

# Trust Transfer and Swift Guanxi in Driving Customer Engagement on Live Streaming Commerce Platforms in Indonesia

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## ABSTRACT

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### Keywords

Customer trust, Swift Guanxi, Customer engagement.

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This study examines the relationship between swift guanxi and customer engagement in live streaming commerce and customer trust. The focus of this study is the trust in broadcasters, community members, and products on Indonesian platforms such as Shopee Live, TikTok Live, Lazada Live, and Tokopedia Play. An online survey was used to gather quantitative data from 270 active users, and Partial Least Squares-Structural Equation Modeling (PLS-SEM) was used for analysis. This study offers a thorough model, indicating that trust in broadcasters and community members significantly enhances customer engagement, while trust in product does not directly influence engagement but positively impacts swift guanxi. Furthermore, the PLS-SEM results prove that trust in broadcasters as the central anchor in the live streaming ecosystem greatly transfers trust to both community members and products. Ultimately, swift guanxi plays a pivotal role in driving customer engagement.

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## 1. INTRODUCTION

The development of information and communication technology has a major influence on changes in consumer behavior in Indonesia. Increased internet accessibility and accelerated digital penetration are driving a major transformation in people's consumption patterns. This phenomenon reinforces the position of e-commerce as an integral part of modern society. The convenience of transactions, product variety, and payment system efficiency make e-commerce the main choice for consumers in the digital era (Effendi, et al., 2020).

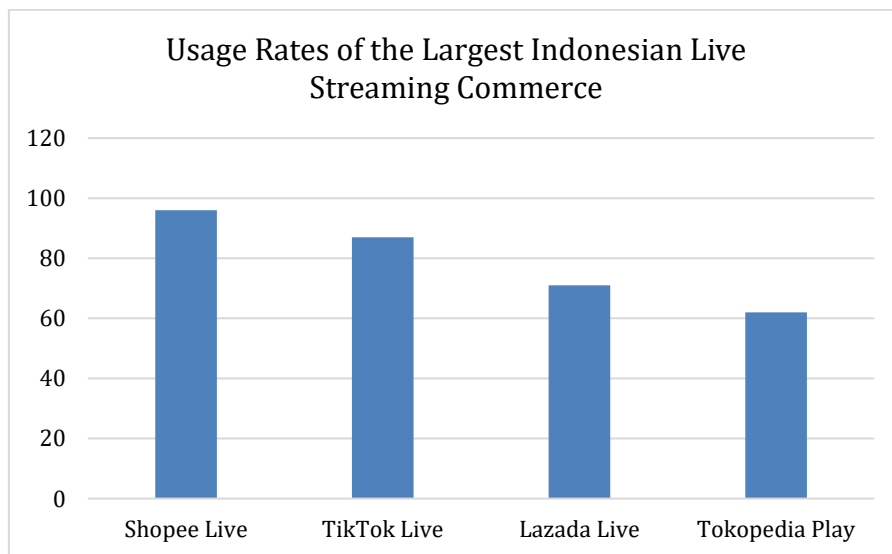
Nowadays digital businesses are growing rapidly. E-retailers design digital marketing strategies by providing authentic information to customers. Online video streaming strategies are used to display product sales details (Lee & Chen, 2021). Online streaming video allows consumers and sellers to communicate directly about product sales details, so consumers can get information about product quality and specifications directly. Every marketer wants to attract consumers and find out what consumers want through online streaming video (K. B. Lim et al., 2021).

Marketing products through live streaming videos in accordance with the development of communication technology through social media. Live streaming is a form of business change from a conventional business to an online-based digital business. This feature allows sellers to see how many viewers they have. Online streaming is considered essential to attract consumer interest. Live Streaming is a marketing model that involves streamers (sellers) on streaming platforms to stream online and provide product description information to consumers through two-way communication to infuse consumers' intent to buy the products offered (Netrawati et al., 2025).

Live streaming is a popular digital platform strategy that conveys product information by combining sight, sound, and movement. This approach makes users knowledgeable about the product because it shows the authenticity, visualization, interactivity, and engagement of consumers in online shopping. Consumer involvement is very important in e-commerce, as it can generate consumer retention and brand loyalty (Aprianingsih et al., 2025).

