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# From Watching to Purchasing: The Influence of IT Affordance Dimensions on Live Streaming Marketplace

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**ABSTRACT**

Live streaming marketplace saat ini sangat berkembang pesat dan memudahkan berbagai pihak untuk berinteraksi, berbelanja, serta mempromosikan produk secara real-time. Penelitian ini menguji pengaruh faktor-faktor dalam IT Affordance (Visibility, Metavocing, Guidance Shopping, Trading Affordance, Triggered Attending, dan Interactivity) terhadap Immersion secara langsung dan terhadap Actual Purchase secara tidak langsung pada media live streaming di marketplace. Data penelitian ini diperoleh dengan menggunakan kuesioner dalam bentuk google form dan disebarkan melalui jaringan pertemanan WhatsApp dan social media lainnya seperti Instagram dan Twitter atau X dan sebanyak 183 google form telah terisi. Semua jawaban telah memenuhi syarat untuk diolah. Hasil dari penelitian ini menunjukkan bahwa Metavocing, Trading Affordance, Triggered Attending, dan Interactivity berpengaruh positif terhadap Immersion, sedangkan Visibility dan Guidance shopping tidak berpengaruh terhadap Immersion, dan Immersion berpengaruh positif terhadap Actual Purchase. Namun semua variabel dalam IT Affordance (Visibility, Metavocing, Guidance shopping, Trading Affordance, Triggered Attending, dan Interactivity) tidak berpengaruh secara tidak langsung terhadap Actual Purchase yang dimediasi oleh Immersion.

## Introduction

Indonesia is included in the ranks of the 10 countries that carry out the most online shopping activities. (Muthmainnah et al., 2022). The shift from traditional shopping behavior to digital shopping behavior has changed the shopping behavior of the Indonesian people, which is supported by the emergence of various e-commerce platforms, marketplaces, and digital payment innovations. According to Similarweb data, throughout 2023 there are the top five most visited marketplaces, namely Shopee with 2.3 billion visits, Tokopedia with 1.2 billion visits, Lazada with 762.4 million visits, Blibli with 337.4 million visits, and Bukalapak with 168.2 million visits. (Alana & Sharif, 2023).

Technological developments affect all activities, including the way of shopping, which is currently increasingly modern with the presence of live streaming features on e-commerce applications. This is further strengthened by the COVID-19 outbreak since 2020 which has caused physical restrictions and a decrease in direct shopping activities. All people's needs, ranging from clothes to household needs, can be easily accessed from home using an e-commerce application coupled with a live streaming feature. According to data from GlobalWebIndex.com and Hootsuite.com, live streaming has become a social media trend since 2020 which began with the enactment of the lockdown system, making many outdoor activities turn into virtual activities. People spend a lot of time watching live-streaming events 57% then followed by podcast listeners 14%.

According to a survey conducted by IPSOS Indonesia in 2023, Shopee Live is the most chosen feature by sellers, followed by TikTok Live then Lazada Live, and Tokopedia Play. This is because the live streaming feature provides many benefits, namely increased sales turnover, wider market reach expansion, and promotion cost efficiency. From the results of the survey, it is also known that the categories that make the most use of the live streaming feature are sellers with categories of clothing, beauty, health, household needs, and lifestyle needs.

The phenomenon of the development of live streaming has attracted attention to the world of academia so there have been many studies that use live streaming media as the object of their research topic. Research conducted by (Saffanah et al., 2023), and (Zhang et al., 2023) Used one of the live streaming media as their research object and used the IT Affordance variable with several dimensions as an independent variable. IT Affordance is the ability of how technology can meet consumer needs through live-streaming media. (Usadi & Prayoga, 2023). Live streaming media is a form of human and computer activity that involves information technology features and human psychological conditions.

Sales activities in live streaming media that involve consumers and sellers create an atmosphere as if purchasing activities such as asking for product information to bargaining prices occur in real life. Consumers who watch live streaming with frequent frequencies will make consumers feel happy and satisfied so that a feeling of Immersion arises, which is a deep feeling felt when consumers focus their attention on live streaming media while listening to the products displayed by the seller, thus affecting the emotional state of consumers to make purchase decisions. (Putra & Hayadi, 2024).

