



## The Influence of Swift Guanxi on Purchase Intention of Gen Z and Millennials on Shopee Live Streaming Users in Indonesia

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### Abstract

This study aims to explore the influence of swift guanxi on purchase intention among Shopee live streaming users in Indonesia. Swift guanxi refers to interpersonal relationships that are formed quickly between buyers and sellers on e-commerce platforms. This study uses a quantitative approach with a survey method, involving 316 respondents from Gen Z and Millennials who actively use Shopee live streaming. The analysis model used includes validity and reliability tests with SPSS, as well as testing the influence between variables using PLS-SEM. The results of the analysis show that telepresence, flow, perceived informativeness, perceived responsiveness, and perceived likeability have a significant effect on swift guanxi, while guidance shopping and metavoicing do not have a significant effect. Swift guanxi is proven to have a significant effect on purchase intention and gift-giving intention. This study is expected to provide insight for business actors to understand the importance of swift guanxi in increasing consumer purchase intention on e-commerce platforms.

## Pengaruh Swift Guanxi terhadap Purchase Intention Gen Z dan Milenial pada Pengguna Shopee Live Streaming di Indonesia

### Abstrak

Penelitian ini bertujuan untuk mengeksplorasi pengaruh swift guanxi terhadap purchase intention pada pengguna Shopee live streaming di Indonesia. Swift guanxi mengacu pada hubungan interpersonal yang terbentuk secara cepat antara pembeli dan penjual di platform e-commerce. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, melibatkan 316 responden dari kalangan Gen Z dan Milenial yang aktif menggunakan Shopee live streaming. Model analisis yang digunakan mencakup uji validitas dan reliabilitas dengan SPSS, serta pengujian pengaruh antar variabel menggunakan PLS-SEM. Hasil analisis menunjukkan bahwa telepresence, flow, perceived informativeness, perceived responsiveness, dan perceived likeability berpengaruh signifikan terhadap swift guanxi, sementara guidance shopping dan metavoicing tidak memberikan pengaruh yang signifikan. Swift guanxi terbukti memiliki pengaruh signifikan terhadap purchase intention dan gift-giving intention. Penelitian ini diharapkan dapat memberikan wawasan bagi pelaku bisnis untuk memahami pentingnya swift guanxi dalam meningkatkan niat beli konsumen di platform e-commerce.

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In today's modern era, technology and the internet have experienced very rapid development (Danuri, 2020). Internet technology can make it easier for people to do various activities and can be accessed anywhere and anytime. The development of internet technology in Indonesia has resulted in an increase in internet users who not only use the network to communicate, but can also be used to search for information and do business. This technological advancement has not only increased the number of internet users, but has also significantly driven the growth of e-commerce. In January 2023, there were around 213 million internet users in Indonesia, and the number of e-commerce users is estimated to reach 189.6 million in 2024 (Annur, 2023).

Shopee is one of the leading e-commerce platforms and has become the most popular platform in Indonesia among the younger generation due to the ease of shopping through the live streaming feature, with 2.35 billion visits from January to December 2023 (Ahdiat, 2023). Shopee live streaming allows direct interaction between sellers and buyers, which is a major draw for Gen Z and Millennials. This feature facilitates the formation of fast personal relationships or what is known as swift guanxi between sellers and buyers. Gen Z and Millennials are very responsive to this real-time interaction, where they can directly ask questions and receive instant responses. This creates an emotional bond that strengthens purchase intention.

This study explains that there is a significant influence on swift guanxi on live streaming users, especially in the context of e-commerce. Swift guanxi, namely a personal relationship that is formed quickly between sellers and buyers, plays an important role in increasing interaction on e-commerce platforms. Previous research conducted by (Lu *et al.* 2023) has shown that swift guanxi is not formed in this way alone, but is influenced by various factors such as telepresence which creating a sense of the seller's virtual

presence, flow that describes the user's involvement and comfort while watching, shopping guidance that helps in the purchasing decision process, and aspects such as metavoicing that involve user interaction with the content.

Another factor that influences swift guanxi is perceived informativeness, which is the consumer's perception of how useful and important the information provided by the seller is. Zhou *et al.* (2023) argue that complete and accurate information increases trust and closeness between sellers and buyers. While perceived responsiveness is felt, namely how quickly the seller responds to consumer needs and questions. Therefore perceived responsiveness also plays an important role in building swift guanxi. When the seller is responsive, consumers feel more important and encourage the formation of personal relationships.

