

From viewers to loyal fans: The key to stickiness in live streaming tourism

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ABSTRACT

This study examines tourist behavior in online environments, particularly on live streaming platforms, indicating a rise in engagement associated with stickiness. Stickiness refers to the degree of user engagement in live streaming services, facilitated by the transfer of trust that takes place. This research develops a theoretical model grounded in a social systems approach and trust transfer to elucidate the impact of live streaming services on user stickiness. A total of 225 valid respondents were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that social factors, specifically interaction and identification, have a significant impact on trust in streamers, thereby improving user retention. Additionally, trust in the streamer was identified as a mediating factor in the relationship between interaction and identification concerning user retention. This study enhances the theoretical framework by combining socio-technical approaches with trust transfer in live streaming platforms. This research contributes to the development of tourism by offering insights into live streaming platforms that can integrate features to enhance engagement for both viewers and potential tourists. The study acknowledges several limitations and provides guidance for future research to further explore the significant role of socio-technical approaches in understanding user behavior, particularly regarding tourist stickiness.

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1. INTRODUCTION

The rapid expansion of technology in digital marketing has transitioned promotional strategies from conventional ways to dynamic social media platforms. Live streaming has evolved as a potent force in online marketing, integrating real-time audio and video to captivate people. This interactive method not only strengthens the relationship between vendors and buyers but also optimizes transactions and elevates the online buying experience. Live streaming facilitates real-time interactions, allowing vendors to markedly improve their sales performance. Live streaming's impact transcends retail, being adopted in the travel and hospitality industries to create novel online interactions. A notable characteristic of live streaming is its capacity to overcome geographical limitations, establishing virtual environments for worldwide audience interaction. Travel live streaming enables streamers to chronicle their adventures, disseminate travel knowledge, and engage with viewers in real-time, cultivating a distinctive relationship between the audience and the streamer. Research demonstrates that dynamic communication and participation in travel live streaming can enhance viewers' intentions to visit destinations. Nonetheless, a significant deficiency exists in comprehending how the social components of live streaming affect trust and, consequently, user loyalty to the platform.

The emotional connections established between users and platforms foster user retention, augmented by engaging experiences that promote

regular viewership. Engaging actively in live streaming by responding to viewer questions, providing comprehensive insights, and demonstrating products or services enhances the audience's confidence in content credibility. Trust, frequently arising from ambiguous knowledge, is essential in the volatile tourism sector, where efficient market order supports successful transactions. Consequently, fostering trust is a crucial objective in marketing tactics to enhance customer involvement. Furthermore, the concept of trust transfer is essential in linking consumer trust to user engagement behaviors. Previous research has predominantly examined the role of consumer trust in enhancing purchases, brand loyalty, and sustained engagement. This highlights the necessity to investigate the influence of live streaming on perceptions, attitudes, and decision-making within travel-focused platforms.

This study aims to enhance the understanding of trust transfer in non-transactional user behaviors, such as platform loyalty, by differentiating between trust in the streamer and trust in the platform. This study examines the mechanisms of trust transfer in live streaming using socio-technical systems theory, establishing a basis for trust development. The study tempts to cultivate trust through user engagement in live streaming by leveraging socio-technical systems that emphasize social factors such as interaction and identification. Trust can be transferred from a credible source to a target audience, and personal interactions with destinations or tourism services

can improve overall trust in the tourism sector. This study examines the socio-technical mechanisms that underpin trust transfer and the factors influencing the retention of potential tourists or viewers on live streaming platforms. This theoretical framework employs socio-technical systems to examine the influence of social factors on trust and the promotion of non-transactional behaviors, such as user loyalty, within live streaming platforms. Social factors, including interaction and identification throughout a viewer's engagement with streamers, are crucial. The study emphasizes user loyalty by targeting outcomes such as increased visit duration and user retention, which are essential for the development of engaging online promotional platforms. Furthermore, analyzing trust in both the streamer and the platform as mechanisms of trust transfer allows researchers to identify the distinctions between these forms of trust and their impact on user engagement behaviors. This study seeks to provide insights into the role of socio-technical systems in improving tourist engagement with platforms or tourism content. This resource aims to offer essential guidance for tourism industry professionals interested in enhancing consumer relationships via personalized and immersive digital travel experiences.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. The Concept of Socio-Technology System in Digital Tourism Marketing

The socio-technical systems concept, established by Bostrom & Heinen (1977), transforms our comprehension of the interconnection between social and technical components. This approach transcends technological viewpoints to emphasize the crucial significance of human interactions inside systems. Social components emphasize human dynamics, including values, attitudes, skills, relationships, power dynamics, and reward structures, whereas technical components concentrate on the tasks, tools, and procedures required to transform inputs into valued outputs. This method emphasizes the essential collaboration between technical and social subsystems to enhance results. When incorporating new technology or implementing improvements, it is essential to equilibrate these factors to guarantee enduring advantages.

