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THE EFFECT OF MESSAGE QUALITY AND CREDIBILITY OF SHOPEE LIVE HOST SOURCES ON PURCHASE INTENTION FOR SKINTIFIC SKINCARE PRODUCTS

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ABSTRACT

This study applies the Elaboration Likelihood Model to analyze the influence of message quality and the credibility of Shopee Live Hosts on the purchase interest of Skintific skincare products during Shopee Skintific Official Shop's live streaming sessions. A survey method was employed, gathering responses from 384 participants across Indonesia. Technique analysis used is multiple linear regression. The results suggest that both message quality and source credibility significantly affect consumer attitude change, particularly in terms of purchase interest. Notably, message quality emerges as the dominant factor influencing purchase interest compared to source credibility. These findings imply the importance of enhancing message quality to optimize the effectiveness of Live streaming marketing campaigns. Further research could delve deeper into exploring the specific effects and magnitudes of these influences.

KEY WORDS

Elaboration likelihood model, message quality, source credibility, purchase intention.

In recent years, e-commerce has become a phenomenon that has experienced tremendous growth in Indonesia, with Shopee being one of the leading platforms. Research by Sari & Habib (2023) found that Shopee has become a centre of innovation, improving consumers' online shopping experience by offering customers various exciting new features. In addition, Databoks (2022) noted a significant increase in the number of visitors to Shopee's website, demonstrating the platform's growing popularity. E-commerce has become a popular venue for various brands to promote and sell their products. Shopee is one of the most effective marketing channels for many brands. According to Kangean & Rusdi (2020), Indonesian society has adopted the Shopee application as the primary platform for online transactions, shifting traditional shopping patterns.

The marketing process at Shopee has also undergone changes, especially with the introduction of the live streaming feature. Research by Sari & Habib (2023) indicates that hosts in live streaming events play an important role in selling products to consumers. They not only explain about the product, but also interact directly with the audience, answer questions, and provide additional information that consumers may need.

One example of utilization of live streaming on Shopee is Skintific, a prominent Indonesian skincare brand. The implementation of live streaming enabled Skintific to reach a larger consumer base and enhance the awareness of its products. Hosts in live streaming events play a crucial role in influencing consumer purchasing decisions. They must be capable of capturing the audience's attention and delivering messages in an engaging and persuasive manner.

The application of the Elaboration Likelihood Model (ELM) theory in this context facilitates an understanding of the processes by which consumers obtain information and make purchasing decisions in Shopee live streaming. The ELM theory posits that consumers may process information through two distinct routes: the central route, which involves a more thorough and detailed consideration of information, and the peripheral route, which is influenced by factors such as source credibility.

This study aims to investigate the relationship between the quality of messages and a host's credibility in Shopee live streaming, as well as the effect this has on consumer



purchase intentions. This research will contribute to a deeper knowledge and comprehension of the variables that can assist companies in optimizing their marketing strategies and enhancing the efficiency and efficacy of their live streaming campaigns. Consequently, this research will provide both marketing practitioners and academic researchers with valuable insights and make an important contribution to the existing body of knowledge on this subject.

METHODS OF RESEARCH

This research applies a quantitative approach and focused on the examination of relationships between variables with an objective to ascertain the nature of causal relations. This study defines the independent variables as message quality, which consists of informative messages, suitability of benefits, and taglines, as well as source credibility, which consists of attractiveness, expertise, and level of trust. The dependent variable, which is the focus of investigation in this study, is purchase intention, which is defined as the act of investigation, consideration, and purchase.

A Likert scale of 1-5 was employed as a measurement instrument in the questionnaire. The scale comprises five options, ranging from the most positive to the most negative. The population of this study includes all individuals who watch Skintific cosmetic Shopee Live, whether they are followers or not. Since the population size is unknown, a minimum sample of 384 respondents was determined, with a margin of error tolerance of 5%.

The study's sampling criteria includes active Shopee users and those who have viewed the Shopee Skintific live stream on the Skintific Official Shop. The online survey will be conducted through an identification process. Those who meet the criteria will be asked to become respondents through a questionnaire link sent via direct messages (DMs) or comments on social media. This process ensures that the selected sample meets the set criteria and can represent the relevant population of this study.

