The Role of Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, and Self-Presentation in Mediating Social Presence on Purchase Intention

Rizni Aulia Qadri[1], Fitriana Aidnilla Sinambela[2], Kenny Marcella[3]

Faculty of Economic and Business, Department of Management, Universitas International Batam, Indonesia [1,2,3]

Corresponding Author: Kenny Marcella (2041008.kenny@uib.edu)

ARTICLE INFO	ABSTRACT
	The focus of the research is to observe and find out the impact that occurs between Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, and Self-Presentation with purchase intention with social presence mediation. Indonesia is one of the countries with the highest number of e-commerce transactions in Southeast Asia. As technology develops, features emerge that make buying and selling activities easier. This feature allows sellers to market their goods directly via live video, so consumers only need to follow the seller's live video and buy the goods they need. Data collection techniques in this research include using questionnaires and literature studies. The subjects of this research are customers who make purchases via live broadcasts in Batam. The sampling technique for this research is random sampling. The data analysis method used in this research is quantitative analysis. The objects of this research were 355 samples who had shopped for fashion via live-stream. Sampling was selected randomly. Variables are measured using a Likert scale. The data testing stage starts from outer loading, average variance extracted, composite reliability. cronbach alpha, path coefficient, specific indirect effect, r squared adjusted. From the research conducted, it was found that perceived enjoyment, perceived utility, self-presentation, and social presence have a positive and significant influence on purchase intentions. However, perceptions of social interaction do not influence purchase intentions. Keywords: Live stream, Perceived enjoyment, Perceived utility, Purchase Intentions, Self-presentation.

INTRODUCTION

Globalization has begun to touch every aspect of human life, including technology, education, economy, health, and others. This globalization has caused many changes (Qadri & Sitompul, 2022) . In the economic sector, the phenomenon of globalization can be observed through the

growth of economic activity. Two forms of economic activity that are becoming increasingly global are international trade and international capital flows (Christiarini & Hendra Lim, 2022). With the development of the economy, an innovation has emerged that has changed the way people shop around the world. This change is due to the presence of e-commerce platforms. An e-commerce platform is a system created to facilitate online buying and selling activities (Huseynov & Dhahak, 2020). This e-commerce platform makes it easy for consumers to shop because it can be accessed anywhere and anytime.

From the top e-commerce data in Indonesia in Q1 of 2022, it is known that Shopee is ranked first in the Play Store and App Store with 132,776,700 visitors. Tokopedia ranked second in the App Store and third in the Play Store with 157,233,300 visits. Meanwhile, Lazada ranked third in the App Store and second in the Play Store with 24,686,700 visits. In the top e-commerce data for Q2 2022, Shopee is still ranked first both on the App Store and on the Play Store with 131,296,667 visits. Tokopedia experienced an increase in the number of visits to 158,346,667 with the second rank in the App Store but decreased the level in the Play Store to fifth. Lazada itself is still ranked third in the App Store and second in the Play Store with 26,640,000 visits.

In Indonesia, the development of e-commerce is considered very rapid. Indonesia is one of the countries with the highest number of e-commerce transactions in Southeast Asia (Christiarini & Hendra Lim, 2022). The rapid growth of e-commerce has led small and medium-sized enterprises (UMKM) and entrepreneurs to start marketing their products through these platforms. This has resulted in increasingly fierce competition among merchants in advertising and promoting products to attract consumer attention (Christiarini & Hendra Lim, 2022). With the advancement of technology, a feature has emerged that further facilitates buying and selling activities. This feature allows sellers to directly market their products through live videos, enabling consumers to join live video streams and purchase the items they need. This feature is often referred to as "live-stream shopping." The introduction of live-stream shopping has brought about changes in consumer habits, especially during the COVID-19 pandemic.

