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Model for Increasing MSME Revenue in Bungo Regency Through Live Shopping, Social Commerce, and Paylater Features as Moderating Variables

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting regional economic growth, including in Bungo Regency, Jambi Province. However, limited market access and low digital adoption remain major challenges in improving their income. This study aims to examine the influence of live shopping and social commerce on MSME income, as well as to analyze the role of the paylater feature as a moderating variable. A quantitative research approach was employed with survey data collected from 100 MSME actors actively utilizing digital platforms. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results reveal that live shopping has a positive and significant effect on MSME income, both directly and indirectly through social commerce as a mediating variable. Likewise, social commerce positively and significantly contributes to increasing MSME income. In contrast, the paylater feature shows no significant effect on MSME income and does not function as a moderating variable in the relationship between live shopping and income. Overall, this study highlights that digital marketing strategies based on live shopping and social commerce serve as effective instruments for enhancing MSME income in the digital economy era. The findings are expected to provide both theoretical contributions and practical implications for policymakers and stakeholders in designing adaptive MSME empowerment strategies aligned with technological developments.

Keywords: Live Shopping, Social Commerce, Paylater Feature, Income, MSMEs.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) have long been the backbone of Indonesia's national economy. In Bungo Regency, Jambi Province, the MSME sector plays a major role in supporting the local economy, with between 12,000 and 15,000 business units. However, this great potential has not been fully optimized due to a number of structural

challenges, such as limited market access, minimal adoption of digital technology, and low online marketing literacy among MSME players (Firdausya & Ompusunggu, 2023)

The rapid digital transformation in recent years has opened up new opportunities for MSMEs, particularly through the use of internet technology, social media, and digital commerce platforms. One of the growing phenomena is live shopping, which is the activity of selling directly through live broadcasts on platforms such as TikTok, Shopee, and Instagram (Li, García-de-Frutos, & Ortega-Egea, 2025); (Ramadhayanti, 2023). Meanwhile, the concept of social commerce allows businesses to utilize social media not only as a promotional channel but also as an effective distribution channel (Elysabeth, Rubiyanti, & Pradana, 2023).

Furthermore, digital financial services such as paylater or buy-now-pay-later features have also experienced rapid growth in Indonesia. These features allow consumers to make transactions without paying immediately, which in turn can increase people's purchasing power and trigger an increase in sales conversions for MSMEs (Andra Novarianty & Maolana Hidayat, 2024); (Kumar, Salo, & Bezawada, 2024).

Unfortunately, despite the massive growth of digitalization in major cities, the adoption of digital technology among SMEs in Bungo Regency remains low. Only about 20-30% of MSME players have integrated digital marketing into their business activities (Nanik Istianingsih et al., 2024). This shows a gap in technology adoption that has the potential to widen the income gap between MSME players who go digital and those who do not.

In this context, this research is relevant and urgent. The objective is to develop a model for increasing MSME income through the integration (Andra Novarianty & Maolana Hidayat, 2024) of live shopping and social commerce, by testing the role of the paylater feature as a moderating variable. This model aims to provide a comprehensive understanding of the extent to which digital strategies can increase the income of small businesses, as well as how alternative payment features can strengthen this relationship.

Previous studies have identified a positive influence between social media use and increased sales (Sifwah et al., 2024), as well as the effectiveness of live shopping in encouraging impulsive purchases and customer engagement (Wirawan Akbar & Velda Ardia Murdiana, 2023). However, there have not been many studies that specifically analyze the paylater feature as a moderating variable in the context of MSME digital marketing. Therefore, the novelty of this study lies in its structural approach using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method to test the direct and interactive relationships between variables (Sarstedt & Liu, 2024).

Through a quantitative approach and surveys of MSME players in Bungo Regency, this research is expected to contribute academically to the development of digital marketing literature and provide practical recommendations for local governments and other stakeholders. Ultimately, this model is not only theoretical but also applicable in helping local MSME players compete in the digital economy era.

MSMEs and Digital Transformation

MSMEs play a strategic role in Indonesia's economic development, especially in non-metropolitan areas such as Bungo Regency. However, barriers to technology adoption and low market access remain obstacles to increasing business income (Firdausya & Ompusunggu, 2023). Accelerating digital transformation is an important solution to improve the competitiveness of SMEs in the digital economy era (Gkika, Kargas, Salmon, & Drosos, 2025).