All instruments utilized in this study have undergone comprehensive testing to ensure their validity and reliability. A critical point of 0.514 was achieved in the validity test, conducted by distributing the instrument to 15 respondents outside the target population. The results are all above the established threshold and have been demonstrated to be valid. The reliability test yielded results indicating that all statements were reliable, with a critical point of 0.6 and all statements above the critical point.

This study employs the use of multiple linear regression analysis, a data analysis technique. Nevertheless, before the regression test is conducted, a classical assumption test must first be carried out, which consists of a multicollinearity test and a heteroscedasticity test. Following the assumption test, regression analysis is conducted, comprising the correlation coefficient, coefficient of determination, and hypothesis testing.

RESULTS AND DISCUSSION

The Skintific Official Shop live streaming event on the Shopee e-commerce platform is a product promotion activity conducted via live streaming on Skintific's official account on Shopee, which is registered as an Official Shop on Shopee Mall. This live streaming event is hosted by a host who serves as a source of messages to promote products. The live streaming process is conducted on a daily basis at a specific time, typically at prime time, commencing at 19:00 (Shopee, 2023). Viewers are afforded the opportunity to engage directly with the host through the comment section, which enables questions to be answered promptly and facilitates a two-way interaction, thereby enhancing audience engagement. The individuals who facilitate live streaming events are employees of Skintific, a company within the live streaming marketing division. They are not influencers or celebrities, and therefore, the promotion of products does not depend on the presence of celebrities. The messages conveyed during live streams include promotions, discounts, product benefits, and responses to audience questions related to the product. This makes live streaming an attractive promotional method with direct interaction, providing more personalized entertainment and



educational value to the audience.

The characteristics of the research respondents are predominantly female (87.8%), with the largest age group between 26-30 years old (42.2%), and a high school/equivalent education level (65.6%). The majority of respondents (29%) indicated that they are employed in the private sector, with the majority of their income (20.6%) between Rp 2.500.000 and Rp 5.000.000. Additionally, the majority of respondents reside in the city of Jakarta (16.6%). The data indicates that Skintific skincare products promoted on Shopee Live are more appealing to women in the 26-to-30 years old, with at least a high school education, employed as a private employee, and with an income of approximately 2.5 to 5 million rupiahs per month, and residing in Jakarta. The aforementioned data can be employed in order to develop more efficacious marketing strategies, which are tailored to the specific demographic profile of the brand's target consumer.

Table 1 – A Descriptive Analysis of Message Quality

Statement	Minimum Value	Maximum Value	Average
Upon employing deep thinking, I am of the conviction that Skintific's promotional messages on Shopee Live furnish me with novel insights pertaining to my facial skin concerns.	1	5	4,6
When engaged in deep reflection, it is my perception that the messages disseminated through the Skintific Shopee Live initiative offer solutions to a multitude of facial skin concerns.	1	5	4,5
Upon engaging in deep reflection, I have discerned that the benefits I anticipate receiving are comparable to those delivered by the host of a live streaming event.	1	5	4,5
In my experience, when I engage deeply with a product, I find the message conveyed by the Shopee Live Host to be an accurate representation of the product's benefits. This is consistent with the experience I would expect when using the product, based on my previous knowledge and expectations.	1	5	4,5
Upon reflection, I have come to perceive that the tagline "We Repair Your Skin Barrier" expressed by the Shopee Live Host resonates with me deeply. This realization has led me to conclude that the product in question is indeed a solution to the facial skin problems that I have been seeking.	1	5	4,6
The Shopee Live Skintific host's assertion, "We Repair Your Skin Barrier," prompted a deep contemplation that elucidated the potential to rectify my facial skin concerns.	1	5	4,6

Source: Primary Data.