Shopee live streaming allows intense interaction between sellers and buyers, so it can be a key to strengthening relationships with swift guanxi. Researchers investigated how swift guanxi and purchase intention can affect live streaming users. Perceived likeability is directly related to the formation of swift guanxi. According to Chen *et al.* (2022), the higher the consumer's liking for the seller, the faster the swift guanxi is formed. When consumers are satisfied with the seller, they tend to trust the information provided more and enjoy the interaction process, which ultimately increases the consumer's desire to buy.

Lu *et al.* (2023) using telepresence, flow, guidance shopping, metavoicing, swift guanxi, gift-giving intention, and purchase intention variables to analyze the influence of emotional and cognitive abilities in livestream e-commerce on purchase intention and gift giving intention. While Zhou *et al.* (2023) focuses on communication between consumers and sellers by adding variables perceived informativeness and perceived responsiveness to evaluate the quality of online seller services. In addition, Chen *et al.*

(2022) also added the perceived likeability variable to strengthen the analysis of factors influencing purchase intention. Referring to the suggestion Lu *et al.* (2023) To further explore repetitive behavior patterns in live streaming in e-commerce, this study proposes to add three variables, perceived informativeness, perceived responsiveness, and perceived likeability, so that the research results are more comprehensive and reliable. This study combines these variables into one comprehensive study that has never been studied before in the context of live streaming.

Although there have been many studies related to this topic, studies that specifically discuss swift guanxi in the context of live streaming on Shopee in Indonesia are still limited, so a more in-depth study is needed. Research on purchase intention on e-commerce platforms, especially Shopee live streaming, is still lacking due to a lack of deeper understanding of the factors that influence consumer purchase intention. Therefore, the author chose to examine more deeply the influence of swift guanxi on purchase intention among Shopee live streaming users in Indonesia. This study aims to understand how Shopee live streaming users quickly build relationships with sellers and investigate the factors that influence the formation of these relationships and their impact on purchase intention during live streaming sessions.

## LITERATURE REVIEW

According to Peterson (2021), Purchase intention is defined as the possibility that consumers will complete a purchase, including cognitive, emotional, and behavioral aspects. According to Lahunou (2022) explains that purchase intention covers various stages, from information gathering to purchase intention. In Shopee live streaming, purchase intention can be influenced by swift guanxi, a fast social relationship formed during real-time interaction with streaming. This relationship can influence consumer engagement

and trust levels and accelerate purchase decisions. Purchase intention measurements, as identified by Lu *et al.* (2023), include: (1) Shopee live streaming as the primary choice, (2) intending to purchase via Shopee live, (3) expecting to purchase on Shopee live

## Telepresence

According to Witmer & Singer, (1998), Telepresence is a set of technologies that allow a person to feel as if they are somewhere other than their actual location. This concept is closely related to presence, which is defined as the subjective experience of being in an environment or place even though the individual is physically located elsewhere (Winoda, 2021). Beyrouthy *et al.* (2023) extends the definition of telepresence to the use of technology to create the effect of being in another place, either real or imagined, or to operate equipment remotely. This definition includes the use of technology to replicate a physical presence in a place other than the actual location (Sanjaya, 2014).

Telepresence and swift guanxi are intertwined to accelerate business and social interactions in a virtual environment. While telepresence allows individuals to feel like they are in another location through technology, swift guanxi indicates a quick and temporary social connection especially in the digital business world. Shopee live streaming plays a vital role in facilitating both of these concepts as it provides a real-time interaction platform that makes communication feel more personal and immediate. Even in different actual locations, telepresence and shopee live streaming technologies allow parties to build trust and interaction, accelerate the establishment of communication, and achieve collaboration or business goals without the constraints of distance. Telepresence measurements, as identified by Lu *et al.* (2023), include: (1) full focus on Shopee, (2) feeling like you are in the Shopee world, (3)

Shopee is like a real place, (4) the Shopee world is more real than virtual

*H1: Telepresence has a significant impact on Swift Guanxi*

### Flow

According to Fang *et al.* (2018) flow is defined as the power of streaming refers to the ability of consumers to engage with live streaming e-commerce content, gain valuable insights, and improve the quality of purchasing decisions. According to Peifer *et al.* (2022) Flow refers to a state of deep involvement and absorption that individuals report when engaging in a challenging activity and feeling adequately capable. It is characterized by a feeling of complete absorption in the present experience, where the individual is fully engaged and focused on the task at hand (Oppland, 2016). Flow is often described as an optimal experiential state in which an individual is completely immersed in an activity and experiences pleasure, satisfaction, and accomplishment (van der Linden *et al.*, 2021).