Limitations in previous studies that did not examine specific factors in the context of live-stream shopping, which is the main focus of this study. Most do shopping offline or online, not all customers do shopping with live-stream. The presence of live streaming has transformed the way customers shop, especially during the previous pandemic. According to e-commerce data, Shopee and Lazada are among the e-commerce platforms that use live-streaming as a marketing medium to drive orders and create a shopping experience (Kelly & Febriyantoro, 2022a). Data from CNN Indonesia (2021) shows that approximately 3.5 times as many sellers engage in live-streaming on Shopee. Marketing through live-streaming can create attractive performance, increasing the popularity of stores. According to the Theory of Rational Action (RTA) model, attitudes influence behavior and interests, so self-expression and product presentation affect consumers' buying intentions. Perceived enjoyment, perceived benefits, social presence, and self-presentation are important to study in the context of live-stream shopping. Because in making a purchase transaction, of course, benefits, social presence, and enjoyment and self-presentation are also important in live streams because they can increase consumer purchase intentions. Consumers with a high degree of self-expression try to maximize consistency and confidence in the intrinsic value of frequently used products. Therefore, it is not surprising that live-stream shopping is successful because streaming platforms perfectly meet consumers' needs for information, engagement, and interaction, enhancing the shopping experience in e-commerce (Sawitri & Giantari, 2020). The presence of the live-stream shopping feature in e-commerce can influence consumers' buying intentions when shopping online. This is because live-streaming serves as a driver and motivator for consumers to shop.

Due to live video sales, sales from 2020 to 2022 have continued to decline. With the decline in sales, there is an indication of a decrease in the number of customers who decide to purchase Efabric products, so Efabric owners must immediately find a solution to attract and retain their customers

so that sales figures increase again. These factors have prompted researchers to investigate purchase intentions related to products sold via live stream.The title of this research is "Analysis of the Influence of Social Presence on Purchase Intentions with Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, and Self Presentation as Mediating Variables."

LITERATURE REVIEW
Purchase Intention
According to (Almohaimmeed, 2019), purchase intention is the intention to buy in the future and the decision to make repeat purchases. Therefore, it can be said that the purchase intention is the consumer's intention to buy a product that is currently being marketed. Purchase intention, or intent to buy, is an attitude that appears in customers in response to an object to express their desire to make a purchase (Lăzăroiu et al., 2020). It is influenced by the customer's attitude towards the product or service, subjective norms or opinions of others considered important by the consumer, and behavioral control or factors that affect the consumer's ability to purchase the product or service. According to (Lăzăroiu et al., 2020), purchase intention is influenced by consumer attitudes toward products or services, subjective norms, and behavioral control. Factors such as product quality, price, promotion, and branding can also affect purchase intent. Furthermore, environmental factors can influence purchase intent in the context of environmentally friendly consumption.

Social Presence
Social presence is a fundamental concept in the telecommunications literature (Whiteside et al., 2022). Many experts view social presence as a quality of communication media. Social presence is crucial in buying and selling activities, both online and in-person. With a social presence, both sellers and buyers can engage in interactions and discussions related to desired products or services. Research by (Kreijns et al., 2022a) indicates that social presence influences perceived social interaction within a learning group, enhancing the perceived social interaction by creating a sense of togetherness with others. Research by (Xu, Chen, et al., 2020) found that social presence is an essential factor influencing purchase intentions, with the mediating role of self-presentation. Similar data were also uncovered in a study conducted by (Sun et al., 2019). The findings of the study by (Cheng et al., 2022) show that social presence impacts purchase intentions, with the mediating mechanism of self-presentation.

H1: Social presence influence on perceived interaction.
H2: Social presence influences on perceived enjoyment.
H3: Social presence influence on perceived social utility.
H4: Social presence influence on self-presentation.
H5: Social presence influences purchase intentions mediated by perceived social interaction.
H6: Social presence influence on purchase intentions mediated by perceived enjoyment.
H7: Social presence influence on purchase intentions mediated by perceived utility.
H8: Social presence influence on purchase intentions mediated by self-presentation.

Perceived Social Interaction
According to (Sohn & Kim, 2020), social interaction or perceived social interaction is a service that can connect individuals or organizations, enabling them to interact with each other to share information or value. Social interaction provides a service to help buyers acquire knowledge and experience when interacting with sellers, both in-person and online (Sohn & Kim, 2020). Perceived social interaction is an individual's perception of the level of interaction, communication, and intimacy with others within a community (Agustini et al., 2022). Social interaction is a study of social satisfaction. Socialization becomes a predictor of consumer loyalty to live-streaming channels. Therefore, in the current study, social satisfaction includes social interaction and social presence. Additionally, online communication can also influence perceived social interaction through factors such as communication clarity and personalization. Perceived social interaction can be influenced by the level of perceived presence in online communication. This presence can be

divided into physical presence, such as the use of avatars, and social presence, such as interactions that occur in online communication. Furthermore, online communication can also affect perceived social interaction through factors like communication clarity and the level of personalization. A study by (Sawitri & Giantari, 2020) found that communication clarity and the level of personalization have a positive impact on perceived social interaction in online communication.
H9: Perceived social interaction influence on purchase intention.