Real-time interaction is one of the factors of consumer engagement in live streaming (Bao & Zhu, 2023). This is due to the occurrence of two-way communication between consumers, broadcasters, and sellers (Kang et al., 2021). Online streaming contributes to the value of e-commerce through communication with consumers as well as creating shared value through sharing feelings and affection regarding their consumption practices. This becomes a shared experience between several users who use products or services to allow consumers to influence and be influenced by others (Aprianingsih et al., 2025; Hu et al., 2017; S. Lim et al., 2012).

Online streaming is one of the main innovations to accelerate the growth of e-commerce, because it makes shopping activities attractive Wongkitrungrueng & Assarut (2020) and builds stronger trust between parties involved in the transaction process. Based on the IPSOS survey (2023), there are 4 largest live streaming commerce in Indonesia, namely Shopee Live, TikTok Live, Lazada Live and Tokopedia Play, with usage rates of 96%, 87%, 71% and 62%, respectively. The dominance of these four platforms is proof that trading activities through live streaming have now become the main strategy to increase customer attraction, loyalty, and engagement in the Indonesian e-commerce ecosystem (Ilhami, 2024). Image 1 shows the comparison between each platform.



**Image 1.** Usage Rates of the Largest Indonesian Live Streaming Commerce

This study refers to the research of Guo et al. (2021). This model explores the effects of trust on customer engagement in online streaming trading. The measurement items were adjusted to previous research. This study uses a five-point Likert Scale, where value (1) means “strongly disagree”, while value (5) means “strongly agree”. Trust in broadcaster (TB) was adopted from the research of Ba & Pavlou (2002), using four items to measure the relationship between customers and broadcasters. The construction of trust in community members (TC) refers to the research of Hsu et al. (2007), using four items to demonstrate the relationship between customers and community members. Trust in the product (TP) was adopted from Wongkitrungrueng & Assarut (2020), measuring the relationship between customers and products in live chat rooms. The construction of fast guanxi (SG) refers to Lin et al. (2018), to show the guanxi between subscribers and broadcasters in the context of live streaming commerce. The customer engagement (CE) scale was adopted and modified from Wongkitrungrueng & Assarut (2020).

Referring to Guo et al. (2021) research, this research was conducted using the research objects of Shopee Live, TikTok Live, Lazada Live and Tokopedia Play in Indonesia. Focusing on the four platforms with the largest users in Indonesia is expected to provide insights into how consumer trust is built and transferred among the various entities that exist in the online streaming commerce ecosystem. This research is novel in integrating three major live streaming commerce platforms in Indonesia and combining Trust Transfer and Swift Guanxi theories into a single analytical model. It contributes academically to digital consumer behavior literature and offers practical guidance for enhancing customer engagement by strengthening trust and fostering rapid interpersonal relationships in dynamic digital environments.

Trust is a driver of customer engagement Liu et al. (2018) and become important factors influencing online behaviors such as purchases and word-of-mouth/WOM. In a community, the opinion of a leader who has public recognition and has characteristics such as expertise, active communication skills, and the ability to give advice plays an important role in shaping customer behavior intentions, including the intention to recommend and follow suggestions (Guo et al., 2021). In a live streaming commerce, broadcasters are opinion leaders who use personality and real-time interaction to convey product information and influence purchasing decisions (Dong & Wang, 2018). Trust in broadcasters increases positive interactions, re-watch intentions, and purchases encourage customers to actively ask questions and interact before buying Wongkitrungrueng & Assarut, (2020), as well as triggering repeat visits and the spread of WOM. For this reason, this study proposes a hypothesis as: H1a: Trust in broadcasters has a positive and significant relationship with customer engagement.

