The Influence of E-Commerce Live Streaming on Purchase Interest in Muslim Fashion Products in Indonesia with Perceived Risk as an Intervening Variable

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Abstract: The purpose of this study is to analyze the effect of e-commerce live streaming on purchase interest in Muslim fashion products in Indonesia with perceived risk as an intervening variable. This research method is a quantitative method. This study used primary data. The population of this study is the audience of e-commerce live streaming throughout Indonesia. The sample size of this study was 150 respondents. The sampling technique used is purposive sampling. The method of collecting this research data is a questionnaire. The analysis technique used is Partial Least Square (PLS) with a calculation process using the SmartPLS 3.0 software program. The result of this study is that E-commerce Live Streaming has a significant positive effect on Purchase Interest. E-commerce Live Streaming has a significant positive effect on Perceived Risk. Perceived Risk has a significant positive effect on Purchase Interest.

Keywords: Live Streaming E-commerce, Minat Pembelian, Perceived Risk

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Introduction

In this era of globalization, technological developments are increasingly sophisticated and growing rapidly. One example of the development of information and communication technology at this time is the internet. The ease of utilizing the internet has an impact on various aspects of life, one of which is the human lifestyle.1

With the ongoing technological advancements in Indonesia, it's not surprising that many people leverage them to fulfill their daily activities. According to Euromonitor, online sales in Indonesia have reached $1.1 billion USD since 2014. Additionally, based on data from the Central Statistics Agency (BPS), the e-commerce sector in Indonesia has grown by 17% in the last 10 years. The total number of e-commerce companies has reached 26.2 million units. Moreover, in 2018, e-commerce in Indonesia recorded significant growth and is expected to continue expanding, driven by the increasing number of entrepreneurs and micro, small, and medium enterprises (MSMEs) in the country.2

The development of information and communication technology has transformed people's shopping habits, with one emerging trend being e-commerce live streaming. In this phenomenon, sellers livestream to showcase and sell products through digital platforms. 3 In Indonesia, the Muslim fashion industry has witnessed remarkable growth in recent years. According to data from the Indonesian Ministry of Industry, the export value of Muslim clothing reached USD 13.4 billion in 2020, marking a 15.9% increase compared to the previous year. Given this context, it becomes imperative to examine the impact of e-commerce live streaming on consumer interest in purchasing Muslim fashion products in Indonesia. Additionally, perceived risk, encompassing factors such as online transaction security, product quality, and trust in sellers, may also influence purchase intent. Therefore, this study aims to explore the relationship between e-commerce live streaming, perceived risk, and purchase interest in Muslim fashion products within the Indonesian market.

In recent years, e-commerce live streaming has emerged as a powerful new mode of e-commerce. This platform offers consumers real-time, multidimensional product demonstrations through multimedia presentations, fostering authenticity, visualization, and interactivity in the online shopping experience. 4 As we know, e-commerce live streaming employs various communication symbols such as text, images, and voice to convey information. Real-time interaction stands out as one of its prominent features. 5

The integration of Live Streaming

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Features on social media platforms serves as an alternative solution for business entities aiming to foster consumer trust in online shopping. Through Live Streaming Sessions (LSS), businesses can indirectly create an immersive shopping experience for potential buyers. This live feature enables entrepreneurs to showcase products in real-time, offer comprehensive product information, address potential buyers' inquiries, and interact with them within a limited timeframe.

Live streaming enables individuals to broadcast video and audio of an event to an audience over the internet in real time.\(^7\) What sets Live Streaming Shopping apart is its heightened interactivity compared to conventional online shopping, which typically relies on product catalogs. LSS allows consumers to explore goods from various perspectives and directly inquire about them. As a result, many consumers are increasingly valuing the convenience and engagement offered by live streaming purchases.\(^8\) Previous research has identified several attributes of live streaming that influence consumer shopping behavior. Notably, displaying the characteristics of the seller has been found to significantly impact customer trust and engagement.\(^9\) Explore the impact of seller interactivity, humor, and appeal on live stream viewers, illustrating how these factors influence consumer behavior. Investigate how the seller's capacity to showcase products to customers, promptly respond to inquiries, and personally assist in shopping positively affects shopping engagement and purchase intent.\(^10\) In his research, he examined the influence of streamer credibility, media richness (the ability of media to meet information needs), and interactivity on customers' purchase intent within the context of live streaming shopping.\(^11\)