Perceived Enjoyment
Perceived enjoyment is the feeling of pleasure experienced by individuals when interacting with information technology (Damanik et al., 2022). Previous studies have stated that perceived enjoyment is a primary predictor of consumer behavior. In the context of purchasing through live-streaming, consumer comfort in using the technology is a top priority. If consumers feel uncomfortable using the technology, the likelihood of them not returning to use it is significant. Perceived enjoyment refers to the pleasure or satisfaction an individual experiences in a preferred environment (So et al., 2021). Emotions experienced by individuals are essentially characterized as either pleasant or unpleasant. In addition to technology usage factors, perceived enjoyment can also be influenced by factors within the activities being performed. A study by (Pambudi et al., 2023) found that the alignment between an individual's skills and the demands of the activity has a positive influence on the perceived enjoyment of gaming. According to (Masri et al., 2021), perceived enjoyment can be influenced by technology usage factors such as usefulness and ease of use.
H10: Perceived enjoyment influence on purchase intention.

Perceived Utility
The Perceived utility is a utility value that consumers aim to achieve when purchasing a product (Kelly & Febriyantoro, 2022a). Satisfaction with utility is governed by a functional motivation related to various tangible aspects of product classification, product quality, convenience, price, income, and cost reduction. When shopping through live streaming, the perceived utility by consumers is related to how much people believe that shopping through live streaming can achieve specific goals, such as getting a high-quality product at an affordable price (Hamari et al., 2019). Perceived utility is a utility perceived by referring to an individual's idea of improving the performance of activities and the benefits available in a particular system for the individuals who use it (Destiana Sugiono & Kusuma Dewi, 2021). Therefore, it can be concluded that perceived utility is an enhancement of performance to achieve the intended benefits by individuals. According to (E. Kim, 2021), perceived utility is one of the factors that affect the intention to use technology. Perceived utility is influenced by factors such as ease of use and functional product quality (system quality). A study by (Ma, 2021) found that perceived utility is also influenced by extrinsic factors, such as trust in the vendor or product manufacturer. Additionally, perceived utility is influenced by intrinsic factors, such as a desire to learn new technology.
H11: Perceived utility influence on purchase intention.

Self-Presentation
Self-presentation is an individual's effort to create an impression on others (Rizal & Ningsih, 2020). Self-presentation also involves strategies to make someone tend not to reveal their true state, as impressions from others require a selective process to align with the individual's expectations. Self-presentation, or the presentation of oneself, is an individual's effort to shape and maintain a positive self-image in the presence of others. This can be done in various ways, such as choosing the right clothing, using appropriate body language, or expressing one's qualities or strengths. According to (Y. Kim & Jun, 2020a), self-presentation is a social process in which individuals strive to shape and maintain the desired self-image through social interaction with others. Goffman also states that self-presentation can be done using a "front stage" (formal social situations) or a "backstage" (informal social situations). A study by (Hasan & Neela, 2022) found that self-presentation can be influenced by factors such as the need for affiliation and the need for status. Additionally, self-presentation can be influenced by environmental factors, such as social demands

and the expectations of others. From this understanding, it can be concluded that self-presentation is a social process in which individuals strive to shape and maintain a positive self-image in the presence of others. Self-presentation can be done in various ways and is influenced by factors such as the need for affiliation and status, as well as environmental factors like social demands and the expectations of others.

H12: Self-presentation influence on purchase intention.