The socio-technical approach in live streaming cultivates rapid, real-time connections between viewers and streams. Research has dug into how online consumer habits including the readiness to engage, trust levels, and non-transactional ties are created. Live streaming establishes immediate social connections between viewers and streams, facilitating real-time interaction and feedback. Simultaneously, technological systems utilize live streaming technology to promote active user involvement and engagement. The success

of live streaming depends on an effective integration of technological and social components, guaranteeing that technology improves user experience while fostering active audience engagement.

2.2. The Construct of Socio-Technology System and Trust in Streamer

In the active realm of online platforms, interactions constitute the foundation of lively communities, arising from the dynamic exchange between users and hosts within particular digital settings. Li et al. (2021) emphasize that live shopping transactions stimulate dynamic exchanges among users, streamers, and other viewers on platforms. In live streaming, these interactions are crucial, serving as the essential connection that maintains audience engagement with creators' content (J. Berger, 2014; Y. Li et al., 2021b; Lv et al., 2022; Tajvidi et al., 2021; B. Tian et al., 2023). Through active participation in these digital discussions, users produce insights by utilizing perception-based characteristics and procedures (Tajvidi et al., 2021). In this context, customers can directly interrogate streamers, obtaining immediate answers that fulfill their intellectual inquiries (Fang et al., 2018; B. Tian et al., 2023). These exchanges foster personal connections, prompting viewers to grow affection and trust towards the streamer (Y. Li et al., 2021b). Effective interactions not only elucidate product or service offerings but also enhance viewer trust in the streamer (T. Lee, 2005; B. Tian et al., 2023).

Furthermore, identification is the crucial element that drives steadfast client loyalty (T. Wang et al., 2015). It is the process by which individuals identify their reflections in others, groups, or organizations (Y. Li et al., 2021b). This identification fosters attachment, arising from emotional ties and a sense of belonging within platform interactions (T. Wang et al., 2015). It underscores the significant connections formed by individuals or organizations, facilitating lasting interactions (Li et al., 2021). Customer identification elucidates the connections among customers, employees, businesses (I.E. Berger et al., 2006), and brands (Underwood et al., 2001). In brand studies, identifying brand communities facilitates relationships that surpass geographical boundaries, established through the social bonds among brand aficionados (Keh & Xie, 2009). This underscores that a higher customer identification correlates with heightened participation and trust within the community (Algesheimer et al., 2005). Consequently, in the context of user-streamer relationships, emphasizing shared traits can markedly enhance their emotional bonds (Ladhari et al., 2020). Leveraging users' emotional connections with streamers fosters their self-identification with the streamer, hence augmenting trust and affinity in these partnerships (Y. Li et al., 2021b; M. Zhang et al., 2022a). Therefore, this study proposed below hypotheses:

H1: Engaging interactions significantly boost trust in streamers

H2: Engaging identifications significantly boost trust in streamers

2.3. Trust in Streamer and User Retention Behavior

The mechanisms of trust transfer elucidate its role in enhancing user behavior on social media live streaming platforms through the integration of trust in the streamer (Y. Li et al., 2021a; B. Tian et al., 2023). Trust in the streamer develops through responsive and transparent interactions, with authenticity and engagement contributing to a loyal viewership (Chang et al., 2024). Emphasizing rationality, credibility, reliability, and professionalism enables streamers to cultivate audience trust, resulting in enhanced platform stickiness through users' consistent engagement with the streamer's content (Chang et al., 2024).

The trust established through direct interactions with the streamer significantly impacts user retention, thereby enhancing the effectiveness of social media live streaming as a marketing strategy, especially within the tourism sector (Chang et al., 2024; W.-K. Chen et al., 2023; H. Wang et al., 2013). User stickiness is evident in behaviors like extended content consumption and frequent platform usage, indicating a user's dedication to ongoing engagement with the live streaming ecosystem.

