

Original Article

# The Mediating Role of Brand Trust on the Effect of Live Streaming and Customer Reviews on Purchase Decision of Glad2Glow Skincare among Generation Z in Ternate City

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Received Date: 07 February 2026

Revised Date: 26 February 2026

Accepted Date: 02 March 2026

Published Date: 04 March 2026

**Abstract:** This research aims to analyze the effect of live streaming and customer reviews on the purchase decisions of glass two-glow skin care products through brand trust for Generation Z consumers in Ternate City. Using the Stimulus-Organism-Response (SOR) framework, Schorr et al. Show how digital marketing stimuli interact with consumers' internal psychological states in a way that influences their purchasing behavior. This study uses a survey method with 127 respondents selected through purposive sampling in the quantitative research design. We analyze the data using PLS-SEM. The results reveal that live streaming does not have a direct significant effect on purchase decisions, whereas customer reviews positively and significantly influence purchasing decisions. Both live streaming and customer reviews significantly contribute to the development of brand trust. However, brand trust does not mediate the relationship between live streaming and purchase decisions, but it significantly mediates the effect of customer reviews on purchase decisions. These findings emphasize the strategic role of brand trust in strengthening the effectiveness of digital engagement, particularly through credible online reviews. The study offers practical insights for local skincare brands in designing digital marketing strategies to enhance consumer confidence and improve competitive performance.

**Keywords:** Live Streaming, Customer Review, Brand Trust, Purchase Decision.

## I. INTRODUCTION

The advancement of digital platforms has significantly reshaped contemporary marketing practices, particularly within the skincare and beauty sector. One of the most prominent developments is live streaming commerce, which enables direct, real-time communication between sellers and potential buyers. In Indonesia, this approach has experienced rapid growth, especially among Generation Z consumers who are highly engaged with social media and online, a critical informational resource that shapes consumer perceptions and influences buying behavior.

Glad2Glow, a local skincare brand experiencing steady market growth, actively employs live streaming sessions and online customer reviews as part of its promotional strategy. Despite increased visibility and audience interaction generated through these digital tools, consumer engagement does not automatically result in actual purchasing decisions. Online purchasing involves uncertainty and transactions. Therefore, brand trust becomes a fundamental factor in reducing perceived risk and strengthening purchase confidence.

This research adopts the Stimulus-Organism-Response (SOR) framework to explain how external digital stimuli, such as live streaming and customer reviews, affect consumers' internal evaluations, particularly trust toward the brand, which ultimately influences their purchasing decisions. Previous studies have shown inconsistent results on the direct influence of digital marketing activities on purchase decision, but little focus has been placed on whether Gen Z consumers' trust in brand mediates between this relationship, in addition to other variables such as live streaming and customer reviews that might affect their purchasing decisions for Glad2Glow skincare products among the Gen Z population in Ternate City.

## II. LITERATURE REVIEW

The transformation of digital technology has reshaped the way companies design and implement marketing strategies, particularly in the skincare industry. Digital platforms enable brands to communicate directly with consumers and influence their decision-making processes. To understand this mechanism. The Stimulus-Organism-Response (SOR) theory is frequently used as a conceptual foundation. This theory explains that external stimuli affect individuals' internal psychological conditions, which subsequently generate behavioral responses. In online marketing contexts, live streaming activities and customer reviews can be classified as external stimuli, while brand trust represents the internal state that may lead to purchase decisions.

Live streaming commerce has developed as an interactive promotional medium that facilitates real-time engagement between sellers and audiences. Through live product demonstrations, question-and-answer sessions, and immediate interaction,



consumers gain more comprehensive product information. This interactive environment may reduce uncertainty and enhance confidence in evaluating products. Nevertheless, the influence of live streaming on purchasing decisions may differ depending on consumer perceptions and levels of engagement.

Customer reviews also play a significant role in shaping online consumer behavior as a form of electronic word-of-mouth and experiences shared by previous buyers. These reviews are a reference for prospective customers in evaluating the standard of goods and reliability. Praise can reinforce positive impressions, while bad news might cause hesitancy. Harbingers of such evaluations, customer reviews are thus one of the key factors affecting consumers' evaluation processes.