Flow, which describes a deep level of participation, helps consumers stay engaged in the live streaming experience and facilitates purchasing decisions. Meanwhile, swift guanxi occurs through direct interaction in a live streaming session, accelerating the formation of relationships and trust between buyers and sellers. Flow measurements as identified by Lu *et al.* (2023) include: (1) time passing quickly, (2) tasks often being forgotten, (3) entertainment from the real world, (4) staying focused on watching.

*H2: Flow has a significant effect on Swift Guanxi*

### Guidance Shopping

According to Xiao & Benbasat (2007), guidance shopping refers to a personal shopping guidance service provided by a streamer (host) that includes recommendations and support tailored to customer needs, increases product awareness, and enhances the shopping experience. Sun *et al.* (2019) added that finding live shopping guidance

from streamers (hosts) also helps consumers choose the right products and improve the quality of purchasing decisions.

Guidance shopping plays an important role in accelerating fast and temporary social relationships, namely the formation of fast social relationships. During this shopping session, direct and personal interactions quickly build trust, improving the shopping experience and purchasing decisions. With the help of shopping guidance, the quality and credibility of the relationship between buyers and sellers can be built more effectively in a short time (Zhang *et al.*, 2023). Measurement of guidance shopping, as identified by Lu *et al.* (2023), includes: (1) providing information on alternative products, (2) helping to determine needs, (3) introducing products according to needs, (4) personalizing products

*H3: Guidance Shopping has a significant impact on Swift Guanxi*

### Metavoicing

According to Dong *et al.* (2016), metavoicing refers to the ability of customers to respond to their desire for valuable information about a product and provide feedback through technology. In live streaming, customers can communicate directly with content creators and provide feedback through home screens and chat rooms (Moreno & Uhls, 2019). This engagement helps in the formation of a quick and temporary social relationship between buyers and sellers. The real-time interaction and quick feedback of live streaming sessions accelerate the formation of trust and the formation of effective relationships in a short period of time (Majchrzak *et al.*, 2013). Metavoicing measures, as identified by Lu *et al.* (2023), include: (1) commenting on products, (2) responding to hosts, (3) sharing opinions, (4) participating in community discussions, (5) sharing shopping experiences.

*H4: Metavoicing has a significant influence on Swift Guanxi*

### **Swift Guanxi**

According to Ou *et al.* (2014), swift guanxi refers to the concept of interpersonal relationships that form quickly between buyers and sellers in e-commerce, forming strong social connections and influencing buyers' repurchase intentions. Liu *et al.* (2023) argues that the concept that emerged in e-commerce involves informal and close relationships with the help of online communication technology. Swift guanxi in the context of live streaming allows buyers and sellers to quickly build strong online relationships without face-to-face interaction (Chen *et al.*, 2022). Swift guanxi includes two dimensions, namely reciprocal favors and relationship harmony. Measurement of reciprocal favors, as identified by Lu *et al.* (2023), includes: (1) sellers giving discounts, (2) giving each other positive reviews, (3) helping each other, (4) sellers and buyers helping each other. In addition, the measurement of relationship harmony as identified by Lu *et al.* (2023), includes: (1) maintaining mutual harmony, (2) avoiding mutual conflict, (3) respecting each other.

*H5: Swift Guanxi has a significant effect on Purchase Intention*

### **Gift-Giving Intention**

According to Chen *et al.*, (2022), gift-giving intention involves thoughtful and intentional actions to build deeper relationships through gift-giving. Li & Peng, (2021) adding that this intention also includes consideration of the recipient's interests and preferences. Giving gifts with the right intention in the context of Shopee live streaming can increase gratitude and trust between buyers and sellers, thus creating a fast and temporary relationship. The right and well-chosen gift can strengthen relationships and speed up transactions. Measurement of gift-giving intention, as identified by Lu *et al.*, (2023), (1)

encompasses willingness to present a gift to the host, (2) the intention to offer a gift to the host, (3) a high probability of gifting, (4) the commitment to provide a gift to the host