METHODS

This research is of a quantitative. The quantitative method is a research approach based on positivism philosophy, which is generally used to investigate a specific population or sample by collecting data using a research instrument, and then processing the data quantitatively and statistically to formulate accurate hypotheses (MSi et al., 2020). In formulating the research problems, this study employs an associative problem formulation method, which seeks to establish relationships between variables. The subjects studied in this research are customers who make purchases through live broadcasts in Batam. The sampling method used in this study is the random sampling technique (probability sampling). (MSi et al., 2020) explains that probability sampling is a sampling technique that provides an equal opportunity for every element (individual) in the population to be selected as a sample members. In this case, every element in the population has an equal chance of being part of the sample. Data collection techniques in this study include the use of questionnaires and a literature review. Researchers use closed-ended questionnaires, which are divided into two parts. The first part contains general respondent data, providing an overview of the respondents. The second part consists of sets of questions for each variable. The scale used in this study is a Likert scale. The Likert scale is used to measuring attitudes, opinions, and perceptions of an individual or group in a social phenomenon (MSi et al., 2020). Information gathering in this research also involves a literature review. A literature review is a process of collecting relevant references related to the research problem. The data analysis method used in this study is quantitative analysis. Perangkat yang digunakan dalam melakukan analisis data adalah Smart PLS. The regression method used is PLS SEM. The data testing stage starts from outer loading, average variance extracted, composite reliability. cronbach alpha, path coefficient, specific indirect effect, r squared adjusted From the research conducted, it was found that perceived enjoyment, perceived utility, self-presentation, and social presence have a positive and significant influence on purchase intentions. However, perceptions of social interaction do not influence purchase intentions. Sampling method using the hair et al. method. Sampling criteria:

1. Only customers aged at least 17 years.
2. Only customers who shop by watching live videos.

RESULTS AND DISCUSSION

RESULT

Data collection and data processing carried out by researchers in articles were carried out by distributing questionnaires online, namely Google Forms. A total of 355 respondents were used to research the research " Analysis Of The Influence Of Social Presence On Purchase Intentions With Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, And Self-Presentation As Mediating Variables". All respondents met the criteria by residing in the city of Batam and the data will be processed using the SmartPLS.

Average Variance Extracted (AVE) Test Results
The AVE value is used for validity testing which aims to test the level of accuracy of questionnaire statements in a study. In this research, a sample of 355 respondents has been collected, the value of the Average Variance Extracted (AVE) must be > 0.5, and discriminant validity is carried out by comparing the roots of the AVE where the value should be higher than the correlation between the

aspects mentioned there is (Managerial et al., 2019). Table 1 shows that all variables in this research, namely Social Presence, Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, Self-Presentation, and Purchase Intentions are declared valid.

Table 1. Average Variance Extracted (AVE)

Statement	AVE	Conclusion
Social Presence	0,633	Valid
Perceived Social Interaction	0,539	Valid
Perceived Enjoyment	0,617	Valid
Perceived Utility	0,538	Valid
Self-Presentation	0,645	Valid
Purchase Intentions	0,608	Valid

Source: Processed data, (2023)

Path Coefficient/Direct Effect Test Results

Table 3. Test Result of Path Coefficient/Direct Effect

Direct Effect	Mean	T-Statistics	P-Values	Hypothesis
Perceived Enjoyment → Purchase Intentions	0,243	3,273	0,001	Significant Positive
Perceived Social Interaction → Purchase Intentions	0,068	1,025	0,306	Insignificant
Perceived Utility → Purchase Intentions	0,273	4,357	0,000	Significant Positive
Self-Presentation → Purchase Intentions	0,376	5,936	0,000	Significant Positive
Social Presence → Perceived Enjoyment	0,707	19,293	0,000	Significant Positive
Social Presence → Perceived Social Interaction	0,602	13,586	0,000	Significant Positive
Social Presence → Perceived Utility	0,639	14,165	0,000	Significant Positive
Social Presence → Self-Presentation	0,627	15,624	0,000	Significant Positive

Source: Processed data, (2023)

Indirect Effect Test Results

Table 3. Test Result of Indirect Effect

Direct Effect	Mean	T-Statistics	P-Values	Hypothesis
Social Presence→Perceived Enjoyment→Purchase Intentions	0,172	3,175	0,002	Significant Positive
Social Presence→Perceived Social Interaction→Purchase Intentions	0,041	1,006	0,315	Insignificant

Social Presence→Perceived Utility→Purchase Intentions	0,175	4,010	0,000	Significant Positive
Social Presence→Self-presentation→Purchase Intentions	0,236	5,397	0,000	Significant Positive

Source: Processed data, (2023)

R Square Test Results
Table R Square results down below:

Table 4. *R Square Test Results*

Variable	*Mean*	Conclusion
Perceived Social Interaction	0,364	*Weak*
Perceived Enjoyment	0,501	*Strong*
Perceived Utility	0,410	*Weak*
Self-Presentation	0,395	*Weak*
Purchase Intentions	0,726	*Strong*