Several research results on the influence of IT Affordance on a person's purchase intention when watching a live streaming show that the dimensions of IT Affordance such as Visibility, Metavoicing, Shopping Guidance, Interactivity, and Trading Affordance affect consumer intention in buying a product but there are limitations, namely in the study only examines consumer purchase intentions rather than actual purchases (Chang & Yu, 2023). Then the next study showed the results that IT Affordance with the dimensions of Visibility, Metavoicing, Shopping guidance, Triggered Attending and Trading Affordance only affects Immersion involvement and interactivity but is not optimal enough in influencing actual purchase and purchase intentions because some live streaming features through Instagram still need to be improved, this is also one of the

limitations in this study because it only uses one live media streaming, namely Instagram Live Shopping.

Furthermore, the results of research conducted by (Puspawati & Febrianta, 2023) Show that visibility, metavoicing, and shopping guidance have a significant positive impact on Live Shopping engagement, which consists of Immersion and presence and has a positive and significant effect on purchase intention. However, the results of research conducted by (Putra & Hayadi, 2024) Shows that only Trading Affordance and metavoicing affect impulse buying, while Visibility has no effect. Then, research conducted by (Bygstad et al., 2016) Shows that Visibility, metavoicing, shopping guidance, and trade affordability have a positive effect on Immersion, and Immersion can mediate the relationship between Visibility, metavoicing, shopping guidance, and trade affordability on purchase intention. The results of research conducted by (Aji et al., 2024) That metavoicing does not have a positive influence on buying interest, only metavoicing and shopping guidance.

This study is a combination of several previous studies, namely there is a study that only uses a few dimensions of IT Affordance as independent variables, therefore as a novelty in this study is that combines all dimensions of IT Affordance and uses live streaming media objects in general rather than specifically which only uses one live streaming media as in the research that has been conducted by (Puspawati & Febrianta, 2023), (Saffanah et al., 2023).

Then, this study still uses the same S-O-R framework as the framework carried out by previous researchers. (Puspawati & Febrianta, 2023), but using IT Affordance variables with more complete dimensions, namely shopping guidance, meta voicing, Visibility, Trading Affordance affordability, Interactivity, and Triggered Attending as stimulus, Immersion variables as organisms such as research conducted by (Shiu et al., 2023), the Actual Purchase variable as a response to fill in the limitations in the research conducted by (Zhang et al., 2023).

This study aims to see if there is a relationship between Visibility, Metavocing, Guidance Shopping, Trading Affordance, Triggered Attending, and Interactivity Towards Immersion & Actual Purchase in the live-streaming marketplace media. This research is expected to contribute to traders in related marketplaces about what factors can encourage consumers to make purchases of products offered through live-streaming media.

## Method

This research is a type of descriptive research that is analyzed with a quantitative approach. This quantitative approach is carried out by distributing online questionnaires distributed through various social media and short messaging applications. The method of determining the sample of this study uses a purposive sampling technique with the criteria of consumers who have purchased products through the live streaming feature in the marketplace. The distribution process of distributing this questionnaire will be carried out starting in May 2024. The collection is carried out using Google form media which consists of general consumer information such as name, age, education, and frequency of

use of live streaming. Then the next part contains statements that are by the variables used in this study. Each statement will be presented with a choice of answers using a Likert scale of 1-6 (1=strongly disagree, 2= disagree, 3= somewhat disagree, 4= somewhat agree, 5= agree, and 6= strongly agree).