Table 2 – A Descriptive Analysis of Source Credibility Variables

Statement	Minimum Value	Maximum Value	Average
The appeal of the Shopee Live Skintific Host is amplified when the viewer engages in deep thinking, as this enhances their ability to comprehend and trust the information presented during a live stream.	1	5	4
In the absence of a process of profound contemplation, the healthy skin displayed by the host of Shopee Live Skintific prompts me to assent to and consider the products on offer.	1	5	4
In the absence of deep reflection, it is evident that the Shopee Live Skintific Host exhibits a comprehensive understanding of skincare principles during live streaming sessions.	1	5	4
When one fails to engage in deep thinking, it can lead to the erroneous conclusion that Shopee Live Skintific hosts are well-versed in the intricacies of the skincare sector and thus, more trustworthy than they otherwise would be.	1	5	4,1
When I refrain from engaging in deep reflection, I perceive that the Shopee Live Skintific hosts are consistently forthcoming in their communications and disclosures regarding products originating from Skintific during live streaming events.	1	5	4,1
When I do not engage in deep thinking, I perceive Skintific's Shopee Live hosts to be reliable sources of information about Skintific's products.	1	5	4,22

Source: Primary Data.

The first variable, which is defined as the message quality, has three indicators: the informative nature of the message, the suitability of the benefits being offered, and the suitability of the tagline. These indicators are further divided into six distinct statements. The analysis revealed that the statements with the highest mean score (4.6) pertained to the provision of new information about the product, the promotion of awareness of skin solutions, and the demonstration of an understanding of skin improvements. Additionally, other



statements received high ratings (4.5 on average) regarding solutions to skin problems and awareness of the solutions presented. This demonstrates that viewers of Shopee Live Skintific are able to analyze messages in depth, with the quality of these messages playing a crucial role in their attention. In particular, the informative message and tagline were identified as crucial elements that were emphasized. Consequently, it is imperative to consistently enhance the quality of messages conveyed in live streaming to ensure the continued interest and engagement of the audience.

The credibility of the Shopee Skintific Official Shop live stream was assessed based on three indicators: attractiveness, expertise, and trustworthiness. These indicators were evaluated using a total of six statements. The results of the analysis indicate that the statement with the highest mean score (4.22) is about respondents' trust in the information conveyed by the host, followed by the statement about the host relevant expertise in skincare (mean 4.1). The data indicated that the host attractive appearance and healthy skin (average of 4) also influenced respondents' trust. The majority of respondents, with a particularly high proportion of women (87.8%) holding a positive view, demonstrated a high level of confidence in the host expertise and trustworthiness. Trust in the host is crucial in shaping the credibility of the source. Through this trust, the host can influence the audience's perception of the information conveyed in the Shopee live streaming.

Table 3 – A Descriptive Analysis of Purchase Intention Variables

Statement	Minimum Value	Maximum Value	Average
Prior to making a purchase, I frequently seek additional information and reviews pertaining to Skintific skincare products.	1	5	4,7
I feel that I need to do more investigation before purchasing Skintific skincare products.	1	5	4,4
I often consider factors such as price, quality and personal preference before deciding to buy Skintific skincare.	1	5	4,5
I feel that price, quality and my personal preferences influence my decision to purchase Skintific skincare products.	1	5	4,5
I plan to purchase Skintific products after doing some investigation and consideration about the product.	1	5	4,5
I feel that my intention to buy can influence my real actions in making Skintific skincare purchase transactions.	1	5	4,6

Purchase intention in this study can be explained through three indicators: investigation, consideration, and purchase. The statement regarding the seeking of additional information prior to the purchase had the highest score (4.7), followed by the statement regarding the influence of purchase intention on actual action (4.6). Moreover, the mean scores for factors such as price, quality, and personal preference, as well as purchase planning after investigation, were found to be similar (4.5). The data indicates that respondents tend to conduct in-depth investigations before forming purchase intentions following the viewing of the Skintific Official Shop live stream on Shopee. Nevertheless, the purchase stage merely reflects alterations in attitude, rather than behavior. This indicates that audiences will contemplate specific factors prior to making a decision to purchase Skintific skincare products.

