



The Influence of Symbolic and Hedonic Value on Customer Engagement with Trust as an Intervening Variable for Gen Z Consumers of Eiger Products via Shopee Live-Streaming in Malang City

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Abstract

The purpose of this study is to examine the impact of symbolic and hedonic value on customer engagement through trust in Gen Z consumers of Eiger products via Shopee live streaming. Eiger product sales have increased by 16 times thanks to Shopee live streaming, which allows buyers to see the seller in real-time and interact with them. This study's method is descriptive quantitative, with data analyzed using PLS-SEM and SmartPLS 3.0. The study's findings indicate that trust can fully mediate between symbolic value and customer engagement, while trust can only partially mediate between hedonic value and customer engagement among Gen Z consumers purchasing Eiger products through Shopee live streaming.

Keywords: live streaming, symbolic value, hedonic value, customer engagement, trust.

1. INTRODUCTION

The development of increasingly sophisticated technology is the reason for the emergence of the internet. Every year the internet is able to have a tremendous influence on human life (Mauludin et al., 2022). Moreover, this influence can be felt by young people who have been familiar with the internet since childhood. This is shown in the research findings of the Alvara Research Center (2022) as follows.





Table 1. Internet Access in the Last Six Months

Internet Access	Gen Z	Millennials	Gen X	Baby Boomers
Quantity of Responders	219	739	543	99
Yes	97,7	90,4	75,9	48,5
No	2,3	9,6	24,1	51,5
Quantity	100,0	100,0	100,0	100,0

Source: Alvara Research Center (October 14, 2023)

Table 1 states that the Gen Z age group has accessed the internet; nine out of ten Millennials have accessed the internet; eight out of ten Gen X have accessed the internet; half of Baby boomers access the internet. The younger the person, the higher the internet penetration. This can happen in various areas, one of which is Malang City. Malang City consists of five sub-districts with a population of 840,243 people. The Central Statistics Agency (BPS) census results (2020) also released that Malang City is dominated by generation Z with a total of 213,800 people or 25.44%.

Based on the data presented above, the increasing number of internet users means that the function of the internet, which was originally a communication medium, has now become a transaction medium or known as e-commerce (Mauludin et al., 2022). This is also the reason why the value proportion in shopping for each generation is different, which shows that the younger they are, the more likely they are to choose emotional benefits over functional ones. This discovery is of course interesting for brands targeting the younger generation, especially Gen Z (Alvara Research Center, 2022). One brand that is attracting attention among Gen Z is Eiger.

Eiger products choose Gen Z as the target market, because Gen Z likes traveling. This is based on the fact that Indonesia is a country that has vast natural beauty ranging from mountains, seas and various other natural beauties. Quoted by Kompas (2023), there is data regarding Gen Z who has an interest in traveling based on the Indonesia Gen Z Report 2022 as much as 55% and is divided into several sections, such as climbing in the mountains, enjoying the beach breeze, and exploring waterfalls and other natural attractions. Therefore, Eiger presents products for Gen Z who like activities in nature.

The Eiger website explains that Eiger is a brand that provides various types of needs related to equipment and tools for outdoor enthusiasts. The name Eiger itself is inspired by the name of Mount Eiger which has a height of 3,970 meters above sea level and is the 3rd "hardest mountain to climb" in the world, located in the Bernese Alps, Switzerland. Currently



the Eiger company focuses on three main product categories, namely Mountaineering which is oriented towards mountain climbing activities; Riding which focuses on exploring motorbikes; and Authentic 1989 which is inspired by the classic style of lovers of outdoor adventure activities, which is realized in a casual and stylish design. Eiger itself has been selling products online through various e-commerce platforms, one of which is Shopee.

Quoted from CNN Indonesia (2023), Shopee Live is able to help Eiger increase its income significantly in 2023. Moreover, Shopee provides a live streaming feature, so that turnover increases after using Shopee live streaming by 16 times. Live streaming is a feature of e-commerce as a marketing style that is currently popular (Yudha et al., 2022). Live streaming on Shopee is an update to the presentation of features, where buyers and sellers can interact in real-time. Live streaming is a sales based on visual communication and tends to be popular with young people, especially Gen Z. The following are the results of a survey by the Alvara Research Center (2022) as a comparison in choosing visual and narrative communication.



