

ABSTRACT

This study aims to examine the effect of live streaming on consumers' behavioral intention with trust as a mediating variable in the context of high-end brands. The rapid development of live streaming commerce has transformed digital marketing strategies, particularly in high-end brand industries that emphasize visual presentation, interaction, and credibility. This research focuses on consumers who have watched live streaming sessions of high-end brands and have experience purchasing such products at least once. The data were collected through a structured questionnaire distributed to 100 respondents who met the research criteria. The data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with the SmartPLS application. The variables examined in this study include live streaming, trust, and behavioral intention. The results indicate that live streaming has a positive and significant effect on trust and behavioral intention. Trust also shows a positive and significant effect on behavioral intention. Furthermore, the mediation analysis reveals that trust partially mediates the relationship between live streaming and behavioral intention. These findings suggest that live streaming not only directly influences consumers' behavioral intention but also indirectly affects it through the formation of consumer trust.

Keywords :

Live Streaming, Trust, Behavioral Intention, High-End Brand, SEM-PLS.