*H6: Swift Guanxi has a significant effect on Gift-Giving Intention*

### **Perceived Informativeness**

According to McCallum *et al.* (2019), perceived informativeness refers to the degree to which the information is perceived as relevant, accurate, and useful to an individual's needs. Noguti & Waller (2020) adding that factors such as prior knowledge, novelty of information, and source credibility influence this assessment. In the context of live streaming, information delivered by the streamer (host) can accelerate the formation of trust and rapid social relationships between buyers and sellers, and influence swift guanxi. The quality and relevance of information provided during a live streaming session can increase consumer engagement and strengthen business relationships in a short time. Measurement of perceived informativeness, as identified by Zhou *et al.* (2023), includes: (1) complete and varied information, (2) information according to expectations, (3) information according to needs, (4) information that is easy to understand, (5) detailed and complete information.

*H7: Perceived Informativeness has a significant effect on Swift Guanxi*

### **Perceived Responsiveness**

According to Zygiaris *et al.* (2022), perceived responsiveness refers to how quickly and effectively customers feel their needs are responded to by the streamer (host), which influences satisfaction and loyalty. Stanton *et al.* (2019) added, perceived responsiveness also includes feelings of being understood and supported personally, which affects the well-being of the relationship. In the context of Shopee live

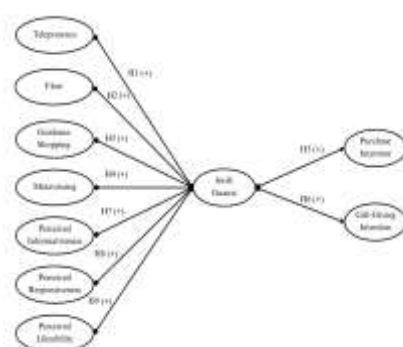
streaming, the streamer (host) responds quickly to customer questions and needs, facilitating fast communication and building fast social relationships and trust (Jolink *et al.*, 2021). This response efficiency helps improve customer satisfaction, increases loyalty, and helps in quick purchasing decisions. Measurements of perceived responsiveness, as identified by Zhou *et al.* (2023), include: (1) prompt response to questions, (2) response to requests, (3) response relevant to questions, (4) ready to communicate directly.

*H8: Perceived Responsiveness has a significant effect on Swift Guanxi*

### Perceived Likeability

Menurut Xiang *et al.* (2016), perceived likeability refers to the perceived interest indicating the extent to which buyers who participate in this live streaming shopping can judge the seller as being in high demand. In Shopee live streaming, the popularity and attractiveness of sellers play an important role in forming fast and temporary social relationships. More popular and liked sellers tend to make buyers feel more connected and trusting. Therefore, the attractiveness of sellers can effectively improve the relationship between sellers and buyers. Perceived likeability measures, as identified by Chen *et al.* (2022), include: (1) features that make it easier to find pleasant sellers, (2) features that help recognize good sellers, (3) features to identify popular sellers

*H9: Perceived Likeability has a significant effect on Swift Guanxi*



**Figure 1. Research Hypothesis Model**  
Source: Processed by Researcher (2024)

## METHOD

This study uses a quantitative method because it involves processing data in the form of numbers with a second-order construct approach in conducting data analysis. The type of research that will be used is basic research. This research is also included in the category of causal research which means there is a causal relationship between the variables studied. This study will investigate the relationship between independent, dependent, and intervening variables.

The sampling technique uses probability sampling to take random samples from the identified population. This study involved 316 samples from a large population consisting of Gen Z (17 Years - 27 Years) and Millennials (28 Years - 42 Years) Shopee live streaming users in Indonesia in the last 6 months.

The instrument in this study was compiled by several indicators on the variables of telepresence, flow, guidance shopping, metavoicing, swift guanxi, purchase intention, gift-giving intention, perceived informativeness, perceived responsiveness, and perceived likeability. In a study with 43 statements. The scale used in this study is a Likert scale which is measured by 5 levels, respondents were asked to provide an assessment of each statement listed in the questionnaire. In addition, the data processing technique in this study used SPSS version 27.0 for further analysis. The data was processed using SmartPLS 4.0 software.

## RESULT AND DISCUSSION

### Respondents Demographic

In this study, the results of the survey obtained, the sample includes 124 male respondents (39.2%) and 192 female respondents (60.8%) who fit the criteria, namely Gen Z and Millennial users of Shopee live streaming in Indonesia. The following is a table of respondent data based on the criteria of gender, age and monthly income.