As a community, live chat rooms provide a platform for customers to interact in real-time. A community based on trust allows members to discuss, share information, and experiences related to products so that a harmonious and warm community atmosphere is created. This condition makes customers view the community as a place worthy of being followed and trusted to help with decision-making (Guo et al., 2021). Trust in fellow members encourages active participation in product discussions, helps avoid purchase errors, and speeds up the search for suitable products. A common sense of values, tastes, and opinions will foster togetherness to increase the intention to continue watching and revisiting live chat rooms (Lu et al., 2010). For this reason, this study proposes a hypothesis as: H1b: Trust in community members has a positive and significant relationship with customer engagement.

Uncertainty in online shopping can pose several risks such as receiving counterfeit products, low-quality products or high return costs (Dewi et al., 2017). Live streaming commerce can mitigate those risks through product visuals and real-time interactions. This can increase confidence in the product. This trust fosters positive feelings, increases purchase intent and recommends products to others (Zhao et al., 2019). Customers who trust and understand the product are more likely to help answer other customers' questions. Engaged customers will continue to watch live broadcasts, revisit live chat rooms, and influence others to buy (Zhao et al., 2019).

However, it is important to remember that in live streaming, the social interaction and visual presentation often take the place of the actual product. People might be more interested in these entertainment values than in the product's features. Therefore, this study proposes the following hypothesis: H1c: Trust in products has a positive and significant relationship with customer engagement. According to Lu et al. (2010), trust in fellow members can turn into trust in sellers in social commerce. In live streaming commerce, broadcasters play the role of opinion leaders as well as models and sellers. Community members are generally his followers. Customers who have trust will view the community as a comfortable place and feel part of the community family, and build a sense of belonging (Hu et al., 2017). This trust will make customers confident that other members, especially fellow broadcaster fans, do not mislead them and instead provide useful advice in choosing products (Dholakia et al., 2004). Therefore, this study proposes the following hypothesis: H2a: Trust in broadcasters has a positive and significant relationship with trust in community members.

Based on Trust Transfer Theory, customer trust can move from salespeople to products recommended in social commerce (Jung et al., 2014). In live streaming commerce allocation, broadcasters play the role of "online salesmen" who display products directly and interact in real-time with customers to provide recommendations (Sun et al., 2019). Trust in the broadcaster assures customers that they will not be deceived, the information provided is real and valuable, so that the products displayed are in accordance with their original condition. Additional explanations such as matching clothing, style, and colour analysis help customers understand the product more deeply and imagine its use in real life (Dong et al., 2016). Therefore, the following hypothesis is proposed: H2b: Trust in broadcasters has a positive and significant relationship with trust in products.

Within a brand community, customer trust can shift from community members to brands (Jung et al., 2014; Zhao et al., 2019), especially when customers associate trusted people with the product being discussed. In a live streaming commerce, interacting and sharing experiences between members will build a sense of community and encourage active discussions about products. Similarity of tastes and values also reduces risk perception, thereby increasing trust in products (Guo et al., 2021). Thus, the following hypotheses are proposed: H3: Trust in community members has a positive and significant relationship with trust in products.

In live streaming commerce, trust in the broadcaster as a seller encourages the formation of swift guanxi, which is a fast and harmonious relationship between customers and sellers (Lin et al., 2018). Through real-time interaction, customers can convey their needs and feedback, while broadcasters immediately respond and adjust strategies such as providing discounts or adding products to improve the shopping experience

(Wongkitrungrueng & Assarut, 2020). Thus, the following hypothesis is proposed: H4: Trust in broadcasters has a positive and significant relationship with swift guanxi.

In addition to the visual appeal of broadcasters, the community climate (such as activity levels, credibility, and likeness of members) is an important factor in retaining customers in live chat rooms (Sun et al., 2019). Trust in community members makes customers feel part of the “family”, encouraged to discuss, share concerns, and ask for advice through real-time interactions (Hu et al., 2017; Lin et al., 2018). This trust also increases the belief that sellers will respond to feedback and continuously improve services, thus fostering a perception of reciprocity and a harmonious relationship between customers and sellers (Lu et al., 2010). Thus, the following hypothesis is proposed: H5: Trust in community members has a positive and significant relationship with swift guanxi.