Subsequently, the classic assumption test revealed that all variables meet the criteria. In the multicollinearity test, the message quality and source credibility variables were found to have a tolerance value greater than 0.1, thus passing the assumption test. In the heteroscedasticity test, the assumption test was passed with a significance value above 0.05 for both variables, namely message quality and source credibility. This indicates that there are no indications of multicollinearity or heteroscedasticity in these two variables.

The correlation coefficient is employed to evaluate the strength of the relationship between message quality and source credibility, along with their impact on purchase intention. The correlation coefficient obtained was 0.563. This figure falls within the range of 0.40 to 0.599, indicating that the relationship between message quality (X1) and source credibility (X2) with purchase intention (Y) is classified as moderate. Consequently, the strength of the relationship between these variables can be considered to be significant.



Table 4 – Correlation Coefficient and Determination Coefficient Test

Model	R	R Square
1	0,563	0,317

In summary, the coefficient of determination is 31.7%, indicating that the combined influence of message quality (X1) and source credibility (X2) on purchase intention (Y) in Shopee Skintific live streaming is 31.7%. The remaining 68.3% of the audience's purchase intention can be attributed to other factors or variables that were not observed in this study. Subsequently, it was determined that the message quality variable (X1) contributed 27% to the variability of purchase intention (Y), while source credibility (X2) had an impact of 4.7%. Consequently, it can be posited that message quality exerts a more pronounced influence on purchase intention than source credibility. It can be proposed that the audience's purchase intention when watching Shopee Live Skintific Official Shop is influenced by 27% by message quality and 4.7% by source credibility. The remaining 68.3% may be influenced by other factors not examined in this research framework.

Table 5 – Hypothesis Test

Variable	t	Significant
Message Quality	9,569	0,000
Source Credibility	2,328	0,000

The hypothesis that message quality affects purchase intention (X1) was tested, and the resulting t value was found to be 9.569, with a significance level of 0.000. Given that the significance value is less than the 0.05 threshold and the calculated t value exceeds the t table value (1.96), it can be concluded that the message quality variable exerts a significant influence on purchase intention. Consequently, the alternative hypothesis can be accepted, indicating that message quality has a significant impact on purchase intention. In testing the source credibility hypothesis (X2), the t value is 2.328 with a significance of 0.020. A significance value that is smaller than the 0.05 threshold and a t count that exceeds the t table value (1.96) indicates that the source credibility variable has a significant influence on purchase intention. Consequently, the alternative hypothesis can also be accepted, indicating that source credibility has a significant impact on the level of purchase intention.

The results of the data analysis indicate that message quality and source credibility exert a significant influence on purchase intention, with a coefficient of determination of 31.7%. The quality of the message, including the informative value and persuasive power of taglines, and the credibility of the source, including physical attractiveness and trustworthiness, contribute to changes in the attitudes of the audience. The results of the coefficient of determination test indicate that message quality exerts a greater influence (27%) on purchase intention than source credibility (4.7%). This indicates that the message delivered has a dominant role in influencing purchase intention, followed by the factor of source credibility. This finding is consistent with previous research which demonstrates that message quality acts as a central route of influence, whereas source credibility acts as a peripheral route of influence, in influencing changes in audience attitudes. This finding aligns with that of Sang et al. (2023), which demonstrated that both message quality and source credibility influence audience attitudes when watching live streaming.

The results of hypothesis testing indicate that message quality significantly affects audience purchase intention when watching Shopee Live Skintific Official Shop, with a 27% contribution to attitude change. Furthermore, this finding corroborates previous research by Ginting (2020) and Xu and Warkentin (2020) which posited that message quality, particularly in the form of informative messages, the appropriateness of benefits, and taglines, plays an important role in influencing audience attitudes. The respondents' level of education, which was predominantly high school or equivalent and tertiary, also influenced the thought process and attitude change, in line with the findings by Perbawaningsih (2012). Furthermore, the most influential aspects of message quality were identified as taglines and informative messages, which significantly influenced audience perceptions and purchase



intention, in accordance with research by Moradi and Zihagh (2022).