The significance of trust transfer, particularly trust in the streamer, is highlighted as crucial in affecting user engagement and retention, based on insights from various relevant studies. This

synergy of trust enhances the viewer experience and reinforces the streamer's role as a content authority, fostering an environment where users feel valued and connected. The primary objective is to strategically leverage these elements of trust to enhance user retention and secure the ongoing success of live streaming platforms. Based on the explanation, this study proposed below hypotheses:
H3: Trust in streamer sparks enhanced user retention

2.4. Trust in Streamer Mediates the Nexus

In live streaming, trust in the streamer is crucial for user retention, especially regarding interactivity. Every conversation provides viewers with insight about the streamer's genuineness and dependability. When streamers answer swiftly and honestly, they cultivate a reservoir of trust that engenders a sense of acknowledgment and respect among viewers. This trust is not merely a consequence of engagement; it actively converts casual viewers into committed followers who are more likely to revisit the platform. The emotional bond formed through these interactions guarantees that viewers regard their engagement as significant, hence promoting prolonged and more frequent visits. This dynamic is essential for streamers seeking to develop a devoted following, as trust enhances the efficacy of each connection, transforming basic exchanges into the cornerstone of user retention.

Conversely, identification with the streamer is a significant pathway by which trust affects user retention. When viewers recognize

aspects of themselves in the streamer, whether through common ideals, life experiences, or cultural origins, this identification cultivates a deep sense of belonging and community. Trust facilitates the transition from superficial acknowledgment to authentic connection, hence deepening the viewer's bond with the streamer. As trust intensifies, viewers are increasingly inclined to engage with the streamer's content, motivated by the solace and fellowship derived from shared identities. This identity, fostered by trust, enhances individual viewer loyalty and promotes the development of a dynamic community around the streamer, so reinforcing user retention as viewers return for both the material and the communal experience. Thus, this study proposed below hypotheses:

H4: Trust in streamer significantly boost the engagement of interactions and user retention

H5: Trust in streamer significantly boost the engagement of identifications and user retention

3. METHOD, DATA, AND ANALYSIS

This study focuses on the utilization of social media live streaming in Indonesia, with the objective of identifying user interaction behaviors on platforms in the context of tourist live streaming. The study population includes all Indonesian individuals who have observed tourist live streaming. The research utilizes a non-probability sampling method, namely purposeful random sampling according to defined criteria. The main criteria encompass users who have engaged with social media live streaming platforms (including YouTube, TikTok, Facebook,

Instagram, and Twitter), their frequency of viewing tourism live streams, and the categories of tourist material they have consumed. Data collection is executed by an online survey utilizing Google Forms, subsequently disseminated via random links across diverse social media sites, including Facebook, Instagram, WhatsApp, TikTok, and others. The collected responses will yield demographic information and comments on the questionnaire for each concept in the study. The questionnaire utilizes a 7-point Likert scale, prompting respondents to indicate their degree of agreement with topics, from 1 (strongly disagree) to 7 (strongly agree). This study employs diverse variables within the socio-technical system framework to analyze their influence on trust transfer, consequently augmenting sticky behavior in social media tourist live streaming. Each construct is operationalized to elucidate the fundamental principles examined, with measuring items modified from prior research to align with the study's context. The sample size is calculated by multiplying the number of items by 10, according to established standards (Hair et al., 2017). The socio-technical system comprises four items for interaction, four for identification (Y. Li et al., 2021a; Wan et al., 2017), four items to assess trust in the streamer (B. Tian et al., 2023; Y. Wu & Huang, 2023), and three items for user stickiness indicating retention (Y. Li et al., 2021b), culminating in a total of 15 items.

Following data collection, Structural Equation Modeling (SEM) is utilized to examine

causal relationships among variables. Structural Equation Modeling (SEM) is regarded as the benchmark for such investigations because of its capacity to elucidate intricate inter-variable interactions (Hair et al., 2017). In SEM, path models visually represent the relationships being examined. The analysis consists of two phases: assessing the measurement model and the structural model. During the measurement model phase, convergent validity is evaluated by Composite Reliability (CR), factor loadings, Average Variance Extracted (AVE), and Cronbach's alpha (Hair et al., 2017). Discriminant validity is assessed by the Fornell-Larcker criterion (Fornell & Larcker, 1981) and the heterotrait-monotrait ratio (HTMT) (Henseler et al., 2015). Furthermore, hypotheses are evaluated using the structural model to determine the relevance of inter-variable interactions. Data analysis is performed with Smart-PLS 4.0, a widely employed instrument for structural equation modeling (SEM) analysis. This study thoroughly examines the elements affecting potential visitors' stickiness, focusing on user retention in live streaming and examining the correlations between variables.

