction values or scatterplot graphs. If you look at Figure 4, there is no particular pattern and it does not spread below or above zero on the Y-axis, so it can be concluded that there is no heteroscedasticity [23].

Figure 4. Results of Heteroscedasticity Test Data Analysis



c. Multicollinearity Test

The purpose of the multicollinearity test is to see whether there is a correlation between the independent variables in the regression model. The results are as seen in table 4.4, the Tolerance value is > 0.1 and the VIF value is < 10 , so there is no multicollinearity [23].

Table 4.4 Results of data analysis of multicollinearity test

Variable	Tolerance	VIF	Information
Attractiveness	0,435	2.301	there is no multicollinearity
Expertise	0,451	2.217	there is no multicollinearity
Trustworthiness	0,436	2.295	there is no multicollinearity

4.5 Multiple Linear Regression Model Test

The research uses the multiple linear regression analysis method, where regression is a model used to analyze the influence of several independent variables on one dependent variable. [24]. The results of multiple linear regression analysis can be seen in table 4.5:

Table 4.5 Results of Regression Analysis

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		
1	(Constant)	-.305	1.285		-.237	.813
	Attractiveness	.376	.108	.315	3.488	<.001
	Expertise	.296	.070	.376	4.246	<.001
	Trustworthiness	.208	.081	.230	2.555	.012

a. Dependent Variable: Purchase Intention

4.6 Hypothesis Testing

H1: Attractiveness has a positive and significant influence on purchase intention.

H2: Expertise has a positive and significant influence on purchase intention.

H3: Trustworthiness has a positive and significant influence on purchase intention.

H4: Attractiveness, expertise and trustworthiness have a positive and significant influence simultaneously on purchase intention.

4.7 t-test

- The influence of the Attractiveness variable on purchase intention, with the Attractiveness variable having a significance value of 0.000 less than 0.05 which shows that the Attractiveness variable has a positive and significant influence on the purchase intention variable and makes H1 accepted. The higher the value of the Attractiveness variable, the higher the purchase intention will be.
- The influence of the Expertise variable on purchase intention with the Expertise variable having a significance value of 0.000 less than 0.05 which shows that the Expertise variable has a positive and significant influence on the purchase intention variable and makes H2 accepted. The higher the value of the Expertise variable, the higher the purchase intention will be.
- The influence of the Trustworthiness variable on purchase intention with the Trustworthiness variable having a significance value of 0.000 less than 0.05 which shows that the Trustworthiness variable has a positive and significant influence on the purchase intention variable and makes H3 accepted. The higher the value of the Trustworthiness variable, the higher the purchase intention will be.

4.8 F Test

Testing of the simultaneous test can be seen in table 4.6 where the F-count of 63.508 has a value greater than the F-table value of 2.472 with a significance value of 0.001 or less than 0.05. The results show that all independent variables have a significant and simultaneous influence on the dependent variable, so H4 is accepted.

Table 4.6 F-Test Results

The Role of Key Opinion Leaders (KOL) in Consumer Behavior in Live Streaming Commerce (LSC) (Aurida Mahelvi, et al)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	330.038	3	110.013	63.508	<.001 ^b
	Residual	159.369	92	1.732		
	Total	489.406	95			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

4.9 R² Test

The results of the determination coefficient analysis (R²) using the SPSS 30 application show an Adjusted R Square value of 0.664, which means that 66.4% is influenced by independent variables, namely attractiveness, expertise and trustworthiness. While 33.6% is influenced by other variables outside the independent variables that were not examined in this research.

Table 4.7. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.664	1.316

a. Predictors: (Constant), Trustworthiness, Expertise, Attractiveness

b. Dependent Variable: Purchase Intention

4.10 Discussion

- a. **The first hypothesis (H1) is accepted**, there is an influence of attractiveness on purchase intention of purchasing products in the e-marketplace. Based on the results of processing and analyzing data obtained from all respondents, namely the Millennial Generation and Generation Z aged 18-37 years old Shopee e-marketplace users in Semarang City, it is known that the attractiveness variable has a significant effect on the purchase intention variable. These results are proven by the partial test obtained the t-value of the attractiveness variable of 3.488 which is greater than the t-table value of 1.985 with a significance of 0.001 and less than 0.05. The research results are in accordance with the findings of Nafiza and Khasanah [25], where the attractiveness variable has a significant influence on purchase intention.
- b. **The second hypothesis (H2) is accepted**, there is an influence of expertise on purchase intention of purchasing products in the e-marketplace. Based on the results of processing and analyzing data obtained from all respondents, namely the Millennial Generation and Generation Z aged 18-37 years old Shopee e-marketplace users in Semarang City, it is known that the expertise variable has a significant effect on the purchase intention variable. These results are proven by the partial test obtained the t-value of the expertise variable of 4.246 which is greater than the t-table value of 1.985 with a significance of 0.001 and less than 0.05. This result is quite relevant to Hartono & Immanuel's research [26], where the expertise variable has a significant effect on purchase intention for merchandise products.
- c. **The third hypothesis (H3) is accepted**, there is an influence of trustworthiness on purchase intention of purchasing products in the e-marketplace. Based on the results of processing and analyzing data obtained from all respondents, namely the Millennial Generation and Generation Z aged 18-37 years old Shopee e-marketplace users in Semarang City, it can be seen that the trustworthiness variable has a significant effect on the purchase intention variable. These results are proven by the partial test obtained the t-value of the trustworthiness variable of 2.555 greater than the t-table value of 1.985 with a significance of 0.012 and less than 0.05. Research by Hartono & Imanuel [26], shows that the trustworthiness variable has a positive and significant influence on the purchasing interest variable.

5. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of data analysis, it can be concluded that the variables attractiveness, expertise, and trustworthiness have a significant influence on the interest in purchasing e-commerce Shopee among the Millennial and Generation Z generations, especially those aged 18–37 years in Semarang City. Among the three variables, expertise is the most dominant factor in driving optimal purchasing interest. This study shows the importance of trust and expertise perceived by consumers in influencing purchasing decisions on the Shopee platform. This study provides valuable insights for e-commerce managers such as Shopee to prioritize

increasing the expertise aspect in marketing strategies to attract the interest of the younger generation of users of their platforms.

Suggestions

Based on the findings in the study, it is recommended that the scope of the study involve respondents from various cities other than Semarang to understand whether the results are consistent across regions. Addition of other variables to analyze additional variables that may affect purchase intention, such as product quality, price, or user experience in e-commerce applications. Future research can also conduct in-depth analysis on subgroups by dividing Millennials and Generation Z into more specific age groups to see if there are differences in behavior between subgroups. By developing these approaches, future research can provide a more comprehensive understanding of purchase intention in e-commerce and effective strategies to optimize it.

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