In conclusion, the quality of messages on the Shopee Live Skintific Official Shop has a significant impact on the audience's intention to purchase, in accordance with the research hypothesis. The findings underscore the significance of informative messages, the suitability of benefits, and the formulation of taglines that align with consumer needs in enhancing the likelihood of purchasing Skintific skincare products. These findings provide a basis for further research on the impact of message quality in e-commerce platforms on consumer behavior, with a particular focus on the aspects that need to be considered to influence changes in audience attitudes when watching live streaming.

The variable measuring source credibility on the Shopee Live Skintific Official Shop has been demonstrated to exert a considerable influence on audience purchase intention, with a contribution of 4.7% to attitude change. This finding indicates that audiences are susceptible to being influenced by source credibility, particularly in relation to factors such as attractiveness, expertise, and trustworthiness. This finding is consistent with previous research by Ahmed et al. (2016) and Sertoglu et al. (2014). Although the majority of respondents have a high school diploma or equivalent to higher education, this does not diminish the influence of source credibility on audience buying interest. This finding aligns with the conclusions of Yang and Lee (2023) that peripheral routes can also influence attitude change.

In conclusion, source credibility on Shopee Live Skintific Official Shop significantly influences audience purchase intention, in accordance with the research hypothesis. This finding provides important insights into the role of source credibility in influencing consumer behavior when watching live streaming. These results can serve as a basis for further research on the effect of source credibility in e-commerce platforms on product purchase intention, emphasizing the importance of trust in the message source to influence audience attitude change.

This study examines the impact of message quality as a primary factor and source credibility as a secondary factor on attitude change, particularly purchase intention, among audiences viewing Shopee Live Skintific Official Shop. The findings indicate that message quality exerts a more pronounced influence than source credibility on audiences' purchase intention. Nevertheless, both variables significantly influenced purchase intention, with message quality being the dominant variable. This research offers insights into the influence of demographic characteristics, such as education level, on audiences' perceptions of the messages delivered, which in turn influence purchase intention.

The findings indicate that message quality, particularly in the form of persuasive taglines and information that offers solutions plays a pivotal role in influencing audience attitude change. Although message quality is more dominant, source credibility, especially in terms of trustworthiness, also has a significant impact. These findings are consistent with previous research and provide a basis for the development of more effective marketing strategies on live streaming platforms.

Furthermore, the study demonstrated that external factors, such as discounts and consumer trust, also influenced audiences' purchase intention. The respondents' level of education also affects their perception of the message. Those with higher levels of education tend to provide more favorable assessments of the message quality and source credibility.

In conclusion, this research offers valuable insights into the demographic distribution patterns of the target market and the dynamics of changing consumer attitudes in the live streaming era. The findings can serve as a basis for the development of more targeted marketing strategies, taking into account the influence of message quality and source credibility as well as the demographic characteristics of the target market.

CONCLUSION

In conclusion, the research findings suggest that message quality is a significant factor for streamers when implementing promotions. It is essential that streamers are able to package messages in a valid, rational, and beneficial manner, without resorting to



exaggerated claims. Consequently, individuals with higher levels of education are more likely to be influenced by messages that are of high quality, regardless of the credibility of the source. Consequently, the communicator plays a pivotal role in influencing the audience's purchasing interest when watching Shopee Live promotional activities through the strategic packaging of informative messages, the suitability of product benefits, and the tagline conveyed.

The research findings indicate that audiences tend to process messages along distinct pathways, either through central or peripheral routes. Nevertheless, the central route is the most prevalent pathway for message processing. Upon exposure to a message, both the central route and the peripheral route will undergo a process of investigation, consideration, and a change in attitude, manifested as purchase intention. In contrast to the peripheral route, the central route places a greater emphasis on the quality of the message, including taglines, informative messages, and the suitability of benefits. This contrasts with the peripheral route, which primarily considers the credibility of the source in terms of attractiveness, expertise, and trustworthiness. Consequently, it is imperative for marketers to comprehend the intricacies of consumer behavior in the digital age to effectively design strategies for campaign success.

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