4. RESULT AND DISCUSSION

4.1. The Characteristics of the Respondents

A total of 225 respondents participated in this survey, according to the data collection findings. The majority were female, constituting 67.1%, and males represented 32.9%. The majority of respondents, constituting 60.4%, were within the

productive age bracket of 20-35 years, while those under 20 years accounted for 23.6%. The majority of respondents possessed a bachelor's degree (77.3%), and the predominant profession was students, encompassing undergraduate to doctoral degrees, at 81.8%. Concerning the frequency of live stream viewership, the majority of respondents (83.6%) reported watching 1-3 times daily, while 10.2% indicated seeing 4-6 times daily. TikTok live streaming was the most utilized platform at 58.7%, followed by YouTube at 21.3% and Instagram at 16.4%. Only 5.3% of respondents utilized Facebook, and no respondents engaged with Twitter. The cuisine category was the most viewed content at 44.0%, followed by nature tourism at 30.2%, arts and culture at 14.7%, lodgings at 7.1%, and historical places at 4.0%.

4.2. The Assessment of Measurement Model

A comprehensive assessment of validity and reliability is essential prior to engaging in hypothesis testing. This study delineates a methodical framework for validation and reliability assurance, as specified in Table 1. The preliminary stage entails assessing construct validity via convergent validity by evaluating Outer Loading (OL) values. For a build to be deemed acceptable, its outer loading must be no less than 0.7 (Hair et al., 2017). A greater OL indicates a more substantial contribution from the indicators in elucidating the construct, whereas lower values imply the contrary. The findings demonstrate that all constructs satisfy the established validity criteria, affirming their

robustness (Hair et al., 2017). Subsequently, the Average Variance Extracted (AVE) is evaluated, with each construct's AVE required to attain a minimal threshold of 0.5 (Hair et al., 2017). Table 2 demonstrates that the AVE values for each variable above the threshold, confirming the effective establishment of convergent validity in accordance with Hair's guidelines (Hair et al., 2017).

The subsequent stage focuses on assessing internal consistency. At this point, Cronbach's Alpha (CA)

and Composite Reliability (CR) are employed to assess the internal consistency of each construct. A CR value of no less than 0.7 is advised to demonstrate adequate internal consistency (Hair et al., 2017). The standard for internal consistency is set at > 0.7 (Hair et al., 2017). The constructs examined in this investigation show robust consistency among their respective items, indicating that internal consistency has been successfully attained (Hair et al., 2017).

Table 1. Construct Validity and Internal Consistency

Construct	Code	OL	CA	CR	AVE
Interactions	ITC1	0.884	0.898	0.928	0.764
	ITC2	0.789			
	ITC3	0.920			
	ITC4	0.899			
Identification	IDF1	0.884	0.924	0.946	0.815
	IDF2	0.919			
	IDF3	0.942			
	IDF4	0.864			
Trust in Live Streamer	TS1	0.900	0.914	0.946	0.853
	TS2	0.939			
	TS3	0.932			
User's Retention	UR1	0.766	0.862	0.914	0.782
	UR2	0.939			
	UR3	0.936			

The evaluation of discriminant validity encompasses three separate methodologies. The initial method, illustrated in Table 2, assesses the square roots of the Average Variance Extracted (AVE) in accordance with the Fornell-Larcker criterion. The square root of the AVE must surpass

the correlation values among the constructs, as per this criterion. The findings demonstrate that the square roots of the AVE exceed the inter-construct correlations. This study has successfully achieved discriminant validity, as indicated by the Fornell-Larcker criterion (Henseler et al., 2015).

Table 2. Fornell-Larcker Criterion

	ITC	IDF	TS	UR
ITC	0.874			
IDF	0.498	0.903		
TS	0.508	0.505	0.924	
UR	0.493	0.429	0.535	0.884

The second method for evaluating discriminant validity is the Heterotrait-Monotrait (HTMT) ratio. Henseler et al., (2015) state that the HTMT ratio is utilized to assess discriminant validity, with an HTMT value of ≤ 0.85 signifying strong discriminant validity. The results shown in

Table 3 indicate that all HTMT values for the constructs fall below the 0.85 threshold. The findings of this study indicate that the discriminant validity, assessed using the HTMT approach, is categorized as strong discriminant validity.