Figure 1. Visual Communication and. Narrative
Source: Alvara Research Center (October 14, 2023)

In Figure 1, communication that is considered attractive to young people is visual, so that communication carried out on live streaming can run effectively. When doing live streaming, the Eiger brand can answer all questions related to the information needs of buyers when choosing the items they want to buy. Apart from that, sellers can also



demonstrate the products that buyers want. The communication that occurs during live streaming can encourage viewers to trust the seller (Dewobroto & Enrica, 2021).

In response to this phenomenal trend, service-oriented organizations recognize that mobile applications can be a key marketing tool to build customer engagement with their brands (Alalwan, 2020). Customer engagement is referred to as an effort to create, build and improve relationships with customers with the aim of maintaining quality in terms of company performance in the future (Brodie et al., 2011). This can happen if there is interaction between the two parties, so that it can influence consumer attitudes and behavior (Sumer & Parilti, 2023). At the same time, buyers also feel that the live streaming feature is considered a fun way to display products and features that have entertainment value that can encourage customer engagement with products on the Shopee Live feature (Dewobroto & Enrica, 2021).

When live streaming is taking place, consumers tend to observe the seller's appearance and personality as a way to 'show off', so that consumers can admire the seller because of his appearance, attitude, charisma and talent. Furthermore, consumers can evaluate and identify sellers regarding consumer tastes and preferences and sellers can be relied on in providing various types of products that can meet consumer preferences or what is known as symbolic value (Hu et al., 2017). In Arisman & Salehudin's (2022) research, it was stated that consumers' purchasing intentions are most influenced by symbolic value, both directly and indirectly. Therefore, Shopee live streaming sellers must pay attention to and increase the symbolic value felt by consumers. Symbolic value in shared tastes, identity, social status, and community opinions allows consumers to better evaluate products and sellers by obtaining information from other consumers, reducing shopping risks, and encouraging purchase intentions. In addition, when live streaming is in progress, consumers can also interact with other consumers to exchange ideas about the products being offered (Hamilton et al., 2014), so that consumers can evaluate the identities of other consumers which are shared implicitly (Hu et al., 2017). In this presentation, symbolic value is able to encourage consumers to engage in customer engagement. This is in line with previous research by Wongkitrungrueng & Assarut (2018); Leong et al (2023); Zaini & Salim (2023); Dewobroto & Enrica (2021). However, research by Yu & Pan (2023) states that too much interaction can reduce the symbolic value of the brand of interest, due to a decrease in the level of social status of the item.

In the live streaming feature, sellers can present their products in a fun way. Apart from that, sometimes sellers invite artists to be MCs for promotional events to promote a product (Dewobroto & Enrica, 2021). Having a pleasant experience also makes sellers have the idea of giving discounts on sales that are made quickly to buyers who watch the live





streaming (Wongkitrungrueng & Assarut, 2018). This method can generate hedonic value when customers feel comfortable or enjoy their shopping experience (Michael, 2019). Products seen through the live streaming feature are the hope that potential buyers will have more confidence in the product, so that they are confident that the product used will meet their expectations. This was stated in research by Dewobroto & Enrica (2021) which stated that the hedonic value of the live streaming feature can make customers have more confidence in the product. However, on the other hand, a research gap was also found in the research of Leong et al., (2023) that hedonic value was unable to influence trust or customer engagement, that usefulness and enjoyment in e-commerce were separate from customer engagement and trust.

Trust is one aspect that is considered in customer engagement and symbolic value and hedonic value which can be proven in research by Wongkitrungrueng & Assarut (2018) that the existence of symbolic value and hedonic value is able to influence customer engagement through trust as an intermediary in carrying out interactions and transactions. This is also in line with research by Sarah & Sobari (2022) on symbolic value as a value that arises from consumer behavior. However, in previous research, Dewobroto & Enrica (2021) stated that trust alone is not able to encourage customers to become more involved. This means that even though customers believe that they can use the product as they expect, this does not encourage them to engage more with the seller. This can happen because fashion products are the category most purchased by 32.2%. The product was demonstrated by the seller during a live stream and because the category is fashion, customers can imagine themselves wearing it just by looking at the picture and not watching the live stream.