**Table 1. Overview of Respondents**

	Freq	(%)
<i>Gender</i>		
Male	124	39,2%
Female	192	60,8%
<i>Age</i>		
17 - 27	180	57%
28 - 42	136	43%
<i>Expenses per Month</i>		
< Rp 1.000.000	71	22,5%
Rp 1.000.000 - Rp 3.000.000	149	47,1%
> Rp 3.000.000	96	30,4%

Source: Processed by Researcher (2024)

**Table 2. Indicator of Variables**

Variable	Indicators	
Telepresence	TEP1	Full focus on Shopee
	TEP2	Feeling like you are in the Shopee world
	TEP3	Shopee is like a real place
	TEP4	The Shopee world is more real than virtual
Flow	FLO1	Time passing quickly
	FLO2	Tasks often being forgotten
	FLO3	Entertainment from the real world
	FLO4	Staying focused on watching
Guidance Shopping	GS1	Providing information on alternative products
	GS2	Helping to determine needs
	GS3	Introducing products according to needs
	GS4	Personalizing products
Metavoicing	ME1	Commenting on products
	ME2	Responding to hosts
	ME3	Sharing opinions
	ME4	Participating in community discussions
	ME5	Sharing shopping experiences
Swift Guanxi	RF1	Sellers giving discounts
	RF2	Giving each other positive reviews
	RF3	Helping each other
	RF4	Sellers and buyers helping each other. In addition
	RH1	Maintaining mutual harmony
	RH2	Avoiding mutual conflict
Purchase Intention	RH3	Respecting each other
	PUI1	Shopee live streaming as the primary choice
	PUI2	Intending to purchase via Shopee live
Gift-giving Intention	PUI3	Expecting to purchase on Shopee live
	GGI1	Encompasses willingness to present a gift to the host
	GGI2	The intention to offer a gift to the host
	GGI3	A high probability of gifting
Perceived Informativeness	GGI4	The commitment to provide a gift to the host
	PI1	Complete and varied information
	PI2	Information according to expectations
	PI3	Information according to needs
	PI4	Information that is easy to understand
Perceived Responsiveness	PI5	Detailed and complete information
	PR1	Prompt response to questions
	PR2	Response to requests
	PR3	Response relevant to questions
Perceived Likeability	PR4	Ready to communicate directly
	PEL1	Features that make it easier to find pleasant sellers
	PEL2	Features that help recognize good sellers
	PEL3	Features to identify popular sellers

Source: Processed by Researcher (2024)

### Validity Test

Validity testing in research aims to evaluate the extent to which the data obtained is accurate, with the questionnaire being considered valid if the questions are able to measure what is intended, assessed using Pearson correlation with a Pearson correlation value  $\geq 0.5$  and a significance level  $\leq 0.1$ . (Ghozali, 2011). Based on the results of the validity test conducted, it shows that the Pearson Correlation value of each variable item is above 0.5, which is the minimum limit to be considered valid. Telepresence has a high and significant Pearson correlation value ranging from 0.674 to 0.871 for all items, therefore all items can be said to be valid. Likewise with flow, with a correlation value of 0.753 to 0.850. Guidance shopping also shows very good validity with a correlation value of 0.820 to 0.911.

In addition, metavoicing shows a high correlation value between 0.755 to 0.868, meaning that all items of this variable are also valid. Reciprocal favors and relationship harmony also have Pearson correlation values ranging from 0.840 to 0.880 and 0.868 to 0.903, respectively, indicating that all items of both variables are valid. Furthermore, purchase intention shows very good validity with a correlation value of 0.895 to 0.968. Gift-giving intention also has very high validity, with a correlation value ranging from 0.905 to 0.938.

The variables perceived informativeness and perceived responsiveness show high Pearson correlation values ranging from 0.792 to 0.937 and 0.896 to 0.917, respectively, indicating that all items of both variables are valid. Finally, perceived likeability also shows high validity, with correlation values ranging from 0.915 to 0.934. Overall, all variables and items that tested to meet the validity criteria, which shows that the research tool used is valid.