The analysis tool used is IBM Statistics SPSS version 27. To test the quality of the data, it is by conducting a validity test and reliability test first to check that each question indicator is valid and reliable. The validity test with a significance value of <0.05 and the reliability test with a Cronbach Alpha value of >0.70 was then carried out as a hypothesis test by conducting a multiple regression test and a Sobel test (Ghozali, 2016). Below are the indicators used to measure each variable:

**Table 1**
**Statement Indicator**

| Variable | Indicator | Source |
|---|---|---|
| ***Visibility*** | I love *Live streaming* because it provides detailed images and videos of the product. | Saffanah, Handayani, & Sunarso (2023), Zhang, Chen, & Zamil (2023) dan Author |
| | I love *Live streaming* because it makes the product attributes displayed visible. | |
| | I love *Live streaming* because it contains information on how to use the product visible to me. | |
| | My *Live streaming* helps me visualize the products displayed as they are in the real world. | |
| ***Metavoicing*** | During *the live streaming*, I was allowed to give comments on the product via the comment column. | Saffanah, Handayani, & Sunarso (2023), Zhang, Chen, & Zamil (2023) dan Author |
| | When *live streaming* allows me to react to streamers' responses to products. | |
| | When the live streaming took place, it allowed me to share the experience of shopping for products with the streamers. | |
| | I can interact with other viewers about the product when purchasing the *live stream.* | |
| ***Shopping Guidance*** | When *I livestream*, I feel like the streamer (seller) can give me information about alternative products. | Saffanah, Handayani, & Sunarso (2023), Zhang, Chen, & Zamil (2023) dan Author |
| | When *live streaming*, I feel that streamers do not limit service requests regarding a product. | |
| | When *I livestream*, I feel that streamers can help me choose the product that best suits my needs. | |

| | | |
|---|---|---|
| | When *I livestream*, I feel like streamers can provide product customization based on my request. | |
| ***Trading Affordance*** | I can choose from a variety of payment options to complete my purchase during *the live stream.* | Saffanah, Handayani, & Sunarso (2023), Zhang, Chen, & Zamil (2023) dan Author |
| | I was able to complete the purchase effectively on *the Live stream.* | |
| | I can complete the purchase quickly on *the Live stream.* | |
| | I can complete the purchase easily on *the Live stream.* | |
| | I was given a 24-hour waiting time to make a payment if I used a certain payment method. | |
| | I was given a voucher in the form of a discount or cashback if I used a certain payment method during *live-streaming* | |
| ***Triggered Attending*** | I was able to find product updates quickly through *Live streaming*. | Saffanah, Handayani, & Sunarso (2023) dan Author |
| | I can tell if there is a quick improvement in product quality through *live-streaming* | |
| | I can quickly find changes to the products I am interested in through *live-streaming* | |
| | I can find out about new product promotions through *Live streaming.* | |
| | I can easily find out which products are being discussed and displayed by the streamer with a notification feature on the *live-streaming screen.* | |
| ***Interactivity*** | I feel that the live streamers are very happy to communicate with the audience. | Saffanah, Handayani, & Sunarso (2023), Zhang, Chen, & Zamil (2023) dan Author |
| | I feel like the live streamers are actively responding to viewers' questions. | |
| | During *the live stream*, I was able to get information from the streamer very quickly about the product I was asking about. | |
| | During *the live stream*, I felt as if the streamer was talking to me in person. | |
| ***Immersion*** | I think shopping through *the live-streaming* feature is fun. | Saffanah, Handayani, & Sunarso (2023) |
| | I think shopping through the live-streaming feature is interesting. | |
| | I feel focused when shopping through the *live-streaming feature*. | |

| | | |
|---|---|---|
| | I feel directly involved in *live streaming* when shopping through the live feature on the *marketplace*. | |
| ***Actual Purchase*** | I often buy products from *the live-streaming feature.* | Saffanah, Handayani, & Sunarso (2023) dan Author |
| | I buy on *live streaming* as needed. | |
| | I bought on *a live stream* because I was affected by *the live streaming* feature (impulsive) | |
| | I bought on *a live stream* because I was affected by *the live streaming* feature (impulsive) | |
| | I purchased a product from *the live streaming* feature because it was affected by the live discount presented by the app platform. | |
| | I bought a product from *a live stream* because I felt confident that the product was safe as shown by the streamer. | |

## Results and Discussion

### Respondent Demographics

This section describes the demographics of respondents which describe the characteristics of respondents consisting of gender, age, education level, income/pocket money, domicile, and frequency of online shopping.