E-commerce live streaming not only offers detailed information about the products being sold but also entices users to prefer live streams for their dynamic nature. Beyond solely product promotion, live streaming serves to captivate consumer interest and drive purchasing behavior. The promotional activities conducted by e-commerce platforms during live streams, such as flash sales or discounts, serve as strong incentives for consumers. Moreover, the availability of lower-priced products and reduced shipping costs further enhance the appeal of live streaming for consumers. Therefore, it can be inferred that consumer purchase interest is influenced by these factors facilitated by e-commerce live streaming.

Indonesia, being one of the largest Muslim countries globally, holds a majority population adhering to Islamic teachings. Hence, the interest in using, communicating, and owning Muslim fashion products requires knowledge about the clothing being consumed. In this study, fashion knowledge is categorized into Shar'i Muslim clothing. Numerous researchers have explored buying interest in Muslim clothing, revealing that an individual's religiosity significantly influences perspective: implications for online relationship marketing. Journal of Marketing Management, 35(6).

their fashion lifestyle and choice of Muslim clothing. Previous research has established that e-commerce live streaming significantly influences purchase interest across a diverse range of products. However, there remains limited research specifically focusing on Muslim fashion products. However, data from the Central Statistics Agency (BPS) indicates a notable surge in e-commerce sales of Muslim fashion in Indonesia, with a remarkable growth rate of 25% recorded in 2022.

Consumers who exhibit buying interest in a product demonstrate attention and pleasure towards the product, ultimately culminating in the realization of their interest through purchasing behavior. The level of consumer buying interest, whether high or low, can be gauged by the enthusiasm shown towards the promoted product. Electronic commerce serves as a significant variable in stimulating consumer interest in purchasing a product. Therefore, the purchase interest in Muslim fashion products in Indonesia is predominantly observed among Indonesian consumers, particularly within the realm of e-commerce, with a notable emphasis on e-commerce live streaming.

The meta-analysis study highlights the significant role of perceived risk in the context of electronic commerce. The findings reveal that perceived risk has a negative impact on purchase interest. The combined size effect analysis demonstrates a significant negative association between perceived risk and purchase interest (ES = -0.356, CI 95% [-0.487, -0.225]). These results indicate that as consumers perceive higher levels of risk, their purchase interest diminishes accordingly.

While previous studies have examined the influence of live streaming and e-commerce on purchase interest, there is a notable absence of research specifically addressing the impact of e-commerce live streaming on purchase interest in Muslim fashion products in Indonesia. Furthermore, there is a dearth of studies considering perceived risk as an intervening variable in this context.

This study aims to bridge the existing knowledge gap by investigating the impact of e-commerce live streaming on purchase interest in Muslim fashion products in Indonesia, with perceived risk as an intervening variable. Adopting a quantitative approach, the research will utilize survey methods for data collection. Questionnaires will be distributed to potential consumers of Muslim fashion products in Indonesia. Data analysis will employ regression techniques to examine the relationships between the independent variable (e-commerce live streaming), the intervening variable (perceived risk), and the dependent variable (purchase interest). The findings are anticipated to offer novel insights for the e-commerce industry, particularly in Muslim fashion marketing, and to furnish practical decisions (Case Study of London Fashion Store). Horizon, 7(1), 3149–3159.


guidance for practitioners seeking to enhance consumer purchase interest through e-commerce live streaming.

The aim of this study is to analyze the impact of e-commerce live streaming on purchase interest in Muslim fashion products in Indonesia, with perceived risk serving as an intervening variable.