### Reliability Test

Reliability testing assesses the consistency of the measuring instrument, using the Cronbach's Alpha method, where the questionnaire is considered reliable if the Cronbach's Alpha value  $\geq 0.6$  (Hair *et al.*, 2014). This test was conducted on 30 respondents using SPSS version 27.0. Based on the results of the validity test, it shows that the Cronbach's Alpha value also shows good reliability with a Cronbach's alpha value higher than 0.6 for each variable. Telepresence consisting of four items has a Cronbach's alpha value of 0.777, which indicates that this variable is quite consistent. The flow variable consisting of four items is more reliable with a Cronbach's alpha value of 0.822.

In addition, guidance shopping consisting of four items has a high Cronbach's alpha value, which is 0.884. The metavoicing variable consisting of five items shows very good internal consistency with a Cronbach's alpha value of 0.876. The same applies to the reciprocal favors variable, which has four items and has a Cronbach's alpha value of 0.874, and relationship harmony, with three items and has a Cronbach's alpha value of 0.856. The purchase intention variable shows the highest reliability with a Cronbach's alpha value of 0.920 for three items. Gift-giving intention consisting of four items has a Cronbach's alpha value of 0.939, which shows that the measuring instrument for this variable is very reliable.

The perceived informativeness variable consists of five items with a Cronbach's alpha value of 0.909, while the perceived responsiveness variable consists of four items with a Cronbach's alpha value of 0.931, which indicates that both variables show very strong internal consistency. Finally, perceived likeability consisting of three items has a Cronbach's alpha value of 0.913, which indicates that the items in this variable are mutually consistent and reliable. Overall, these results indicate that all variables used in this study



have a value of more than 0.6 and it can be concluded that the measuring instrument used in this study is reliable.

### Convergent Validity Test

Convergent validity measures the extent to which indicators of a construct variable are highly correlated with each other. In general, convergent

validity is assessed using Average Variance Extracted (AVE). AVE indicates the proportion of variance captured by the construct variable relative to the variance caused by measurement error. The recommended AVE value is at least 0.5, which means that the variable is able to explain more than 50% of the variance of its indicators (J. Hair *et al.*, 2022).

**Table 3. Average Variance Extracted (AVE) & Composite Reliability Test**

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
TEP	0.813	0.817	0.877	0.642
FLO	0.733	0.745	0.828	0.546
GS	0.472	0.539	0.782	0.646
ME	0.816	0.820	0.871	0.575
SWIFT GUANXI	0.896	0.897	0.918	0.616
PUI	0.758	0.759	0.861	0.674
GGI	0.866	0.867	0.909	0.713
PI	0.844	0.845	0.889	0.617
PR	0.812	0.813	0.877	0.640
PEL	0.764	0.763	0.864	0.679

Source: Processed by Researcher (2024)

Based on table 3 above, it can be seen that the results of the analysis show that all variables used in this study have good convergent validity with an AVE value higher than the limit of 0.5 which indicates that the construct variables used can explain more than 50% of the indicator variance. Therefore, the construct variables can be said to be valid for measuring relevant variables. This validity shows that the tools used in this study can consistently measure what should be measured.

**Table 4. R-Square Value**

Variable	R-Square
Gift-giving Intention	0.746
Purchase Intention	0.696
Swift Guanxi	0.861

Source: Processed by Researcher (2024)

### R-Square Test

R-square is a value that is only related to the dependent variable. This value also indicates the degree to which the independent variable can affect the dependent variable. R-square ( $R^2$ ) measures how well the independent variables

explain the variability of the dependent variable in the model. In PLS analysis,  $R^2$  indicates the proportion of variance explained by the model constructs to the dependent variable, with values above 0.5 considered good.

### Goodness of Fit (GoF) Goodness of Fit (GoF)

is a measure used to evaluate the overall quality of a structural model in Partial Least Squares-Structural Equation Modeling (PLS-SEM). GoF combines the average communalities (AVE) and the average coefficient of determination ( $R^2$ ) of the model to provide a comprehensive picture of the model's fit to the data used. The GoF value ranges from 0 to 1 and is categorized into three levels. A GoF value of 0.1 indicates a small fit, 0.25 represents a moderate fit, and values greater than 0.36 signify a large fit (Haryono, 2016).

$$\begin{aligned}
 \text{GoF} &= \sqrt{\text{AVE}} \times \sqrt{R^2} \\
 &= \sqrt{0,6348} \times \sqrt{0,7677} \\
 &= \sqrt{0,4875} \\
 &= 0,698
 \end{aligned}$$

The GoF value of 0.698 indicates that the model has a very good fit and is in the large category ( $>0.36$ ). This indicates that the model as a whole is able to explain the relationship between

variables well. Therefore, the model used in this study is valid and has high predictive power for the phenomena studied