2. LITERATURE REVIEW

2.1 Symbolic Value

Symbolic value is defined as positive consumption that is attached to oneself and then shared with others (Effendy, 2013). This positive meaning exists in a product's social context. This can stem from personal meaning (personal benefits), social meaning (status, association, and esteem), and self-identity that exists within oneself or is communicated to others (Anugerah & Setyorini, 2020). Shopping generates symbolic value. Shopping is a social action that involves symbolic meanings, social codes, relationships, and consumer identities, in addition to the creation of the consumer self. Buyers prefer shopping experiences that reflect and enhance their personal identities (Wongkitrungrueng & Assarut, 2018).





2.2 Hedonic Value

Hedonic value is a consumer's overall assessment based on the satisfaction of pleasure (Kala'lembang, 2022). As a result, consumers motivated by "hedonic value" can identify the recreational, emotional, and experiential benefits of shopping activities. Hedonic value is frequently associated with the level of happiness felt by buyers (Wongkitrungrueng and Assarut, 2018). Hedonic value can also be derived from a response that occurs during the shopping experience. This is supported by statements about products available today, which state that sellers not only offer products of high quality, but also products that provide an emotional experience (Michael 2019).

2.3 Customer Engagement

So et al., (2014) stated that customer engagement is a marketing activity that is oriented to customer behavior and psychology. Developing emotional and personal relationships with customers that originate from customer behavior and psychology can produce a high influence on customer engagement and commitment to a particular brand based on customer experience management. This is proven in the interactions carried out by customers with other customers or companies in a forum to obtain information about a product or anticipate the risks they will face if they consume the product (Vinnie, 2017). According to Alexander & Jaakkola (2015), who stated that customer engagement is behavior that allows consumers to make voluntary contributions to a company, where these contributions are not limited to the transaction (purchase) process alone.

2.4 Trust

According to Vinnie (2017), trust is the buyer's confidence in the product sales force and the company's ability to meet their obligations. Consumers can trust businesses when they offer appropriate, honest products and services and keep promises (Sumer & Parilti, 2023). Trust serves as a link between business transactions and consumer satisfaction, allowing expectations to be met (Kusnanto et al, 2020).

3. RESEARCH METHOD

This research is descriptive quantitative research and uses SEM-PLS analysis to test the measurement and structural models. The technique used was purposive sampling with a sample of 180 respondents with the criteria of having purchased Eiger products via live streaming. In addition, this research was conducted in Malang City, Indonesia. This research tests 2 aspects, namely the outer model and the inner model. Outer model assesses the validity and reliability of a model. The inner model tests specifications for the relationship





between latent variables with five measurements, namely coefficient of determination, hypothesis testing, predictive relevance, model fit, and mediation test.

4. RESULT

4.1 Convergent Validity Test

The loading factor value is greater than 0.7 and the Average Variance Extracted (AVE) value exceeds 0.5, the indicator is considered satisfactory or valid. Large loading factor values suggest that an indicator is measuring the dominant variable.

Table 2. Outer Loadings Indicator

Variable	Indicator	Loading Factor
Symbolic Value (X ₁)	X1.1	0,782
	X1.2	0,769
	X1.3	0,812
	X1.4	0,721
Hedonic Value (X ₂)	X2.1	0,768
	X2.2	0,704
	X2.3	0,790
	X2.4	0,711
	X2.5	0,719
	X2.6	0,746
Customer Engagement (Y)	Y1.1	0,751
	Y1.2	0,784
	Y1.3	0,762
	Y1.4	0,711
	Y1.5	0,762
Trust (Z)	Z1.1	0,731
	Z1.2	0,820
	Z1.3	0,777

Table 2 shows that all values are greater than 0.70, indicating convergent validity for all variables.



Table 3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Customer Engagement	0,569
Hedonic Value	0,548
Symbolic Value	0,596
Trust	0,604

Table 3 shows that the average variance extracted (AVE) value for each variable is greater than 0.5, indicating that the variables and indicators used in this study are valid.

4.2 Discriminant Validity Test

A model has good discriminant validity when each latent variable has the highest loading value in comparison to other latent variables.