Live streaming commerce allows customers to see product details such as materials, colors, patterns, and combinations in real-time (Cai & Yvette Wohn, 2019). When there is trust in the product, customers are confident that the quality and appearance are as displayed, which will encourage customers to seek further information and additional promotions (Wongkitrungrueng & Assarut, 2020). On the other hand, a lack of trust makes customers doubt the quality of the product and the integrity of the broadcaster, which can lead to disappointment, stop interaction, and even make them leave the live chat room. As a result, the fast and harmonious relationship (swift guanxi) between customers and broadcasters is hampered. Thus, the following hypothesis is proposed: H6: Trust in products has a positive and significant relationship with swift guanxi.

Swift guanxi is an important factor in maintaining good business relationships and consists of three dimensions: mutual understanding, reciprocity, and harmony (Lin et al., 2018). In live streaming commerce, mutual understanding is the basis for customer engagement which makes broadcasters adjust strategies according to customer needs. Reciprocity such as discounts, special prices, and rewards encourage customers to keep watching, return to live chat rooms, and make them the top choice for shopping (Wongkitrungrueng & Assarut, 2020). Harmonious relationships will strengthen participation, loyalty, and word-of-mouth recommendations (Lin et al., 2018). Thus, the following hypothesis is proposed: H7: Swift guanxi has a positive and significant relationship with customer engagement.

## **2. METHOD**

This research is basic research which is research conducted to develop science. This study is causal research that shows a causal relationship between two or more variables. The sample is part of the population in the study that represents the entire population. The population in this study is unknown, so it uses nonprobability sampling. The type of nonprobability sampling used is purposive sampling. Purposive sampling is the selection of samples based on certain predetermined characteristics (Cozby & Bates, 2015; Virantau et al., 2025). Data was obtained from questionnaires shared through google form to respondents. The measurement scale used is the interval scale. The alternative answers given for interval levels are arranged based on a numerical scale. Statements are measured in five scales. A score of 1 indicates strongly disagree with the statement given, while a score of 5 indicates strongly agree with the statement given.

This quantitative study examines the effect of customer trust consisting of trust in broadcaster, trust in community members, and trust in product on swift guanxi and customer engagement in live streaming commerce on Shopee Live, TikTok Live, Lazada Live, and Tokopedia Play in Indonesia. Using purposive sampling, 270 eligible respondents aged at least 17 years, who had watched live streaming at least twice in the past three months and made at least two purchases via live streaming, participated in the study.

The measurement instruments in this study were adapted from previous research: Trust in Broadcaster from the research of Ba & Pavlou (2002), Trust in Community Members from the research of Hsu et al. (2007), Trust in Products from Wongkitrungrueng and Assarut (2020), Swift Guanxi from Lin et al. (2018), and Customer Engagement also from Wongkitrungrueng and Assarut (2020). Validity and reliability tests were conducted on 30 respondents to ensure the clarity, reliability, and validity of the questionnaire content. The data used in this study consist of quantitative data obtained from respondents through an online survey distributed via Google Forms. Data collection was carried out for approximately three months, from August to October 2025. The collected data then were analyzed using SmartPLS version 4 software. Validity and reliability tests were carried out using SPSS software.

**Table 1.** Descriptive data of respondents

Characteristics	Description	Frequency	Percentage
Gender	Man	110	40,7%
	Woman	160	59,3%
	Total	270	100%
Age (years)	17-25	125	46,3%
	26-35	92	34,2%
	36-45	32	10,9%
	> 45	21	7,7%
	Total	270	100%
Level of Education	Senior High School	75	28.8 %
	Diploma	37	12.7%
	Bachelor's Degree	135	50.0%
	Master's Degree	20	7.4%
	Doctoral Degree	3	1.1%
	Total	270	100%
Occupation	Student	90	33,3%
	Government Employee	45	16,7%
	Private Employee	102	37,8%
	Entrepreneur	30	11,1%
	Others	3	1,1%
	Total	270	100%
	Most Used Platform	Shopee Live	100
TikTok Live		150	55.5%
Lazada Live		4	1.5%
Tokopedia Play		16	6.0%
Total		270	100%

Source: Data processing results

### 3. RESULTS AND DISCUSSION

The research data is based on the results of the questionnaire distribution as seen in Table 1. The survey respondents are dominated by Generation Z as the most users of e-commerce live streaming. Meanwhile, the most widely used platforms are Shopee Live and Tik Tok Live.