Table 3. Discriminant Validity by HTMT

	ITC	IDF	TS	UR
ITC	-			
IDF	0.554	-		
TS	0.546	0.546	-	
UR	0.564	0.493	0.577	-

The third method for assessing discriminant validity entails the examination of the cross loadings matrix, as demonstrated in Table 4. A study is considered to fulfill the criteria for discriminant validity when the cross-loading values of an item within a construct surpass the correlation

coefficients with other constructs. The testing results demonstrate that all constructs show cross-loading values exceeding the correlation coefficients of the other constructs. Thus, the constructs exhibit robust discriminant validity.

Table 4. Cross Loadings Matrix

	ITC	IDF	TS	UR
ITC1	0.884	0.383	0.450	0.479
ITC2	0.789	0.465	0.304	0.356
ITC3	0.920	0.469	0.462	0.457
ITC4	0.899	0.446	0.516	0.422
IDF1	0.434	0.884	0.424	0.335
IDF2	0.435	0.919	0.455	0.376
IDF3	0.470	0.942	0.513	0.408
IDF4	0.462	0.864	0.421	0.428
TS1	0.454	0.493	0.900	0.495
TS2	0.479	0.463	0.939	0.514
TS3	0.474	0.442	0.932	0.474
UR1	0.436	0.417	0.303	0.766
UR2	0.466	0.395	0.570	0.939
UR3	0.422	0.355	0.490	0.936

4.3. The Assessment of Structural Model for Hypothesis Testing

Several steps are undertaken to evaluate the structural model and assess the robustness of the research model in hypothesis testing. This evaluation seeks to assess the model's efficacy in supporting the hypotheses. The initial step entails assessing the model's strength through the endogenous variables, defined by the path coefficients between the constructs. This approach involves evaluating by comparing R^2 values, with values exceeding 0.1 deemed significant. Falk & Miller (1992) assert that a structural model is considered adequate when the R^2 value is greater than 0.1 or approaches 1. Constructs with R^2 values

near 0.67 are classified as strong, approximately 0.33 as moderate, and below 0.19 as weak (Falk & Miller, 1992). The path coefficient testing results indicate that the construct of trust in the streamer has a R^2 value of 0.342, suggesting a moderate level of influence. The perceived user retention construct is categorized as moderate, with a R^2 value of 0.287. Consequently, the results of the path coefficient testing indicate that this research model is appropriate for hypothesis testing, given that the overall constructs demonstrate a sufficiently robust structural model. Table 5 presents the structural modeling results derived from the path coefficients among the constructs.

Table 5. R-square Value

Construct	<i>R-square</i>	Conclusion
Trust in Live Streamer	0.342	Moderate
User's Retention	0.287	Moderate

The structural model is evaluated using the Goodness-of-Fit (GoF) index, which serves as a global criterion for assessing the model's fit within the PLS-SEM framework. The GoF index is determined by the geometric mean of the average communality and the average R^2 values of the model. Several aspects must be considered when evaluating the GoF index. The standardized root mean square residual (SRMR) indicates the average discrepancy between the observed correlation matrix and the model's implied correlation matrix (Henseler et al., 2016). An SRMR value under 0.08

signifies a good fit (Hu & Bentler, 1999), whereas other studies propose a threshold of below 0.10. A model is deemed effective when the disparity between the implied correlation matrix and the empirical correlation matrix is minimal, with d_{ULS} approaching 1 and d_G approaching 0.

The fit index must be normalized using the Normed-Fit Index (NFI), which should ideally approach 0.9 or 1 (Hair et al., 2017). Subsequently, it is essential to evaluate the Chi-square value of the proposed model and compare it to an appropriate standard (Bentler & Bonett, 1980). The Chi-square

value is frequently regarded as less significant; if it lacks significance, the model is typically accepted (Hair et al., 2017). The results of the Goodness-of-Fit testing shown in Table 6 indicate that all

evaluation items satisfy the necessary criteria. The findings demonstrate that the proposed model is consistent with the observed data.