**Table 5. Hypothesis Test**

No	Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-Statistics	P Values	Decision
H1	TEP → Swift guanxi	0.208	0.209	0.073	2.853	0.004	Accepted
H2	FLO → Swift guanxi	0.095	0.096	0.042	2.250	0.025	Accepted
H3	GS → Swift guanxi	0.069	0.068	0.040	1.725	0.085	Rejected
H4	ME → Swift guanxi	0.027	0.027	0.032	0.835	0.404	Rejected
H5	Swift guanxi → PUI	0.834	0.834	0.025	33.308	0.000	Accepted
H6	Swift guanxi → GGI	0.864	0.865	0.025	35.143	0.000	Accepted
H7	PI → Swift guanxi	0.273	0.277	0.062	4.410	0.000	Accepted
H8	PR → Swift guanxi	0.232	0.227	0.053	4.407	0.000	Accepted
H9	PEL → Swift guanxi	0.143	0.142	0.053	2.703	0.007	Accepted

Source: Processed by Researcher (2024)

Based on table 5 above, it can be seen that H1, H2, H5, H6, H7, H8, and H9 are accepted, namely, telepresence, flow, perceived informativeness, perceived responsiveness, and perceived likeability have a significant influence on swift guanxi. In addition, swift guanxi has a significant effect on purchase intention and swift guanxi has a significant effect on gift-giving intention. While guidance shopping and metavoicing cannot have a significant effect on swift guanxi.

#### **The Effect of Telepresence on Swift Guanxi**

Based on the test results, it shows that telepresence has a positive and significant influence on swift guanxi as shown by the results of the study with a t-statistic value of 2.853 and a p-value of 0.004, which is smaller than the significance limit of 0.05. This positive influence shows that the stronger the sense of telepresence when users interact on platforms such as live

streaming, the stronger the swift guanxi formed. Telepresence helps improve social connections, which are key elements in building swift guanxi, namely fast relationships built on trust and mutual understanding. Based on these results, it shows that in line with previous research conducted by Lu *et al.* (2023) which shows that telepresence has an influence on swift guanxi and supported by (Jannah & Takarini, 2023).

#### **The Influence of Flow on Swift Guanxi**

The test results above show that flow has a significant positive impact on Swift Guanxi with a t-statistic of 2.250 and a p-value of 0.025. This shows that the greater the sense of participation and involvement felt by users when interacting in live streaming, the stronger the relationship with swift guanxi. Therefore, flow makes users feel more involved and connected to the seller. These results indicate that in line with previous research

conducted by Lu *et al.* (2023) which shows that flow has an influence on swift guanxi and supported by several other researchers (Jannah & Takarini, 2023; Alana & Sharif, 2023).

### **The Influence of Guidance Shopping on Swift Guanxi**

Based on the results of this test, it shows that guidance shopping does not have a significant impact on swift guanxi in Shopee live streams with a t-statistic value of 1.725 and a p-value of 0.085. Although sellers can provide shopping guidance such as product recommendations and shopping instructions during live streaming, this indirectly creates a fast relationship between users and sellers. This is because guidance shopping provides more information than emotional information or interaction, so it is not strong enough to build swift guanxi. The results of this study are not in line with previous research conducted by Lu *et al.* (2023) and several other researchers (Jannah & Takarini, 2023; Alana & Sharif, 2023).

### **The Effect of Metavoicing on Swift Guanxi**

The test results above show that metavoicing in Shopee live streaming does not have a significant impact on swift guanxi, such as comments and reactions during live streaming with a t-statistic value of 0.835 and a p-value of 0.404. Although users can interact with sellers through comments and emoji features, these results indicate that this behavior may not be enough to build deep and trusting relationships between users and sellers. The results of this study are not in line with previous research conducted by Lu *et al.* (2023) and several other researchers (Jannah & Takarini, 2023; Alana & Sharif, 2023).

### **The Influence of Swift Guanxi on Purchase Intention**

Based on the results of the statistical test above, it is known that swift guanxi on purchase intention

has a very significant impact with a t-statistic of 33.308 and a p-value of 0.000. This shows that a fast and trustworthy relationship between sellers and buyers directly increases purchase intention for buyers. When swift guanxi is strongly formed by positive interactions and trust in Shopee live streaming, users have great confidence in buying products. This trust and personal closeness factor plays an important role in making purchasing decisions. The results of this study are validated by Jihan (2023), Zhang *et al.* (2020), and Hsu *et al.* (2022) research which found an influence between swift guanxi on purchase intention with positive results. These results indicate that in line with previous research conducted by Lu *et al.* (2023) which shows that swift guanxi has an influence on purchase intention.