HYPOTHESIS DEVELOPMENT

The Effect of E-Commerce Live Streaming on Purchase Interest

Live streaming transcends mere showcases of music or daily activities; it’s about sharing what’s trending. Live streaming selling, in particular, facilitates interactive sales through media or platforms equipped with live streaming features. 17

Live streaming offers an interactive experience to potential buyers by showcasing products directly, providing comprehensive information, and presenting testimonials or reviews directly from product users. This hypothesis aligns with research findings indicating that E-Commerce Live Streaming can increase consumer purchase interest, thus suggesting a positive effect of live streaming on purchase interest. 18

H1: E-Commerce Live Streaming Has a Positive and Significant Effect on Purchase Interest

The Effect of E-Commerce Live Streaming on Perceived Risk

In a live streaming environment, consumers may experience reduced perceived risk compared to traditional online shopping. 19 Research suggests that E-Commerce Live Streaming has a positive effect on perceived risk. 20 This influence is grounded in the notion that the presence of E-Commerce Live Streaming, which offers direct information to consumers, may evoke various perception risks, including concerns about product quality, transaction security, and privacy. Research findings indicate that direct interaction through E-Commerce Live Streaming can heighten consumer awareness of the potential risks associated with purchases.

H2: E-Commerce Live Streaming Has a Positive and Significant Effect on Perceived Risk

The Effect of Perceived Risk on Purchase Interest

Risk perception entails a subjective assessment by an individual of the likelihood of an accident and the degree of concern regarding the potential consequences or impact of the event. 21 In this context, online purchases are still perceived as riskier compared to in-person purchases. When the perceived risk of an online purchase is high, consumers may be less interested, whereas lower perceived risk may lead to increased interest in buying online.

According to research, perceived risk has a positive effect on purchase interest. 22

hypothesis is grounded in the belief that as the level of perceived risk perceived by consumers increases, the likelihood of their interest in making a purchase decreases. Previous research has consistently demonstrated that perceived risk significantly influences purchase interest.

**H3: Perceived Risk Has a Positive and Significant Effect on Purchase Interest**

**RESEARCH METHOD**

This research employs a quantitative approach, utilizing both primary and secondary data. Primary data is derived from questionnaires distributed to respondents, specifically the audience of E-commerce Live Streaming. Secondary data, on the other hand, is obtained indirectly from online sources.

The population under study consists of individuals who watch E-commerce Live Streaming across Indonesia. Purposive sampling is employed as the sampling technique, allowing for the selection of samples based on specific criteria set by the researcher. The criteria for this study include:

1. Having made a product purchase on an E-commerce live stream.
2. Having shopped for Muslim fashion products on E-commerce platforms.

The sample size for this study comprises 150 respondents. Questionnaires serve as the primary method for data collection, distributed to individuals across Indonesia with an interest in purchasing Muslim fashion products through E-commerce Live Streaming.

Data analysis is conducted using Partial Least Squares (PLS), with calculations performed using the SmartPLS 3.0 software. Evaluation of PLS involves assessing both the outer and inner models.

**RESULTS AND DISCUSSION**

The evaluation of the model in figure 2 is carried out to ensure that the data used as research support is valid or not. The test was carried out using Smart-PLS 3.0 software which was categorized into two tests, namely convergent validity test and discriminant validity. Here’s the description:

**Convergent Validity Test**

This test is to identify the feasibility or validity of an indicator with convergent validity if the outer loadings value > 0.7. Here are the outer loadings of each variable indicator of this study:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Outer Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce</td>
<td>X1</td>
<td>0.895</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>0.833</td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>0.861</td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>Z1</td>
<td>0.830</td>
</tr>
<tr>
<td></td>
<td>Z2</td>
<td>0.771</td>
</tr>
</tbody>
</table>
Based on the test results in table 1, it can be seen that the value of each variable indicator shows outer loading > 0.7, then it can be concluded that each indicator in this study is valid or good in a timely manner. convergent validity.

Discriminant Validity Test

This test is carried out to determine the feasibility or validity of each indicator by having to correlate highly with the construct of convergent validity with an Average Variance Extracted (AVE) value of > 0.5.

Here are the AVE values of each variable:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce (X)</td>
<td>0.745</td>
</tr>
<tr>
<td>Perceived Risk (Y)</td>
<td>0.668</td>
</tr>
<tr>
<td>Purchase Interest (Z)</td>
<td>0.672</td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

Based on the test results in table 2, it can be seen that the value of each variable indicator shows AVE > 0.5, with details of E-commerce Live Streaming of 0.745, Perceived Risk of 0.668, and Purchase Interest of 0.672, it can be concluded that each variable of this study can be said to be valid or good in discriminant validity.