Table 4. Cross Loading

Indicator	Customer Engagement	Hedonic Value	Symbolic Value	Trust
X1.1	0,689	0,709	0,782	0,655
X1.2	0,678	0,732	0,769	0,679
X1.3	0,713	0,724	0,812	0,685
X1.4	0,672	0,639	0,721	0,590
X2.1	0,694	0,768	0,651	0,658
X2.2	0,694	0,704	0,653	0,648
X2.3	0,756	0,790	0,726	0,704
X2.4	0,658	0,711	0,692	0,642
X2.5	0,622	0,719	0,643	0,657
X2.6	0,642	0,746	0,672	0,641
Y1.1	0,751	0,660	0,674	0,612
Y1.2	0,784	0,734	0,731	0,716
Y1.3	0,762	0,739	0,726	0,688
Y1.4	0,711	0,620	0,597	0,607
Y1.5	0,762	0,697	0,623	0,654
Z1.1	0,655	0,673	0,667	0,731
Z1.2	0,688	0,717	0,681	0,820
Z1.3	0,687	0,683	0,624	0,777



Table 4 shows that the cross loading value for each variable is greater than for other variables, implying that each indicator for each variable is declared discriminantly valid, therefore, each construct indicator with other constructs is not highly correlated in this study.

4.3 Reliability Test

The composite reliability test is demonstrated by the composite reliability value of the indicator block that measures the construct and the Cronbach's alpha value. An instrument is considered reliable if the composite reliability value exceeds 0.7 and the Cronbach's alpha value is greater than 0.6.

Table 5. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
Symbolic Value	0,868	0,810
Hedonic Value	0,879	0,835
Customer Engagement	0,855	0,773
Trust	0,820	0,670

According to table 5, all of the variables listed above are considered reliable because composite reliability is greater than 0.7 and Cronbach's alpha is greater than 0.6, despite the fact that the Cronbach alpha value for the Trust variable is at the threshold. However, questionnaires can still provide stable or consistent measurement results.

4.4 Coefficient of Determination Test

The coefficient of determination test can be determined through the R-Square value, which aims to see changes in the level of exogenous variables and endogenous variables.

Table 6. R-Square

Variable	R-Square
Customer Engagement	0,870
Trust	0,800

Table 6 shows that the higher the R-Square value, the more likely the independent variables (symbolic value and hedonic value) can explain the dependent variables (customer engagement and trust), resulting in a better structural equation.



4.5 Hypothesis Test

The hypothesis H1, H2, H3, H4, and H5 were tested using the direct influence test. Path coefficient values were assessed using t-statistics values greater than the t-table (1.96) and p-values less than 0.05. Based on these criteria, the hypothesis can be accepted as having a positive and significant effect on the variables investigated in this study.

Table 7. Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1 = Symbolic Value -> Customer Engagement	0,287	3,907	0,000
H2 = Hedonic Value -> Customer Engagement	0,468	6,775	0,000
H3 = Symbolic Value -> Trust	0,212	2,057	0,040
H4 = Hedonic Value -> Trust	0,697	7,568	0,000
H5 = Trust -> Customer Engagement	0,212	3,022	0,003

1. Hypothesis 1 obtained a positive path coefficient (original sample) value of 0.287, t-statistics (3.907) > 1.96, and p-values (0.000) < 0.05, can be stated that the symbolic value has a positive effect and significant impact on customer engagement. This can be stated that the higher the symbolic value, the higher the customer engagement towards a product.
2. Hypothesis 2 obtained a positive path coefficient (original sample) value is 0.468, t-statistics (6.775) > 1.96, and p-values (0.000) < 0.05, so it can be stated that hedonic value has a positive effect and significant impact on customer engagement. It can be stated that the higher the hedonic value, the higher the customer engagement towards a product.
3. Hypothesis 3 obtained a positive path coefficient (original sample) value of 0.212, t-statistics (2.057) > 1.96, and p-values (0.040) < 0.05, so it can be stated that the symbolic value has a positive effect and significant to trust. This can be stated that the higher the symbolic value, the higher the trust in a product.



- 4. Hypothesis 4 obtained a positive path coefficient (original sample) value is 0.697, t-statistics (7.568) > 1.96, and p-values (0.000) < 0.05, so it can be stated that hedonic value has a positive effect and significant to trust. It can be stated that the higher the hedonic value, the higher the trust in a product.
- 5. Hypothesis 5 obtained a positive path coefficient (original sample) value of 0.212, t-statistics (3.022) > 1.96, and p-values (0.003) < 0.05, so it can be stated that trust has a positive and significant effect on customer engagement. It can be stated that the higher the trust, the higher the customer engagement towards a product.