#### 3.1. Measurement Model (Outer Model)

Table 2 shows the measurement of Convergent Validity to determine whether different methods used to measure the same construct or concept show a strong correlation. The convergent validity of each variable is evaluated through cross-loading. An Outer Loading value is considered valid if it is equal to or greater than 0.6. Also, Table 2 shows that all items associated with the variables in this study are valid because they have values exceeding 0.6. The validity of each variable was further assessed using AVE and Factor Loading values, with all 22 items showing a load above 0.5. The results show that the data meet the requirements for convergent validity.

**Table 2.** Convergent Validity

Variable	AVE	Indicator	Loading Factor	Description
Trust in Broadcasters	0.778	TB1	0.910	Valid
		TB2	0.812	Valid
		TB3	0.880	Valid
		TB4	0.861	Valid
Trust in Community Members	0.776	TC1	0.880	Valid
		TC2	0.881	Valid
		TC3	0.823	Valid
		TC4	0.870	Valid
Trust in Products	0.747	TP1	0.870	Valid
		TP2	0.881	Valid
		TP3	0.901	Valid
Swift Guanxi	0.750	SG1	0.881	Valid
		SG2	0.882	Valid
		SG3	0.882	Valid
Customer Engagement	0.779	CE1	0.861	Valid
		CE2	0.910	Valid
		CE3	0.901	Valid
		CE4	0.931	Valid
		CE5	0.901	Valid
		CE6	0.842	Valid
		CE7	0.844	Valid
		CE8	0.872	Valid

Source: SmartPLS Result 4.0 (2025)

The Fornell-Larcker criterion is used to evaluate the validity of discriminators. The value is considered adequate when the square root of AVE exceeds the correlation with

other constructions in the model. Table 3 shows that all variables have a stronger relationship with their own indicators than with any other construct.

**Table 3.** Results of Average Fornell-Larcker Criterion

Variable	Trust in Broadcasters	Trust in Community Members	Trust in Products	Swift Guanxi	Customer Engagement
Trust in Broadcasters	0.864				
Trust in Community Members	0.681	0.866			
Trust in Products	0.708	0.630	0.883		
Swift Guanxi	0.654	0.721	0.628	0.881	
Customer Engagement	0.730	0.821	0.610	0.769	0.882

Source: SmartPLS Result 4.0 (2025)

### 3.2. Reliability Test

According to Hair et al. (2017), a construct is considered reliable if the values of Cronbach's Alpha (CA) and Composite Reliability (CR) exceed 0.70, while convergent validity is confirmed when the Average Variance Extracted (AVE) value is greater than 0.50. Additionally, individual indicators are deemed valid if their factor loadings are above 0.70 (Hair et al., 2017).

**Table 4.** Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
Trust in Broadcasters	0.888	0.923	0.748
Trust in Community Members	0.889	0.923	0.750
Trust in Products	0.859	0.915	0.780
Swift Guanxi	0.857	0.913	0.777
Customer Engagement	0.960	0.966	0.779

Source: SmartPLS Result 4.0 (2025)

The reliability and validity of the constructs in this study were evaluated using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results of the data processing showed that all variables had an Alpha and Cronbach CR value exceeding 0.7. This demonstrates strong internal consistency and confirms that each construct meets the required reliability standards. An AVE value greater than 0.5 indicates sufficient convergent validity. These findings confirm that all constructions in this study are reliable and valid, and thus suitable for use in subsequent analyses.

### 3.3. R-Square (Inner Model)

The R Square test is used to determine how much the SEM-PLS structural model can explain variable variance or dependent constructions as shown in Table 5. The results in Table 5, R<sup>2</sup> values for trust in community members (0.466), trust in products (0.542), swift guanxi (0.585), and customer engagement (0.766) indicate that each endogenous variable is well explained by its predictors. The first three variables fall into the 'moderate' category,

while Customer Engagement is identified as substantial, indicating strong predictive accuracy of the model.