Reliability Test

The variable can be said to be reliable if it has the value of Cronbach's alpha and composite reliability of each variable of this study:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce (X)</td>
<td>0.829</td>
<td>0.898</td>
</tr>
<tr>
<td>Perceived Risk (Y)</td>
<td>0.875</td>
<td>0.909</td>
</tr>
<tr>
<td>Purchase Interest (Z)</td>
<td>0.838</td>
<td>0.891</td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

Based on the test results in table 3, each variable has a value of Cronbach's alpha and composite reliability > 0.7. Details of cronbach's alpha and composite reliability variables E-commerce Live Streaming of 0.829 and 0.898, cronbach's alpha and composite reliability variables Perceived Risk of 0.875 and 0.909, and values of cronbach's alpha and composite reliability variables of interest Purchases amounted to 0.838 and 0.891. It can be concluded that each variable of this study is reliable.

Multicollinearity Test

The Multicollinearity Test has criteria with an inner Variance Inflation Factor (VIF) value to be said to be a regression model free from multicollinearity. Here is the inner value (VIF) of this study:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Live Streaming E-commerce</th>
<th>Perceived Risk</th>
<th>Purchase Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce</td>
<td>1.000</td>
<td>1.446</td>
<td>1.446</td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>1.446</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Interest</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

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Based on the test results in table 4, the correlation value between variables shows VIF < 5, with details of E-commerce Live Streaming Variables to Perceived Risk of 1,000, E-commerce Live Streaming to Purchase Interest of 1,446, and Perceived Risk of Purchase Interest amounted to 1,446. It can be concluded that the regression model of this study is free from multicollinearity or non-multicollinearity.

Based on the test results in table 5, the R Square value is used to see the magnitude of the influence of E-commerce Live Streaming on Perceived Risk with a value of 0.309 and is declared medium. The next R Square value is to see the magnitude of the influence of E-commerce Live Streaming on Purchase Interest with a value of 0.667 and is declared strong.

This means that 30.9% of perceived risk variables can be explained by E-commerce Live Streaming variables and the remaining 69.1% are explained by causes or variables outside the model studied. Furthermore, 66.7% of purchase interest variables can be explained by E-commerce Live Streaming variables and the remaining 33.3% are explained by causes or variables outside the model studied.

**Goodness of Fit**

A model is stated to have predictive relevance if the Q Square quantity has a value with a range of $0 < Q^2 < 1$. Here are the values from this study:

<table>
<thead>
<tr>
<th>Variable</th>
<th>$Q^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce</td>
<td>0.199</td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>0.309</td>
</tr>
<tr>
<td>Purchase Interest</td>
<td>0.437</td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

Based on the test results in table 6, the Q square value is used to see the level of diversity of E-commerce Live Streaming models against Perceived Risk with a value of 0.199. The next Q square value is to see the level to see the level of diversity of the E-commerce Live Streaming model to Purchase Interest with a value of 0.437.

This means that the level of model...
diversity shown by the E-commerce Live Streaming variable in explaining the Perceived Risk variable is 19.9% and the remaining 80.1% is still influenced by other factors. Next, the level of model diversity shown by the E-commerce Live Streaming variable in explaining the Purchase Interest variable was 43.7% and the remaining 56.3% was still influenced by other factors.

Uji Effect Size $f^2$

The Effect Size test was conducted to assess the magnitude of influence between variables with the criteria of $f$ square values of 0.02 expressed small, 0.15 declared medium, and $f$> 0.35 declared large.55 Here is the effect size $f^2$ value of this study:

<table>
<thead>
<tr>
<th>$f^2$ Value</th>
<th>Source: Primary Data processed (2024)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X-Y: 0.919</td>
<td>X-Z: 0.446</td>
</tr>
<tr>
<td>Z-Y: 0.111</td>
<td></td>
</tr>
</tbody>
</table>

Based on the test results in table 7, the square $f$ value is used to see the magnitude of influence between variables. The value of the influence of the E-commerce Live Streaming variable (X) on the Purchase Interest (Y) variable has a value of 0.919 and is stated to be large, the value of the influence of the E-commerce Live Streaming (X) variable on the Perceived Risk (Z) variable has a value of 0.446 and is declared large, and the value of the influence of the Perceived Risk (Z) variable on the Purchase Interest variable(Y) has a value of 0.111 and is otherwise small.