Source: Processed data, (2023)

Table 4 shows that the R squares value for the endogenous variable Perceived Social Interaction variable it is 0.364, which means that SMM and SE are able to explain the variable, which means that SMM and SE are able to explain 36.4% of the variable while the remaining 63.6% is explained by other variables that are not in the model included in the "weak" category, for the Perceived Enjoyment is 0.501, which means that SMM and SE are able to explain 50.1% of the Perceived Enjoyment variable while the remaining 49.9% is explained by other variables that are not in the model included in the "strong" category, for the endogenous variable Perceived Utility is 0.410, which means SMM and SE able to explain the Perceived Utility variable by 41% while the remaining 59% is explained by other variables not in the model included in the "weak" category, for the endogenous variable Self-Presentation it is 0.395, which means that SMM and SE are able to explain the Trust variable by 39.5% while the remaining 60.5% is explained by other variables that are not included in the model included in the "weak" category and for the endogenous variable Purchase Intentions it is 0.726 which means SMM and SE able to explain the Purchase Intentions variable by 72.6% while the remaining 27.4% is explained by other variables that are not included in the model included in the "strong" category. According to research results (Suryani & Hendryadi, 2020), an R squares value > 0.50 indicates prediction results in the "strong" category.

Discussion
The research results of (Kreijns et al., 2022b) state that social presence influence the social interactions felt in a learning group. So social presence can increase perceived social interaction by creating a sense of togetherness with other people. This can create a more immersive and interesting experience that can encourage social interaction. According to (Yin et al., 2023) the influence of social presence in e-commerce has had a significant influence on buyers in making purchases. Research in (Lee et al., 2023) has a significant influence on consumers because if consumers shop on e-commerce it can make it easier for consumers to choose the products they want and make purchases. The results of research from (Park et al., 2021) show that the influence of social presence and perceived social interaction has had a significant influence on consumers in making purchases over actual distances. The results of this research are in line with the results of research by (Barreda-Ángeles et al., 2023) which states that social presence has a positive impact on perceived social interactions.

Based on research (Sun et al., 2020), it was revealed that social presence plays a positive role in influencing purchasing interest on social media, whose customers consist of young people. This happens because of the satisfaction of shopping online and getting bonuses and value from the

account owner. The results of research in (Yin et al., 2023) show that social presence has a positive effect on the intention to continue using network sites and makes it easier to understand site content. According to research (Park et al., 2021), it shows that social presence uses virtual reality content. Research (Wiyata et al., 2022) reveals that social presence in online shopping communities has a big influence which in turn relates to consumers. Based on research results (Prabowo et al., 2020), it shows that social presence will increase perceived enjoyment when playing games with friends compared to playing alone, due to the interaction, support received, and satisfying conversations from others.

Based on research (Hidayat & Paramita, 2021), presence can be positively related to utility. The existence or presence of an object or service that is relevant to the user's needs or preferences can increase its utility. For example, a presence feature that allows users to see the availability of their products in a social application can increase the utility of the social experience. Research results (M. Li & Hua, 2022) also show that presence can be positively related to utility. This occurs when the existence of an object or service supports the utility perceived by the user. For example, in some situations, the appearance of an advertisement featuring booming products will increase the utility of the user experience. The existence or presence of an object, product, or service can increase its utility for users. For example, if there is a communication system that allows users to know the status and presence of their friends or colleagues, it can increase the utility of the system because users can easily interact and collaborate with these people. Research (Wang et al., 2021), reveals that there is a positive relationship between presence and utility, which means that the higher the level of presence, the higher the level of utility felt by users. This is because the social presence that appears makes consumers aware of the products being displayed, which will make consumers interested in finding out about this information which will increase the utility of activity performance or the benefits brought by a particular system. Based on research (Kelly & Febriyantoro, 2022b), there is a positive relationship between presence and utility, which means that the higher the level of presence, the higher the level of utility felt by users. For example, in online communication services, the easier it is for users to see and interact with the presence of others, the higher the utility of the service.