**Table 5.** R-Square Test

Variable	R-square	R-square adjusted
Trust in Community Members	0.466	0.463
Trust in Products	0.542	0.537
Swift Guanxi	0.585	0.580
Customer Engagement	0.766	0.761

Source: SmartPLS Result 4.0 (2025)

### 3.4. Result of This Study

The hypothesis test in this study uses SmartPLS 4.0 software. The test was performed at a significance level of  $\alpha = 0.05$  ( $p < 0.05$ ). The results of the hypothesis test are summarized in Table 6.

**Table 6.** Hypothesis Test Results

Direct Effect	Path Coefficient	T-Statistics	P-Values	Result
H1a Trust in Broadcasters -> Customer Engagement	0.247	3.396	0.001	Significant
H1b Trust in Community Members -> Customer Engagement	0.463	6.738	0.000	Significant
H1c Trust in Products -> Customer Engagement	-0.048	0.813	0.417	Not Significant
H2a Trust in Broadcasters -> Trust in Community Members	0.683	16.500	0.000	Significant
H2b Trust in Broadcasters -> Trust in Products	0.517	7.199	0.000	Significant
H3 Trust in Community Members -> Trust in Products	0.278	4.158	0.000	Significant
H4 Trust in Broadcasters -> Swift Guanxi	0.206	2.732	0.006	Significant
H5 Trust in Community Members -> Swift Guanxi	0.458	6.932	0.000	Significant
H6 Trust in Products -> Swift Guanxi	0.193	2.741	0.006	Significant
H7 Swift Guanxi -> Customer Engagement	0.304	4.537	0.000	Significant

Source: SmartPLS Result 4.0 (2025)

Trust in broadcasters has a positive and significant effect on customer engagement. As per the findings of Casaló et al., (2020), trust in hosts will increase consumer engagement through authenticity and perceived credibility. Trust also plays a crucial role in strengthening audience engagement, thus being able to encourage more active participation in live streaming activities. Trust also reduces doubt and risk in online transactions. When audiences trust the broadcaster's honesty and competence, they are more actively paying

attention, interacting, and responding to product recommendations. This belief increases cognitive, emotional, and behavioral engagement, thus driving higher engagement during live streaming sessions.

Trust in community members has a positive and significant effect on customer engagement, according to (Zhang & Li, 2022) finding. Trust in online communities strengthens social relationships and encourages activeness in participating. Mutual trust promotes open information sharing and supportive interactions. In the online streaming trade, such trust creates a transparent and collaborative community atmosphere that reinforces ongoing customer engagement. Trust between community members also increases the sense of security and credibility of the information shared, such as reviews, experiences, or product recommendations. When customers trust their fellow viewers, they are more motivated to participate in discussions, ask questions, and respond to comments, so the interaction becomes more active. This trust strengthens social and emotional engagement, which ultimately increases customer engagement during live streaming.

Trust in the product has no significant effect on customer engagement. These findings are in line with Alifa & Roostika (2024), which states that in an online streaming commerce environment, engagement is more influenced by social interaction and real-time dynamics than trust in the product itself. Trust in the product tends to play a role in purchasing decisions, rather than encouraging active participation such as comments, likes, or discussions during a live broadcast. In the context of live streaming, audience attention is more focused on the credibility of the broadcaster and community interaction, so trust in the product does not directly increase engagement rates.

Because most live streaming users are from Generation Z, the trend of “shoppertainment,” which combines selling products with entertainment, is very relevant (Gu et al., 2024). Generation Z often watches live streams as a form of digital entertainment. The host's visual persona and interaction are important for keeping people interested, just like in the live streams of Virtual YouTubers (Hariadi & Budiwaspada, 2023).