### **The Influence of Swift Guanxi on Gift-giving Intention**

The results of the statistical test above show that swift guanxi has a significant effect on gift-giving intention, with a t-statistic value of 35.143 and a p-value of 0.000. The stronger the swift guanxi between the seller and the buyer, the greater the consumer's intention to give gifts in the form of purchasing products as gifts for others. In the context of Shopee live streaming, this strong relationship not only encourages consumers to make purchases for themselves but also expands the intention to buy products as a form of gratitude or gifts for others. This is influenced by the sense of trust and personal relationships formed during the interaction. These findings are consistent with previous research conducted by Lu *et al.* (2023) which demonstrated the influence of swift guanxi on gift-giving intention. Furthermore, this study's results are validated by Jihan (2023) and Jannah & Takarini (2023) research, which similarly found a positive relationship between swift guanxi and gift-giving intention.

### **The Influence of Perceived Informativeness on Swift Guanxi**

Based on the results of this test, it is proven that the perception of informativeness in Shopee live broadcasts has a significant positive impact on swift guanxi, with a t-statistic value of 4.410 and a p-value of 0.000. The more relevant and useful the information provided by the seller, such as product details, discounts, and references, the greater the user's trust in the seller. Sellers who provide detailed and valuable information during live broadcasts tend to foster stronger swift guanxi, as users perceive higher value from this interaction. This finding is consistent with previous research conducted by Zhou *et al.*, (2023). Zhou *et al.* (2023), which showed the influence of perceived informativeness on swift guanxi. Furthermore, the results of this study are supported by research by (Zhang *et al.*, 2020), which also found a positive relationship between perceived informativeness and swift guanxi.

### **The Influence of Perceived Responsiveness on Swift Guanxi**

The test results show that the perception of responsiveness in Shopee live streaming has a significant positive impact on swift guanxi, with a t-statistic value of 4.407 and a p-value of 0.000. When sellers respond to consumer questions and comments quickly, it gives the impression that the seller cares about the needs and concerns of consumers. This quick response not only shows the seller's expertise but also fosters a deep emotional closeness between the seller and the buyer. Consumers who feel valued and involved in the interaction process tend to trust the seller more easily. This finding is in line with previous research conducted by Zhou *et al.* (2023) which also confirmed the influence of perceived responsiveness on swift guanxi. Furthermore, the results of this study are supported by research by (Zhang *et al.*, 2020), which also identified a

positive relationship between perceived responsiveness and swift guanxi.

### **The Influence of Perceived Likeability on Swift Guanxi**

Based on the results of this test, it shows that perceived likeability in Shopee live streaming has a significant positive impact on swift guanxi with a t-statistic value of 2.703 and a p-value of 0.007. Sellers who can display a friendly and attractive attitude during live streaming sessions can create a more comfortable and enjoyable atmosphere for consumers. This allows consumers to feel more comfortable talking, asking questions, and discussing products without feeling pressured or embarrassed. When sellers are friendly and pleasant, users will naturally trust the seller, thus establishing a strong relationship. In the long term, users who like sellers tend to return to live streaming sessions or make repeat purchases, thus strengthening the relationship that has been established. These results indicate that in line with previous research conducted by Chen *et al.*, (2022) which shows that perceived likeability has an influence on swift guanxi.

## **CONCLUSION**

This study shows that swift guanxi plays an important role in increasing purchase intention and gift-giving intention among Shopee live streaming users in Indonesia. Other factors such as telepresence, flow, perceived informativeness, perceived responsiveness, and perceived likeability generally influence the formation of the study quickly. This can emphasize the importance of fast, direct, and personal interactions between sellers and buyers in increasing trust and building strong relationships.

This study recommends that future research explore the influence of swift guanxi on other e-commerce platforms targeting a wider population to increase the validity of the results. In addition, the researcher suggests using a

qualitative approach to better understand the dynamics of interpersonal relationships formed through live streaming. In addition, businesses should improve the quality of interactions by providing faster, friendlier, and easier responses for users to build consumer trust and loyalty.

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