**Table 2**
**Respondent Demographics**

| Characteristics Respondent | Frequency | Percentage |
|---|---|---|
| **Gender** | | |
| a. Man | 61 | 33.3% |
| b. Woman | 122 | 66.7% |
| **Total** | 183 | 100.0% |
| **Age** | | |
| a. < 25 years | 160 | 87.4% |
| b. 25 - 30 years old | 16 | 8.8% |
| c. 30.1 - 35 years old | 6 | 3.3% |
| d. 35.1 - 40 years old | 1 | 0.5% |
| **Total** | 183 | 100.0% |
| **Last Education** | | |
| a. SMA | 121 | 66.1% |
| b. D3 | 9 | 4.9% |
| c. D4/S1 | 51 | 27.9% |
| d. S2 | 2 | 1.1% |
| **Total** | 183 | 100.0% |
| **Income or Allowance per Month** | | |
| a. < Rp 5.000.000 | 167 | 91.3% |
| b. Rp 5.000.000 - Rp 10.000.000 | 9 | 4.9% |

| | | |
|---|---|---|
| c. Rp 10.000.001 - Rp 15.000.000 | 3 | 1.6% |
| d. Rp 15.000.001 - Rp 20.000.000 | 2 | 1.1% |
| e. Rp 20.000.001 - Rp 25.000.000 | 0 | 0.0% |
| f. Rp 25.000.001 - Rp 30.000.000 | 2 | 1.1% |
| **Total** | 183 | 100.0% |
| **Domicile** | | |
| A. | 165 | 90.2% |
| b. OUTSIDE JABODETABEK | 18 | 9.8% |
| **Total** | 183 | 100.0% |
| **Shopping Frequency** | | |
| a. 1 - 5 caliber | 150 | 82.0% |
| b. 6 - 10 times | 27 | 14.8% |
| c. 11 - 15 kali | 3 | 1.6% |
| d. 16 - 20 times | 3 | 1.6% |
| **Total** | 183 | 100.0% |
| Source: Processed with SPSS 27 | | |

Table 2 shows that the gender proportion of female respondents is more than twice that of male respondents. The majority of respondents were under the age of 25 years with the last level of education taken being high school (66.1%) and income or allowance below Rp 5,000,000 (91.3%). The majority of respondents who filled out this questionnaire were domiciled in JABODETABEK (90.2%). As many as 82% of respondents do online shopping 1 to 5 times a month.

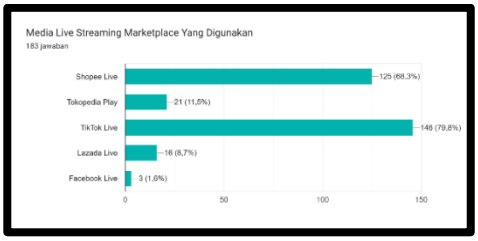


**Figure 2**
**Percentage of Marketplace Live Streaming Media Used**

Figure 2 shows that the most used *live streaming* marketplace media by respondents is TikTok Live at 79.8%, followed by Shopee Live at 68.3%, Tokopedia Play at 11.5%, Lazada Live at 8.7%, and Facebook Live at 1.6%.

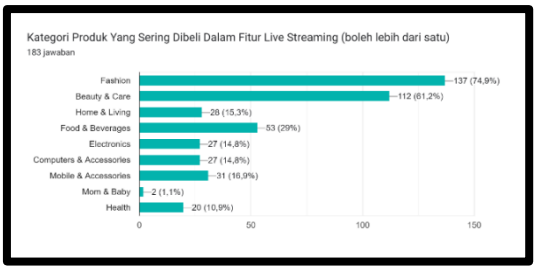


**Figure 3**
**Frequently purchased product categories in the live-streaming feature.**

Figure 3 shows that the top three product categories that respondents often buy in the marketplace live streaming feature are fashion products, beauty & care, and food & beverages. Then the bottom three product categories that respondents often buy in the live streaming marketplace feature are mom & baby products, health, and electronics.