Based on research (Chen & Chen, 2022), shows that social presence can influence self-presentations online and can make personal choices in the online context. Self-presentation is a social process in which individuals attempt to form and maintain a positive self-image before others. Self-presentation can be done in various ways and is influenced by factors such as the need for affiliation and prestige, as well as environmental factors such as social demands and the expectations of others. Comparison of social presence and self-presentation between two different users, but the results show that self-presentation can be used by two different people and achieve significant targets (Lu et al., 2016). The results obtained (Liu et al., 2020), have had a positive influence on self-presentation on social media network sites, and the level of narcissism tendency between social presence and self-presentation has increased. The research results (Zhang & Zhang, 2023) of this study investigate the influence of social presence on self-presentation in the context of information privacy which can be interconnected. Research (Xu et al., 2020), has shown that social presence influences self-presentation or proving oneself in social media on social networking sites and has shown a positive influence on both.

Based on research results, (Yin et al., 2023) stated that social interaction has an insignificant influence on consumer purchasing intentions in social commerce. This study states that social interactions hurt purchase intentions. The results (L. Li et al., 2020), are in front of the camera to promote products and are less attractive when offering products so that there is less interaction and makes consumers less interested in buying. According to (Dinh et al., 2023) purchase intention is not affected by perceived social interaction at live-streaming events. The results of research (Xu, Ferwerda, et al., 2020), explain that several moderation factors influence the relationship between

purchase intention and Perceived Social Interaction. (Martens, n.d.) revealed that social interaction in live-streaming did not have a significant effect.

Research results (Wicaksono, 2019) show that the experience of shopping for fashion products online contributes to increasing consumer satisfaction and repurchase intentions. In this research, it was found that the more positive the experience of shopping for fashion products online felt by consumers, the greater the consumer's enjoyment/enjoyment of the product purchased, and the greater the consumer's intention to repurchase the fashion product. Other studies the same thing, namely that perceived enjoyment has a significant influence on purchase intention to shop at e-commerce such as Shopee, Tokopedia, and others (Mochammad Taufiq Janwar Mabruri, 2021). Other research findings show that perceived enjoyment has a positive influence on continuous use intention and purchase intention for shopping for products in the PUBG Mobile game among Petra Christian University students (Cristian et al., 2020). Research from (Jurnal et al., 2022) shows that perceived enjoyment also has a positive influence on purchase intentions when using the Shopee mobile application by FEB students at Surabaya State University. This data is also supported by a study conducted by (Gunawan et al., 2021) Finally, from the research results (Wicaksono, 2019) it can be concluded that shopping for fashion products online can increase consumer satisfaction and increase the desire to make purchases in the future.

Research results (Monica & Nelloh, 2019) show that perceived utility has a positive and significant influence on purchase intentions. It has a positive and significant influence on intentions to repurchase souvenirs in Bali. In research conducted by (Syaripudin & Kurniawati, 2023), it was concluded that consumption values such as ecological value, functional value, symbolic value, experiential value, and epistemic value can influence consumers' intentions to buy environmentally friendly products and their consumption behavior. This data is also supported by a study by (Putra et al., 2020) on purchase intentions among Bombaru Bar and Resto consumers in Bengkulu, Indonesia. Research from (Sari, 2020) also shows that Perceived utility has an influence on Purchase Intentions among Gojek users at the UMSU Faculty of Economics and Business. Similar findings were also found by (Perlambang & Susanto, 2021) which showed the same thing regarding the intention to purchase Plenty products in Jakarta.

From the research results (Sari et al., 2023a), it was concluded that self-presentation (self-image) can positively influence purchase intentions through e-commerce platforms. In research (Febria Lina & Permatasari, 2020), it was also found that self-presentation (self-image) influences consumer purchase intentions. Individual efforts to form and maintain a positive self-image in front of others. This can be done in various ways, such as promoting appropriate clothing, using appropriate body language, or expressing the quality or superiority of the product. This will make someone feel interested in buying the product. In addition, research from (L. Li et al., 2020) also shows that self-presentation can influence purchasing behavior in making purchases in e-commerce. Similar findings were also found in a study conducted by (H. Chen & Chen, 2022) regarding purchasing virtual goods. However, the findings from the study (Kim & Jun 2020) are that self-presentation (self-image) does not have a direct influence on emoji purchase intentions.