Brand trust is crucial in online purchase instances where physical inspection of the product is not possible. It is the consumers' perception of a brand's trustworthiness, integrity and ability to provide promised value. Trust is the foundation of any successful relationship and instils confidence and assurance in consumers.

Purchase decision, which is when a product is selected from many alternatives. In digital contexts, this choice is determined not only by product details but also by psychological factors like trust and perceived credibility. Thus, from the SOR perspective, live streaming and customer reviews are likely to influence purchase decisions in a direct way, explaining the indirect role of brand trust between live streaming, customer reviews, and purchase decisions among Generation Z consumers.

- H1: Live streaming has a positive effect on purchase decision.
- H2: Customer Review has a positive effect on purchase decision.
- H3: Live Streaming has a positive effect on brand trust.
- H4: Customer Review has a positive effect on brand trust.
- H5 :Brand Trust has a positive effect on purchase decision.
- H6 : Brand Trust mediates the relationship between live streaming and purchase decision.
- H7 : Brand Trust mediates the relationship between customer reviews and purchase decisions.

### III. RESULTS AND DISCUSSION

#### A) Results and discussion

This study involved 127 respondents who had previously watched live streaming sessions and read customer reviews related to the skincare product. All participants confirmed exposure to both forms of digital marketing, ensuring that the sample was relevant for examining their influence on purchase decisions.

The demographic profile indicates that female respondents dominate the sample (78,74%), while male respondents account for 21,26%. This distribution reflects the typical consumer base of skincare products, where women generally represent the primary market segment. In terms of age, the overwhelming majority of respondents (97.64%) are between 18-26 years old, suggesting that the sample consists mainly of young, digitally connected consumers who are highly exposed to social media marketing strategies. Occupational data show a diverse distribution, with civil servants/military/police (27.56%) forming the largest group, followed by freelancers (23.62%) and employees of state-owned enterprises (19.69%). This variation indicates that respondents come from different professional backgrounds, increasing the generalizability of the findings within the local context.

Regarding monthly skincare expenditure, most respondents (39.37%) reported spending between Rp. 500,000 and Rp 1,499,000, reflecting active consumption behavior rather than occasional purchasing. Geographically, respondents are spread across multiple districts in Ternate City, with the largest proportion residing in areas that represent active skincare consumers who are relevant for evaluating the impact of live streaming and customer reviews on purchasing decisions.

**Table 1: Demographic Characteristics and Skincare Consumption Profile of Respondents**

| Characteristics   | Category       | Frequency | Percentage (%) |
|---|----------------|-----------|----------------|
| Pernah menonton siara langsung serta membaca ulasan pelanggan | Ya             | 100       | 100%           |
|   | Tidak          | 0         | 0              |
| TOTAL   |                | 100%      |                |
| Jenis produk yang digunakan                                   | Moizturizer    | 60        | 47,24%         |
|   | Fasial wash    | 30        | 23,62%         |
|   | Fasial clenser | 15        | 11,81%         |
|   | Clay mask      | 11        | 8,66%          |
|   | Toner          | 11        | 8,66%          |
|   | Serum          | 11        | 8,66%          |
| TOTAL   |                | 100%      |                |
| Jenis Kelamin   | Pria           | 27        | 21,26%         |
|   | Wanita         | 100       | 78,74%         |
| TOTAL   |                | 127       | 100%           |