Normed Fit Model (NFI)

The Normed Fit Model (NFI) returns a value between 0 and 1. If the NFI value > 0.1 then the model will be either obtained or accepted. The closer the NFI value is to 1, the better it fits and is accepted. Here are the NFI values of this study:

<table>
<thead>
<tr>
<th>$f^2$ Value</th>
<th>Source: Primary Data processed (2024)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X-Y: 0.919</td>
<td>X-Z: 0.446</td>
</tr>
<tr>
<td>Z-Y: 0.111</td>
<td></td>
</tr>
</tbody>
</table>

Based on the test results of table 8, the NFI value shows a value between 0 and 1 with NFI > 0.1 in the saturated model and estimated model with a magnitude of 0.804 and 0.804. This shows that the model has a good value or is accepted.

Uji Hypoplant

Test the hypothesis of this study using t-test, direct effect, indirect effect.

Uji T (t-test)

The results of the t test are stated to have a significant effect if the T-statistic value > 1.96 and vice versa if the T-statistic value < 1.96, it does not have a significant effect. Here are the T-statistical values of this study:

<table>
<thead>
<tr>
<th>Path Coefficients</th>
<th>T-Statistc</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-commerce Live Streaming (X)-&gt; Purchase Interest (Y)</td>
<td>3.857</td>
</tr>
<tr>
<td>Live Streaming E-commerce (X)- &gt; Perceived Risk (Z)</td>
<td>2.377</td>
</tr>
<tr>
<td>Perceived Risk (Z) -&gt; Purchase Interest (Y)</td>
<td>3.007</td>
</tr>
</tbody>
</table>

Based on the test results in table 9, the T-statistic value shows the significance of the influence between variables. The value

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55 Ibid
breakdown shows that the E-commerce Live Streaming variable (X) has a significant effect on the Purchase Interest variable (Y), namely with a T-Statistic value of 11.395 > 1.96. The next value details show that the E-commerce Live Streaming variable (X) has a significant effect on the Perceived Risk (Z) variable, namely with a T-Statistic value of 8.477 > 1.96. The breakdown of the last value shows that the Perceived Risk (Z) variable has a significant effect on the Purchase Interest (Y) variable, namely with a T-Statistic value of 3.007 > 1.96.

**Direct Effect**

The criterion for direct effect analysis is to look at positive or negative values. If the probability value (P-values) < 0.05, then it is significant and if the P-values > 0.05, then it is not significant. The following is the direct effects analysis of this study:

<table>
<thead>
<tr>
<th>Path</th>
<th>Coefficient (Origin Sample)</th>
<th>P-Values</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming E-commerce (X) → Purchase Interest (Y)</td>
<td>0.665</td>
<td>0.000</td>
<td>Positive, Significant</td>
</tr>
<tr>
<td>Perceived Risk (Z) → Purchase Interest (Y)</td>
<td>0.232</td>
<td>0.003</td>
<td>Positive, Significant</td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

Based on the test results in table 10, the original sample value and P-Values show the direct effect between variables. The results of direct effect analysis showed the original sample value of 0.665 and P-values of 0.000 < 0.05 which tested positive significantly, then $H_0$: E-commerce Live Streaming (X) had a negative insignificant effect on Purchase Interest (Y) was rejected. $H_1$: E-commerce Live Streaming (X) has a significant positive effect on Purchase Interest (Y) received.

Furthermore, showing the original sample value of 0.556 and P-values of 0.000 < 0.05 which tested positive significantly, then $H_0$: E-commerce Live Streaming (X) had a negative insignificant effect on Perceived Risk (Z) was rejected. $H_2$: E-commerce Live Streaming (X) has a significant positive effect on the perceived risk (Z) received.