4.6 Predictive Relevance Test

The Stone-Geisser (Q-Square) test is a test to assess how good the observation values produced by the model and its parameter estimates are. This test has criteria, namely a Q-Square value > 0 which can be said to be a good observation value.

Table 8. Q-Square

	Q ² (=1-SSE/SSO)
Customer Engagement	0,483
Hedonic Value	
Symbolic Value	
Trust	0,472

Based on the calculations above, it is known that the Q-Square value of customer engagement is 0.483 and trust is 0.472, so the observation value can be said to be good because it is more than 0.

4.7 Model Fit Test

Testing model fit can be seen from the criterion of the Standardized Root Mean Square Residual SRMR value < 0.1. Apart from that, it can be seen from the Normal Fit Index (NIF) value of 0-1, where the closer the number is to 1, the better the model built.

Tabel 9. Model Fit

	Saturated Model	Estimated Model
SRMR	0,071	0,071
d_ULS	0,852	0,852
d_G	0,611	0,611





Chi-Square	517,203	517,203
NFI	0,750	0,750

Based on the calculations above, it is known that the Standardized Root Mean Square Residual (SRMR) value (0.071) <0.10 and the Normal Fit Index (NFI) value (0.750) is close to 1, so it can be concluded that the data is able to describe the overall model or model fit with data.

4.8 Mediation Test

Mediation testing can also be called a test of direct influence. This research tests H6 and H7 by paying attention to the path coefficient values which focus on t-statistics values greater than the t-table (1.96) and p-values smaller than 0.05.

Table 10. Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values
H6 = Symbolic Value -> Customer Engagement	0,045	1,714	0,087
H7 = Hedonic Value -> Customer Engagement	0,148	2,719	0,007

1. In the hypothesis 6 mediation test, it is known that the direct influence (X1 -> Y) has a path coefficient value of 0.287 and the path coefficient value for the indirect influence (X1 -> M -> Y) is 0.045, so it can be concluded that the value is 0.045 < 0.287. The direct effect is known to be significant and the indirect effect is known to be insignificant. Thus, it can be concluded that the hypothesis is categorized as a full mediation hypothesis.
2. In the hypothesis 7 mediation test, it is known that the direct influence (X2 -> Y) has a path coefficient value of 0.468 and the path coefficient value for the indirect influence (X1 -> M -> Y) is 0.148, so it can be concluded that the value is 0.148 < 0.468. The direct effect is known to be significant and the indirect effect is known to be significant. Thus, it can be concluded that the hypothesis is categorized as a partial mediation hypothesis.





5. DISCUSSION

5.1 The Influence of Symbolic Value on Customer Engagement

Based on the results of the hypothesis test that has been carried out, it shows that symbolic value has a positive and significant influence on customer engagement with Eiger products on Shopee live streaming. These results are in line with previous research by Sarah & Sobari (2022) which stated that when consumers have deeper relationships through various interactions, customer engagement will emerge between sellers and buyers. Therefore, sellers on Shopee live streaming must pay attention to and increase the symbolic value felt by consumers. So, when symbolic values are applied, buyers will tend to carry out shopping activities to appreciate shopping experiences that can reflect and enhance consumers' personal identity (Wongkitrungrueng & Assarut, 2018).

5.2 The Influence of Hedonic Value on Customer Engagement

Based on the results of the hypothesis test that has been carried out, it shows that hedonic value has a positive and significant influence on customer engagement with Eiger products on Shopee live streaming. These results are in line with research from Wongkitrungrueng & Assarut (2018) which states that hedonic value influences customer engagement, when buyers experience a pleasant experience, which makes sellers have the idea to give discounts on sales that are made quickly to buyers who watch live streaming. . In research by Dewobroto & Enrica (2021), hedonic value can emerge when sellers invite artists to host live streaming sale.

5.3 The Influence of Symbolic Value on Trust

Based on the results of the hypothesis test that has been carried out, it shows that symbolic value has a positive and significant influence on trust in Eiger products on Shopee live streaming. These results are in line with previous research by Sarah & Sobari (2022) which states that symbolic value can influence trust or confidence seen in the behavior of sellers and buyers when carrying out buying and selling activities. The level of trust can increase with the seller's kindness in behaving (Nicholson et al., 2001) and the same feelings regarding the perception of someone who gives trust to the person they trust (Crosby et al., 1990; Johnson & Grayson, 2005; Ziegler & Golbeck, 2007).