|  |                               |     |        |
|--|-------------------------------|-----|--------|
| Usia   | 13-17 Tahun                   | 3   | 2,36%  |
|  | 18-26 Tahun                   | 124 | 97,64% |
| TOTAL  |                               | 127 | 100%   |
| Pekerjaan                                    | Pegawai Swasta                | 20  | 15,75% |
|  | Pegawai BUMN                  | 25  | 19,69% |
|  | PNS/TNI/POLRI                 | 35  | 27,56% |
|  | Freelancer/Pekerja lepas      | 30  | 23,62% |
|  | Mahasiswa                     | 17  | 13,39% |
| TOTAL  |                               | 127 | 100%   |
| Pengeluaran rata-rata belanja/bulan skincare | Rp. 500.000.- Rp. 1.499.000   | 50  | 39,37% |
|  | Rp.1.500.000.- Rp. 2.499.000  | 20  | 15,75% |
|  | Rp. 2.500.000.- Rp.3.499.000  | 10  | 7,87%  |
|  | Rp. 3.500.000.- Rp. 4.499.000 | 30  | 23,62% |
|  | > Lebih Rp.5.000.000.         | 17  | 13,39% |
| TOTAL  |                               | 127 | 100%   |
| Domisili                                     | Ternate utara                 | 20  | 15,75% |
|  | Ternate Selatan               | 30  | 23,62% |
|  | Ternate Tengah                | 40  | 31,50% |
|  | Pulau Ternate                 | 25  | 19,69% |
|  | Ternate Barat                 | 1   | 0,79%  |
|  | Moti                          | 1   | 0,79%  |
|  | Pulau batang Dua              | 5   | 3,94%  |
|  | Hiri                          | 5   | 3,94%  |
| TOTAL  |                               | 127 | 100%   |

Sumber: Data diolah 2025

**Table 2. Reliability and Convergent Validity Assessment of the Measurement Model**

|                       | Cronbach's alpha | Composite reliability (rho a) | Composite reliability (rho c) | Average variance extracted (AVE) |
|-----------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
| Live streaming (X1)   | 0.835            | 0.851                         | 0.883                         | 0.602                            |
| Customer review (X2)  | 0.917            | 0.927                         | 0.938                         | 0.750                            |
| Brand trust (Z)       | 0.922            | 0.923                         | 0.942                         | 0.764                            |
| Purchase decision (Y) | 0.859            | 0.861                         | 0.899                         | 0.640                            |

The measurement model was assessed to ensure that the construct used in this study meets the required standards of reliability and validity. Reliability was examined using Cronbach's Alpha and Composite Reliability (CR), while convergent validity was evaluated using Average Variance Extracted (AVE)

The results demonstrate that all constructs exceed the minimum reliability threshold of 0,70. Live streaming shows a Cronbach's Alpha value of 0,935, indicating strong internal consistency among its indicators. Customer Review and Brand Trust exhibit even higher reliability levels (0.917 and 0.922, respectively), suggesting that the measurement items consistently capture their respective constructs. Purchase decision also meets the acceptable reliability criteria with a value of 0,859.

In terms of convergent validity, all AVE values exceed the recommended benchmark of 0,50, ranging from 0,602 to 0,764. This indicates that each construct explains validity. Taken together, these results demonstrate that the measurement model is statistically sound and suitable for further structural analysis.

**Table 3: Structural Model Path Coefficients and Hypothesis Testing Results**

|   | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|---|---------------------|-----------------|----------------------------|------------------------|----------|
| Live streaming (X1) -> purchase decision(Y) | 0.074               | 0.076           | 0.063                      | 1.164                  | 0.244    |
| Customer review(X2) -> purchase decision(Y) | 0.410               | 0.408           | 0.073                      | 5.609                  | 0.000    |
| Live streaming(X1) -> brand trust (Z)       | 0.111               | 0.115           | 0.055                      | 2.008                  | 0.045    |

|  |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|
| Costumer review (X2) -> Brand trust (Z)  | 0.625 | 0.629 | 0.073 | 8.552 | 0.000 |
| Brand trust (Z) -> Purchase decision (Y) | 0.451 | 0.449 | 0.079 | 5.707 | 0.000 |

Source: Processed data (2025)

The structural model was evaluated through bootstrapping procedures to assess the significance and strength of the proposed relationship. The findings reveal a differentiated effect among the independent variables.

Customers' reviews have a positive and statistically significant effect on purchase decision ( $\beta = 0,410$ ,  $t = 5.609$ ,  $p < 0.001$ ). This suggests that consumer-generated evaluations play a decisive role in influencing buying behavior. When potential buyers encounter credible and informative reviews, their confidence in the product increases, leading to stronger purchase decisions.

In contrast, live streaming does not demonstrate a significant direct effect on purchase decision ( $\beta = 0,074$ ,  $t = -1,164$ ,  $p = 0,244$ ). This indicates that interactive promotional exposure alone may not be sufficient to directly trigger purchasing behavior. Although live streaming enhances visibility, its immediate persuasive impact appears limited.