Furthermore, showing the original sample value of 0.232 and P-values of 0.004 < 0.05 which tested positive significantly, then $H_0$: Perceived Risk (Z) had a negative insignificant effect on Purchase Interest (Y) was rejected. $H_3$: Perceived Risk (Z) has a significant positive effect on Purchase Interest (Y) received.

**Indirect Influence**

The indirect effect analysis criterion is to look at the specific value of the indirect effect that shows a positive or negative value. If the probability value (P-values) < 0.5, then it is significant and has an indirect or successful mediating influence. The following is the indirect effect analysis of this study:

<table>
<thead>
<tr>
<th>Specific Indirect Effects</th>
<th>Original Sample</th>
<th>P-Values</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X-Z-Y</td>
<td>0.129</td>
<td>0.012</td>
<td>Significant positives</td>
</tr>
</tbody>
</table>

Source: Primary Data processed (2024)

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26 Ibid
Based on the test results in table 11, the results of indirect effects analysis show that the influence of e-commerce live streaming on purchase interest with perceived risk as an intervening variable has a significant influence, and the original sample value of 0.129 with P-values of 0.012 < 0.05 which tested significantly positive.

Discussion

E-commerce Live Streaming of Purchase Interest

The results of the analysis show that e-commerce live streaming has a significant positive effect on purchase interest. This explains that the existence of e-commerce live streaming will be increasingly influential in purchase interest where e-commerce live streaming which includes interaction, real-time, and promotional tools that have a positive impact on purchase interest. Which means that with interaction, real-time and promotional tools, users tend to prefer e-commerce platforms that can increase consumer purchase interest.

The results of this study are in accordance with research conducted showing that (Liu et al., 2022; Mada & Prabayanti, 2024; Song & Liu, 2021)e-commerce live streaming can increase consumer purchase interest which means that live streaming has a positive effect on purchase interest. This means that this research is based on the assumption that e-commerce live streaming can provide an interactive experience to potential buyers by showing products directly, providing in-depth information, and presenting testimonials or reviews directly from product users.

Live Streaming E-commerce Terhadap Perceived Risk

The results of the analysis show that e-commerce live streaming has a significant positive effect on perceived risk. In accordance with the results of the hypothesis test which shows the stated t-test results have a significant influence. This explains that the existence of e-commerce live streaming that provides interaction, real-time and promotional tools directly to consumers can bring up various perceived risks or risk perceptions which include psychological risk, financial risk, performance risk, physical risk and social risk.

The results of this study are in accordance with research conducted showing that direct interaction through (Song & Liu, 2021)e-commerce live streaming can increase consumer awareness of the risks that may be associated with purchases, which means that e-commerce live streaming has a positive effect on perceived risk. This influence is based on the idea that the existence of e-commerce live streaming that provides information directly to consumers can lead to various perceptual risks, such as the risk of products that do not meet expectations, transaction security risks, or privacy risks.

Perceived Risk Against Purchase Interest

The results of the analysis show that perceived risk has a significant positive effect on purchase interest. This explains that the

higher the level of perceived risk perceived by consumers, the lower the likelihood that they will be interested in making a purchase. The results of this study are in accordance with what was done stating that (hardhianti & sholahuddin, 2024) perceived risk has a positive effect on purchase interest. This means that perceived risk has a significant influence on purchase interest, where the higher the level of perceived risk perceived by consumers, the lower the likelihood that they will be interested in making a purchase.

Conclusions
Based on the results and discussion, it was concluded that E-commerce Live Streaming has a significant positive effect on Purchase Interest. E-commerce Live Streaming has a significant positive effect on Perceived Risk. Perceived Risk has a significant positive effect on Purchase Interest.

The suggestion for this study is to be expected to use a larger number of respondents and area to get more accurate and precise results. It is expected that further research can be added using other variables such as Purchase Decision, Customer Satisfaction and Purchase Intention.

Credit Authorship Contribution
Devi Mustikawati: study design, investigation, draft preparation, supervision. Muhammad Sholahuddin: study design, resources provision, review, editing.

Declaration of Competing Interest
The authors declare no competing interests related to this study. No financial or personal conflicts of interest are present.

Data Availability
Data are not available for sharing.

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