5.4 The Influence of Hedonic Value on Trust

Based on the results of the hypothesis test that has been carried out, it shows that the higher the hedonic value, the higher the trust in Eiger products on Shopee live streaming. These results are in line with previous research by Wongkitrungrueng & Assarut (2018)





which stated that the existence of hedonic value (feelings of pleasure) can influence consumer trust in sellers when making online transactions. Online stores that are considered capable of fulfilling hedonic value make consumers tend to spend time shopping continuously at that store. Activities carried out by consumers are able to form trust in the shop (Wang et al., 2021).

5.5 The Influence of Trust on Customer Engagement

Based on the results of the hypothesis test that has been carried out, it shows that the higher the trust, the higher the customer engagement with Eiger products on Shopee live streaming. These results are in line with previous research by Wongkitrungrueng & Assarut (2018) which stated that trust can influence prolonged interactions and form a relationship between sellers and consumers (customer engagement). Trust has an important role in creating relationships or bonds between consumers and product and service providers. Consumers who have a sense of trust will interact with sellers or product providers (Chang & Fan, 2017).

5.6 Indirect Influence of Symbolic Value on Customer Engagement through Trust

Based on the results of the hypothesis test that has been carried out, it shows that the higher the symbolic value, the lower the customer engagement through trust as an intermediary for Eiger products on Shopee live streaming. In research by Wongkitrungrueng & Assarut (2018) it is stated that symbolic value has no effect on trust in products and trust in products has no effect on customer engagement. This can happen because symbolic value does not appear in accordance with consumers' expectations or desires based entirely on the social status of the product and the trust in the product that consumers have is also unable to influence customer engagement, because there are already many users of the Eiger product brand and the social status of Eiger products is decreasing. In the past, Eiger had a relatively expensive selling price with comparable quality for climbers, so there was little interaction because the social status of Eiger products was high. On the other hand, currently the Eiger has a relatively affordable price with quality that remains intact. Of course, the social status of the Eiger brand will decline, due to the ease of purchasing the product, the price is relatively affordable, and the majority of people can afford it. What's more, Eiger products can be obtained easily via Shopee live streaming. Therefore, when the majority of climbers own products from the Eiger brand, indirectly symbolic value does not have a significant effect on customer engagement, even though trust is able to influence both relationships.





5.7 Indirect Influence of Hedonic Value on Customer Engagement through Trust

Based on the results of the hypothesis test that has been carried out, it shows that the higher the hedonic value, the higher the customer engagement through trust as an intermediary for Eiger products on Shopee live streaming. These results are in line with previous research by Wongkitrungrueng & Assarut (2018) that the existence of hedonic value can influence customer engagement through trust as an intermediary in carrying out interactions and transactions. Hedonic value can occur in the Eiger brand, because its identity is high among outdoor sportfishers. Moreover, Eiger products are still considered superior in terms of design and quality. Apart from that, live streaming sales makes it easier for buyers to tell the seller their wishes directly. Therefore, hedonic value or excessive purchases can occur, because Shopee's live streaming sales make it easier for consumers to make purchasing decisions on a product.

6. CONCLUSION

Based on the results and discussion described in the previous chapter, researchers can draw conclusions from this research, which are:

1. Symbolic value has a positive and significant effect on customer engagement, which means that increasing symbolic value will result in increased customer engagement.
2. Hedonic value has a positive and significant effect on customer engagement, which means that increasing hedonic value will result in increased customer engagement.
3. Symbolic value has a positive and significant effect on trust, which means that trust increases as symbolic value increases.
4. Hedonic value has a positive and significant effect on trust, which means that as hedonic value increases, so does trust.
5. Trust has a positive and significant impact on customer engagement, which means that as trust grows, so will customer engagement.
6. Trust can fully mediate the relationship between symbolic value and customer engagement, implying that increasing trust will have no significant effect on the influence of symbolic value over customer engagement.
7. Trust partially mediates the influence of hedonic value on customer engagement, which means that increasing trust will have a significant impact on customer engagement.

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