In research (Martens, n.d.), it was found that social presence did not influence purchase intentions, through the mediator of perceived social interaction. Furthermore, findings from research (J. Yin et al., 2023) are that the feeling of physical presence in the purchasing experience has no influence on consumers' purchase intentions through perceived feelings of concentration and control. This is also supported by research conducted by , which also found the same thing. Furthermore, research results (Herrando et al., 2021) conclude that social presence cannot influence purchasing intentions and behavior in social commerce because live streaming on social media does not promote the product less and is less interesting so interaction becomes less and makes consumers do not generate buying interest. Perception of social presence can act as a mediator between users' intention to actively

participate on social commerce platforms. Finally, this data also contradicts the findings of (Jeong et al., 2022) which do not necessarily increase consumer intentions to interact and purchase brands.

The study(Dinh et al., 2023) found that social presence acts as a mediator between perceived enjoyment and intention to use chatbot services. The research results (Sari et al., 2023b) show that social presence has a positive effect on the intention to shop on e-commerce platforms, with perceived enjoyment as a mediator because the presence on social media makes someone curious and find out about the product being purchased. displayed in advertisements so that consumers feel pleasure or enjoyment with advertisements displayed on social media which makes them interested in buying the product. Similar findings were also found in a study conducted by (Mustika & Wahyudi, 2022). Likewise with the study found by (Selem et al., 2023), about purchase intentions, social presence has a positive influence which is connected through the mediator's perceived enjoyment. The findings from research (Supakchaya Nuanchaona et al., 2021) are that perceived enjoyment and social presence have a significant influence on purchase intentions.

Based on research (Hidayat & Paramita, 2021), it was revealed that social presence plays a positive role in influencing purchasing interest through perceived utility as a mediator. The same thing was also found in a study conducted by (Trio Febriyantoro, 2022). Research results (M. Li & Hua, 2022) also show that social presence has a positive effect on intention to make a purchase, with feelings of usefulness as an intermediary factor. Based on research (Sari et al., 2023), it was found that social presence has a positive impact on the intention to purchase, and the intermediary factor that influences this is the feeling of perceived usefulness or utility. Research (Wang et al., 2021) reveals that live broadcasts in e-commerce have a great influence on consumers' social presence and flow experience. Host charisma, engagement, and trust in the host positively impact social presence, while charisma and trust in the host also influence the stream experience. Social presence and perceived utility both contribute to consumption intentions. Apart from that, consumer involvement also has a different influence on all these factors.

Research (Xu et al., 2020) found that social presence is an important factor influencing purchase intentions, with the mediating role of self-presentation. Similar data was also found in a study conducted by (Xu & Lee, 2019). In addition, results from research (D. Liu & Yu, 2022) show that social presence has an impact on purchase intentions, with the mediating mechanism of self-presentation. This indicates that when a product is recommended by an influential streamer or known by consumers with a high level of brand awareness, consumers will assess the product as having high effectiveness, and their intention to purchase the product will increase. Other research findings show that social presence also influences purchase intentions through self-presentation in online reviews. Thus, social presence in the form of user reviews can influence consumers' views about the particular product or service reviewed (Z. Liu et al., 2020). Lastly, social presence in e-commerce livestreams greatly influences consumer purchase intentions. Social presence increases consumer identification and ultimately increases their intention to purchase (L. R. Chen et al., 2023).

CONCLUSION

Globalization has affected various aspects of human life, including in the fields of technology, education, economy, and health. In the economic context, globalization is seen from the growth of trade activity and international capital flows. One of the positive impacts of globalization is the presence of e-commerce platforms that provide benefits for consumers and businesses. In this case, e-commerce platforms have benefits for both consumers and business people. Consumers can take advantage of e-commerce to facilitate the purchase process without having to go directly to a physical store. In addition, the presence of the live-stream shopping feature allows sellers to market their products directly through live video, which can change the way consumers shop. Purchase intention is an important factor in live-stream shopping. Purchase intention is the intention or desire of consumers to buy a product or service that is marketed. Some factors that influence purchase

intentions in the live-stream context include social presence, perceived social interaction, perceived enjoyment, perceived utility, and self-presentation. From the results of the above research, the author recommends that sellers further increase perceived enjoyment, perceived utility, and self-presentation in the user experience of their products or services, because these factors have been shown to have a positive influence on purchase intent. In addition, it is also important to continue to consider the role of social presence in the context of products or services, as it can influence various aspects of consumer perception. Further research can focus on developing marketing strategies that enhance these factors as well as further exploring how social interactions can be used effectively to influence purchasing preferences.

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