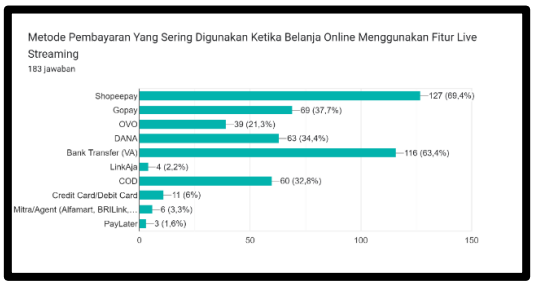


**Figure 4**
**Online Shopping Payment Methods**

Figure 4 shows that the majority of respondents use digital wallets (Shopeepay, Gopay, Ovo, and Dana), Bank Transfer (VA), and pay on the spot (COD) as their means of payment in online shopping compared to using payment services through agent partners (Alfamart, Indomaret, Pegadaian, and Post Office) and through debit/credit cards.

**Hypothesis Results**

The data collected had passed a quality test to see the seriousness of the respondents in answering the questions and to see situational factors at the time the study was conducted. The tests carried out were validity tests using Pearson Correlation < 0.05 and reliability tests using Cronbach's Alpha > 0.70. All of the question initiators of each variable have been proven valid because all significance values are at values below 0.05 and each variable has been proven to be reliable with Cronbach's Alpha values being above 0.70.

This study uses multiple regression to test the hypothesis using the determination coefficient (adjusted R2), model feasibility test (F test), and partial test (t-test). Table 3 and Table 4 show the results of hypothesis testing.

**Table 3**
**First Regression Results**

| Research Model: IM = a + b1.VI + b2.ME + b3.GS + b4.TA + b5.TR + b6.IN + e | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Variabel | Prediction | Unstandardized Coefficients | | Beta | t | Sig. | Results | |
| | | B | Std. Error | | | | Sig / 2 | Decision |
| (Constant) | | 0.080 | 0.902 | | 0.089 | 0.929 | | |
| Visibility (X1) | + | -0.022 | 0.080 | 0.019 | -0.272 | 0.786 | 0.393 | H1a = Rejected |
| Metavoicing (X2) | + | 0.136 | 0.067 | 0.130 | 2.017 | 0.045 | 0.023 | H2a = Accepted |
| Guidance Shopping (X3) | + | 0.016 | 0.062 | 0.015 | 0.264 | 0.792 | 0.396 | H3a = Rejected |
| Trading Affordance (X4) | + | 0.215 | 0.057 | 0.297 | 3.790 | 0.000 | 0.000 | H4a = Accepted |
| Triggered Attending (X5) | + | 0.212 | 0.070 | 0.253 | 3.037 | 0.003 | 0.001 | H5a = Accepted |
| Interactivity (X6) | + | 0.273 | 0.069 | 0.279 | 3.978 | 0.000 | 0.000 | H6a = Accepted |
| Adjusted R2 | 0.755 | | | | | | | |
| F test | 94.478 | | | | | | | |
| F significance | 0.001 | | | | | | | |
| Dependent Variable: Immersion (Y) | | | | | | | | |
| Source: Processed with SPSS 27 | | | | | | | | |

From Table 3, it can be seen that the Adjusted R² value is 0.755. This means that 75.5% of the variation in the Immersion variable can be explained by the variables Visibility, Metavoicing, Guidance shopping, Trading Affordance, Triggered Attending, and Interactivity. While 24.5% is due to other factors that are not included in this model. A significant value of F indicates the number 0.001 which means the model is fit. From the results of the partial t-test, it was found that Metavoicing, Trading Affordance, Triggered Attending, and Interactivity affect Immersion. This can be seen from the significance value of t/2 which is smaller than 0.05.