However, both live streaming ( $\beta = 0,111$ ,  $p = 0,045$  and customer review ( $\beta = 0,625$ ,  $p < 0,001$ ) significantly influence brand trust. Notably, customer reviews exhibit a substantially stronger effect, indicating that peer feedback contributes more significantly to trust formation than promotional interaction. Furthermore, Brand Trust significantly affects purchase decision ( $\beta = 0,451$ ,  $p < 0,001$ ). Confirming that trust functions as a critical determinant in consumer decision-making processes.

**Tabel 4: Coefficient of Determination (R<sup>2</sup>) for Endogenous Variables**

|                       | R-square | R-square adjusted |
|-----------------------|----------|-------------------|
| Brand trust (Z)       | 0.432    | 0.423             |
| Purchase decision (Y) | 0.646    | 0.637             |

Sumber: Data diolah

The R<sup>2</sup> Value for brand trust is 0,432, meaning that 43.2 % of the variance in brand trust is explained by live streaming and customer review. This indicates moderate explanatory strength, suggesting that while these variables play an important role, other factors may also contribute to trust formation.

Meanwhile, the R<sup>2</sup> Value for purchase decision is 0,646m, demonstrating that 64,6% of the variance in purchasing behavior is explained by live streaming, Customer review, and Brand Trust. This relatively high value indicates substantial predictive capability and confirms that the proposed model effectively explains consumer purchasing behavior within the studied context.

**Tabel 5: Indirect Effect (Mediation) Analysis Results**

|  | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Live streaming (X1) -> Brand trust (Z) -> Purchase decision (Y)  | 0.050               | 0.052           | 0.028                      | 1.791                    | 0.073    |
| Costumer review (X2) -> Brand trust (Z) -> Purchase decision (Y) | 0.282               | 0.282           | 0.057                      | 4.933                    | 0.000    |

Source: Processed data (2025)

The mediation analysis was conducted to determine whether Brand Trust serves as an intermediary mechanism between digital marketing activities and purchase decisions.

The indirect effect of live streaming on purchase decision through brand trust is not statistically significant ( $\beta = 0,050$ ,  $p = 0,073$ ). This suggests that although live streaming contributes to trust development, the magnitude of its influence is insufficient to significantly impact the final purchase decision through mediation.

Conversely, the indirect effect of Customer Review on purchase decision through brand trust is significant ( $\beta = 0,282$ ,  $p < 0,001$ ). This finding indicates that customer reviews influence purchasing behavior not only directly but also indirectly by strengthening brand trust. The presence of partial mediation confirms that trust acts as a reinforcing mechanism that amplifies the persuasive impact on customer-generated content.

#### IV. CONCLUSION

This study aimed to examine the role of live streaming and customer reviews in shaping purchasing decisions, using brand trust as a mediating variable. The findings show that customer reviews have a positive and statistically significant effect on purchasing decisions. In contrast, live streaming does not demonstrate a direct significant influence over purchasing behavior. However, both customer live streaming ads and reviews positively impact the formation of brand trust, with customer reviews having a more significant strength.

Brand trust also has a significant impact on purchase decisions, according to the analysis, underscoring the crucial role that brand plays in driving consumer behavior. Findings show that brand trust partially mediates the effects of customer reviews on purchase decisions, while its mediating role in the live streaming to purchase decision link is not statistically significant.

In general, these findings highlight the potential role of credible customer-generated content served as a stimulus to building trust and driving purchase decisions. Notably, from a practitioner perspective, the study imparts practical implications by underscoring customer responsiveness-enhancing solutions and especially the role of consumer trust-building mechanisms, which practitioners should prioritize.

#### Interest Conflicts

The author affirms that there are no conflicts of interest associated with the publication of this study.

#### Funding Statement

This study was conducted without financial support from any public, private, or non-profit funding organizations.

#### Acknowledgments

The author sincerely appreciates the guidance and support provided by the research supervisor through the completion of this study. Gratitude is also extended to all respondents who willingly participated and contributed valuable data to this research.

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