Trust in broadcasters positively and significantly affects trust in community members, as explained by Trust Transfer Theory (Zhao et al., 2019), which states that trust can transfer between related entities. In live streaming commerce, broadcasters act as central figures who shape interactions and norms, enabling trust to shift from the host to the viewer community. When viewers perceive broadcasters as credible and trustworthy, they are more likely to view the community as safe and its members as trustworthy, thereby strengthening trust among community members. Also, trust in broadcasters positively and significantly influences trust in products, consistent with Dong et al. (2016), who found that host credibility increases consumer confidence in promoted products. When broadcasters are perceived as honest, competent, and transparent, viewers tend to regard the products they endorse as high-quality and trustworthy. In live streaming contexts, the broadcaster's credibility becomes the primary reference for product evaluation, so higher trust in the broadcaster leads to higher trust in the product.

Trust in the broadcaster has a positive and significant effect on swift guanxi. Xing et al. (2010) stated that friendly and responsive communication from broadcasters can accelerate the formation of a swift guanxi in digital interactions. In online streaming trading, trust in broadcasters can make consumers feel comfortable when engaging with the host. This will foster a sense of closeness and facilitate the rapid development of harmonious relationships. Accordingly, trust in community members has a positive and significant effect

on swift guanxi. Hu et al. (2017) stated that trust among community members fosters a positive social climate and strengthens mutual understanding. In the context of online communities such as e-commerce live streaming, when members trust each other, they are more open, responsive, and feel like they have a common goal, so emotional closeness and mutual understanding can be formed instantly.

Trust in the product has a positive and significant effect on swift guanxi. These findings are in line with Cai & Yvette Wohn (2019) research, which showed that perceived consistency between the products displayed and the quality can strengthen the emotional bond between sellers and buyers. The consistent and trustworthy product quality of consumers contributes to the development of a fast and harmonious mutual relationship during live streaming sessions. This belief accelerates the formation of relational closeness even though the relationship is temporary, thus encouraging the emergence of swift guanxi.

Swift guanxi has a positive and significant effect on customer engagement. These findings are in line with research of Lin et al. (2018) and Wongkitrungrueng & Assarut (2020), which affirmed that quick and harmonious interpersonal relationships foster emotional closeness and active customer participation. In online streaming commerce, this closeness increases consumer engagement with purchasing activities and decisions, as the closeness relationships that are formed quickly create a sense of comfort, emotional attachment, and mutual trust. This makes consumers more motivated to actively participate, such as commenting, sharing, or responding to promotions. This relational closeness increases cognitive, emotional, and behavioral engagement, thereby encouraging higher levels of engagement.

#### **4. CONCLUSION**

This research shows that trust is a key factor in building customer engagement in e-commerce live streaming. Trust in broadcasters and trust in community members has been proven to have a positive and significant effect on customer engagement, while trust in products has no direct effect on engagement. This shows that in the context of interactive and real-time live streaming, customer engagement is more influenced by social and relational factors than by belief in the product itself. The credibility of broadcasters and interactions between community members are the main drivers of active audience participation.

This research also proves the existence of a trust transfer mechanism, where trust in broadcasters increases trust in community members and trust in products, and trust in community members also strengthens trust in products. These three forms of trust also have a positive effect on the formation of swift guanxi, which is a close relationship that is established quickly in digital interaction. Swift guanxi has further been proven to significantly increase customer engagement. Thus, building trust and harmonious relational relationships is an important strategy in increasing customer engagement on e-commerce live streaming.

This study has limitations in the scope of the sample and the context of the study that only reflects the characteristics of specific respondents and platforms, so the generalization of results is still limited. In addition, the quantitative approach with respondents' perception data over a period has not been able to capture the dynamics of changes in trust and engagement in the long term. Since this study highlights that social and interactive

strongly drive engagement more than product-related factors, future research should investigate specific variables that encapsulate the psychological and entertainment aspects of live streaming. To create a more complete model, we should look into topics like Parasocial Interaction, Perceived Hedonic Value, and even how Visual Aesthetics and UI/UX design affect customer engagement.

Further research is suggested to expand the scope of the sample and compare different live streaming platforms to make the results more generalizable. Future studies may also use longitudinal or mixed methods approaches to understand the dynamics of trust formation and swift guanxi in depth. In addition, the addition of other variables such as perceived value, parasocial interaction, or cultural factors can provide a more comprehensive understanding of the factors that affect customer engagement in e-commerce live streaming.

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