**Table 4**
**Second Regression Results**

| Research Model: AP = a + b1.IM + e | | | | | | | |
|---|---|---|---|---|---|---|---|
| Variabel | Prediction | Unstandardized Coefficients | | t | Sig. | | |
| | | B | Std. Error | | | Sig / 2 | Decision |
| (Constant) | | 2.080 | 1.379 | 1.509 | 0.133 | | |
| Immersion (Y) | + | 1.298 | 0.070 | 18.672 | 0.000 | 0.000 | H7 = Accepted |
| Adjusted R2 | 0.656 | | | | | | |
| F test | 348.644 | | | | | | |
| F significance | 0.001 | | | | | | |
| Dependent Variable: Actual Purchases (Z) | | | | | | | |
| Source: Processed with SPSS 27 | | | | | | | |

From Table 4, it can be seen that the Adjusted R² value is 0.656. This means that 65.6% of the variation in the Actual Purchases variable can be explained by the Immersion variable. While 34.4% is due to other factors that are not included in this model. A significant value of F indicates the number 0.001 which means the model is fit. From the results of the partial t-test, it was found that Immersion affects Actual Purchases. This can be seen from the significance value of t/2 which is smaller than 0.05.

**Table 5**

**Third Regression Results**

| Research Model: | AP = a + b1.VI + b2.ME + b3.GS + b4.TA + b5.TR + b6.IN + b7.IM + e | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Variabel | Prediction | Unstandardized Coefficients | | Beta | t | Sig. | Results | |
| | | B | Std. Error | | | | Beta Multiplication Result | Decision |
| (Constant) | | -0.999 | 1.583 | | -0.631 | 0.529 | | |
| Visibility (X1) | + | -0.238 | 0.141 | 0.131 | -1.686 | 0.093 | 0.010 | H1b = Rejected |
| Metavoicing (X2) | + | 0.444 | 0.120 | 0.266 | 3.714 | 0.000 | 0.069 | H2b = Rejected |
| Guidance Shopping (X3) | + | 0.132 | 0.109 | 0.078 | 1.211 | 0.227 | 0.008 | H3b = Rejected |
| Trading Affordance (X4) | + | 0.272 | 0.104 | 0.234 | 2.623 | 0.009 | 0.157 | H4b = Rejected |
| Triggered Attending (X5) | + | -0.012 | 0.126 | -0.009 | -0.094 | 0.925 | 0.134 | H5b = Rejected |
| Interactivity (X6) | + | -0.105 | 0.126 | -0.067 | -0.833 | 0.406 | 0.148 | H6b = Rejected |
| Immersion (Y) | + | 0.846 | 0.132 | 0.529 | 6.396 | 0.000 | | |
| Adjusted R2 | 0.705 | | | | | | | |
| F test | 63.238 | | | | | | | |
| F significance | 0.001 | | | | | | | |
| Dependent Variable: Actual Purchases (Z) | | | | | | | | |
| Source: Processed with SPSS 27 | | | | | | | | |

From Table 5, it can be seen that the Adjusted $R^2$ value is 0.705. This means that 70.5% of the variation in the Actual Purchases variable can be explained by the variables Visibility, Metavoicing, Guidance shopping, Trading Affordance, Triggered Attending, Interactivity, and Immersion. While 29.5% is due to other factors that are not included in this model. A significant value of F indicates the number 0.001 which means the model is fit.

From the results of the second regression, a path analysis has been carried out. The results showed that the beta value of the direct influence of the variables Visibility (0.010 < 0.131), Metavoicing (0.069 < 0.266), Guidance shopping (0.008 < 0.078), and Trading Affordance (0.157 < 0.234) on Immersion was greater than the beta value of the indirect influence mediated by the Immersion variable on the Actual Purchases variable. Furthermore, the variables Triggered Attending (0.134 > -0.009) and Interactivity (0.148 > -0.067) had a greater beta value of direct influence than indirect influence, but the direction of the B value was negative.