Table 6. Model FIT

	Threshold	Estimated Model	Conclusion
SRMR	< 0.08; < 0.05	0.057	Accepted
d_ULS	Approaching 1	0.347	Accepted
d_G	Approaching 0	0.241	Accepted
Chi-square	-	330.785	Accepted
NFI	Approaching 0.9 atau 1	0.871	Accepted

4.4. Hypothesis Results

This research utilized the bootstrapping algorithm within SmartPLS 4.0 to achieve valid and reliable analytical outcomes. This method was employed to assess path coefficients and the significance of each hypothesis. The findings of the hypothesis testing are illustrated in Table 7.

The results demonstrate that identification and interaction within the social system context have a positive effect on trust in streamers on social media live streaming platforms. Interaction with the streamer produced a coefficient of ($\beta = 0.341$, $p < 0.000$), and identification with the streamer resulted in a coefficient of ($\beta = 0.335$, $p < 0.000$), providing significant support for hypotheses H1 and H2. Additionally, trust in the streamer demonstrated a significant positive effect on user retention, with a coefficient of ($\beta = 0.535$, $p <$

0.000), thus corroborating hypothesis H3. The analysis indicated that trust in the streamer serves as a mediator in the relationship between interaction and user retention identification. The mediation effects were validated with coefficients of ($\beta = 0.182$, $p < 0.000$) for interaction and ($\beta = 0.179$, $p < 0.000$) for identification, thereby supporting hypotheses H4 and H5.

The findings of this study indicate that interaction and identification with streamers significantly enhance trust, subsequently leading to improved user retention. Furthermore, trust in the streamer acts as an essential mediator in the relationships between interaction, identification, and user retention. The findings highlight the significance of cultivating robust relationships between streamers and their audiences to improve user engagement and retention in live streaming environments.

Table 8. Hypothesis Results

Hypotheses	Path Coefficients	T-Value	P-Value	Conclusion
Direct Results				
H1: ITC -> TS	0.341	4.839	0.000	Accepted
H2: IDF -> TS	0.335	5.739	0.000	Accepted
H3: TS -> UR	0.535	7.845	0.000	Accepted
Mediated Results				
H4: ITC -> TS -> UR	0.182	3.562	0.000	Accepted
H5: IDF -> TS -> UR	0.179	4.364	0.000	Accepted

5. CONCLUSION AND SUGGESTION

This research empirically examines the social factors influencing trust transfer and user retention in tourism live streaming services on streaming platforms. The findings significantly enhance theoretical frameworks and development processes in the tourism sector. This research offers a theoretical contribution to the literature by proposing a comprehensive research model that illustrates the significance of trust in explaining user stickiness on tourism live streaming platforms. This is consistent with prior research emphasizing the significance of trust in improving user retention (Chang et al., 2024). This study extends the theory by incorporating social systems in tourism live streaming to analyze and elucidate the mechanisms of user trust transfer. The findings contribute to the literature on the significance of trust in live streaming, highlighting its role in enhancing social relationships among users and subsequently increasing engagement with service providers. This study presents a theoretical framework integrating socio-technical approaches and trust transfer to examine the influence of these factors on tourist stickiness behavior in live streaming platforms. This study identifies socio-technical factors that influence user engagement and predict user

stickiness on live streaming platforms, thereby addressing existing research gaps.

Furthermore, the results present multiple managerial implications for marketers and content creators. Enhancing viewer experiences through the establishment and maintenance of trust in both the live streaming platform and the streamer is essential. Enhancing the management of live streaming services within the tourism sector is essential for increasing trust in the employed streamers. It is crucial for marketers to enable identification and interaction between users and streamers, thereby consistently enhancing trust transfer. Furthermore, the provision of clear and credible information will improve users' sense of security on the platforms they utilize.

This study recognizes multiple limitations that necessitate additional identification. Respondents in this study employed multiple live streaming platforms. Variations may be present among the platforms, indicating that subsequent research should specify the live streaming platforms utilized, including TikTok, Facebook, and other live streaming services. Furthermore, future research should incorporate additional pertinent factors that may improve engagement and user retention. This study concentrated exclusively on social factors that

enhance trust transfer, thereby influencing tourist stickiness on live streaming platforms. Future studies should incorporate both social and technical dimensions to enhance trust transfer. The anticipated outcomes are expected to affect both user retention and purchase intentions.

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