**H1a:** Visibility has a positive effect on Immersion

**H1b:** Visibility has a positive effect on Actual Purchases mediated by Immersion.

The results of the H1a hypothesis test failed to be proven because the t-test result was greater than 5%. The results of this study contradict the research conducted by Saffanah, Handayani, & Sunarso (2023), which showed that Visibility has a significant effect on Immersion. However, in line with research conducted by (Putra & Hayadi, 2024), Visibility does not affect Immersion. Furthermore, the test of the results of the H1b hypothesis also failed to be proven because the beta value of the direct influence of the Visibility variable (0.010 < 0.131) was smaller than the indirect influence. This is in line with research conducted by (Putra & Hayadi, 2024) That Visibility does not affect Actual Purchases mediated by Immersion.

The difference in the results of this study can occur because the research conducted by Saffanah, Handayani, & Sunarso (2023) and Puspawati & Febrianta (2023) only refers to one live-streaming marketplace specifically. Meanwhile, this study uses all live-streaming marketplace media in Indonesia. In addition, even though in the marketplace live streaming, sellers/streamers have provided detailed information, not necessarily consumers fully believe it so there is no immersion and no real purchases occur.

**H2a:** Metavoicing has a positive effect on Immersion
**H2b:** Metavoicing has a positive effect on Actual Purchases mediated by Immersion

The results of this H2a hypothesis test were accepted because the t-test results were smaller than 5%. The results of this study are in line with Maharani and (Aprilia & Alfansi, 2024) and (Usadi & Prayoga, 2023) This shows that Metavoicing has a positive effect on Immersion. The influence of metavoicing can make consumers interested and feel immersive because in live streaming many features are easy to use to interact with sellers/streamers and with other consumers through the comment column or reaction buttons.

However, the effect of metavoicing on Actual Purchases mediated by Immersion has not been shown to have an effect. The test of the results of the H2b hypothesis failed to be proven because the beta value of the direct influence of the Metavoicing variable (0.069 < 0.266) was smaller than the indirect influence. These results contradict research conducted by Putra and Hayadi (2024). The difference in the results of this study can occur because the majority of respondents in this study are < 25 years old with an income or pocket money of less than 5 million rupiah so they are still reluctant to make a real purchase due to low-income considerations or still dependent on pocket money from parents. So the conclusion is that the respondents did enjoy live streaming with various features presented in the application but did not necessarily make a purchase in real life.
**H3a:** Guidance shopping has a positive effect on Immersion
**H3b:** Guidance shopping has a positive effect on Actual Purchases mediated by Immersion

The results of the H3a and H3b hypothesis tests were declared to be unsuccessful because the results of the t-test were greater than 5% and the beta value of the direct influence of the Guidance shopping variable (0.008 < 0.078) was smaller than the indirect influence. The results of this study contradict the research conducted by Maharani and (Maharani & Dirgantara, 2023). The difference in the results of this study can occur due to the lack of explanation provided by the seller when the live stream takes place related to product recommendations or how to apply discounts. In addition, this can also happen because usually the atmosphere of live streaming in which there are many viewers makes the waiting time for products or discounts that consumers ask for a long time or even not answered by the seller. So consumers are not interested and do not get enough immersion in the live streaming which in the end also does not make a real purchase.
**H4a:** Trading Affordance has a positive effect on Immersion
**H4b:** Trading Affordance has a positive effect on Actual Purchases mediated by Immersion

The results of the H4a hypothesis test were accepted because the t-test results were smaller than 5%. The results of this study are in line with (Maharani & Dirgantara, 2023). The availability of various payment methods makes it very easy for buyers ranging from e-wallets, virtual accounts, and agent partners, to debit and credit cards. In addition, many live-streaming marketplaces present special offers and discounts that are limited by time

by using certain payment methods. This can make consumers interested in the live-streaming marketplace so that they enter their immersion unconsciously.

However, the results of the H4b hypothesis test were rejected or failed because the beta value of the direct influence of the Trading Affordance variable (0.157 < 0.234) was smaller than the indirect influence. The difference in the results of this study can occur because attractive price offers only exist on certain payment methods that not all respondents have so real purchases cannot occur.

**H5a:** Triggered Attending has a positive effect on Immersion

**H5b:** Triggered Attending has a positive effect on Actual Purchases mediated by Immersion

The results of this H5a hypothesis test are accepted because the t-test results are smaller than 5%. The results of this study are in line with research conducted by (Aji et al., 2024). This Triggered Attending ability is a stimulus to stimulate the minds of buyers to attract attention and enthusiasm to listen to all changes in product information in the live streaming activity. This gives a good feeling to the feelings of consumers because information related to changes in a product will affect the purchase decision. However, the results of the H5b hypothesis test were rejected or failed because the direction of the B value was negative even though the beta value of the direct influence of the Triggered Attending variable (0.134 > -0.009) was greater than the indirect influence. The difference in the results of this study can occur because not all information related to product changes can be well received by consumers, sometimes some make a sense of disappointment because the product change is not by their expectations which in the end does not make a real purchase.

**H6a:** Interactivity has a positive effect on Immersion

**H6b:** Interactivity has a positive effect on Actual Purchases mediated by Immersion

The results of the H6a hypothesis test are acceptable because the t-test results are smaller than 5%. The results of this study are in line with research conducted by (Zhang et al., 2023). An interactive atmosphere is a stimulus that will have an impact on the feelings of buyers involved in the live stream. The role of the seller in live streaming is very important to create an atmosphere that can make the audience feel emotionally and intellectually involved so that it will provide satisfaction and loyalty to consumers. However, the results of the H6b test were rejected because the direction of the B value was negative even though the beta value of the direct influence of the Interactivity variable (0.148 > -0.067) was greater than the indirect influence. The difference in the results of this study can occur because the audience feels involved in the live streaming but does not necessarily have a sense of trust until they finally make a real purchase. This can be caused by various other factors such as low income or pocket money, declining purchasing power, and price differences.

**H7:** Immersion has a positive effect on Actual Purchase

The results of the H7 hypothesis test are acceptable because the t-test result is less than 5%. The results of this study are in line with research conducted by (Shiu et al., 2023) showing that Immersion affects Actual Purchase. The deep feeling experienced by the

audience makes it seem as if they are connected to the product that the seller is promoting. So that they finally make a real purchase to meet their needs or desires.

## Conclusion

This study found that Metavocing, Trading Affordance, Triggered Attending, and Interactivity have a positive effect on Immersion. This finding is useful for sellers in the marketplace to continue to improve the quality of live streaming. This quality is in the form of interactive communication with the audience conveyed through the comment column and reactions given through the screen buttons. So that it will provide an interesting and relevant experience for the audience. In addition to the quality of live-streaming services, sellers must also be able to provide attractive price offers and adequate payment methods. This phenomenon is also useful for marketplace companies to provide training for online sellers who do not have much knowledge to start selling products on the live streaming feature. Sales made through live streaming have proven to be able to replace the role of offline stores since the last COVID-19 pandemic. So this is an opportunity to be able to increase sales for sellers. In addition, these findings are useful for the government to provide financial support such as providing subsidies and tax incentives for online sellers as well as providing promotional support for local products.

This study has several limitations, the first is the use of questionnaires as a data collection instrument. Questionnaire media has limitations in terms of ensuring the honesty and seriousness of respondents in answering statements in the questionnaire. There is a possibility that respondents have different interpretations of statement items so there can be bias in answering. This has been anticipated by the researcher by using language that is as easy as possible, avoiding technical terms as much as possible so that the statement items can be understood properly. Control procedures to minimize respondent bias have also been carried out by distributing questionnaires in Google form format through friend networks to ensure that the respondents who answer are the expected people. The second limitation is that the majority of respondents are < 25 years old with an income or pocket money of < 5 million, so they cannot represent other generations of age and income levels.

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