Digitalization includes the use of the internet, social media, e-commerce platforms, and digital payment systems. Local and central governments have promoted digital training and literacy, but its implementation remains limited (Nanik Istianingsih et al., 2024). Therefore, digital-based strategies such as live shopping, social commerce, and paylater features have the potential to boost MSME income growth.

Live Shopping

Live shopping is an interactive marketing strategy in which businesses promote products through live broadcasts on social media or marketplace platforms. The use of this live feature allows MSME players to interact directly with consumers, showcase products in real time, and create a more personalized shopping experience (Li et al., 2025).

A study by Akbar and Murdiana (2023) states that live shopping on TikTok contributes positively to consumer purchasing decisions through emotional engagement and product visualization (Wirawan Akbar & Velda Ardia Murdiana, 2023). Direct interaction during live broadcasts also plays a role in building customer trust (Ramadhayanti, 2023).

Social Commerce

Social commerce combines elements of social media with online buying and selling activities. Platforms such as Instagram Shop, TikTok Shop, and Facebook Marketplace enable businesses to market and sell products through highly interactive social channels (Septiawan Rusli & Deliyana Firmaly, 2023).

Research by Prasetyo et al. (2024) shows that social commerce increases engagement rates and creates a community-based shopping experience, thereby significantly expanding the market reach of MSMEs (Vanca & Prasetyo, 2024). Elements such as customer reviews, comments, and social interactions have been proven to increase consumer trust and loyalty (Alfiannurdin, Tresna, & Ruhidawati, 2024).

Paylater Feature

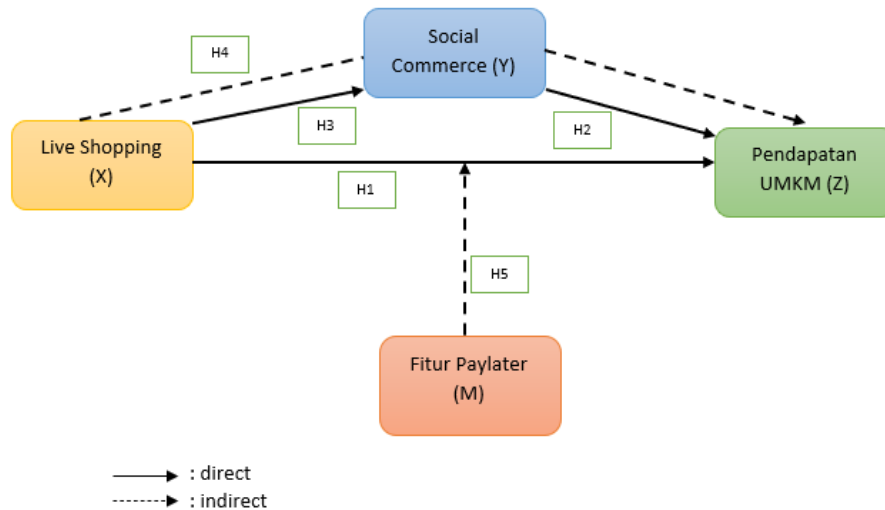
The paylater or buy now, pay later feature is a digital payment method that allows consumers to make transactions without paying upfront. Platforms such as Shopee PayLater, Kredivo, and GoPayLater provide this service with a quick approval process and flexible tenors (Andra Novarianty & Maolana Hidayat, 2024).

According to Kumar et al. (2024), the paylater feature has been proven to increase impulse purchases and expand consumer financing access. For MSME players, this has implications for increased sales volume and transaction conversion (Kumar et al., 2024). Other studies have also found that paylater services encourage customer loyalty due to the convenience and flexibility they offer (Pravitasari, Tambun, & Anggoro, 2024).

Novelty and Research Gap

Although there are many studies related to e-commerce and social media in MSME marketing, the integration of live shopping, social commerce, and paylater features in a single conceptual model is still very limited. This study closes this gap by testing the paylater feature as a moderating variable, which strengthens the relationship between digital strategies and increased MSME income (Ramadhani, F., 2023).

Additionally, the quantitative approach using PLS-SEM allows for simultaneous analysis of direct, indirect (mediation), and moderation relationships (Haryono, 2015)



Research hypotheses:

- H1 : Live shopping (X1) has a direct effect on MSME income (Z)
- H2 : Social commerce (Y) has a direct effect on MSME income (Z)
- H3 : Live shopping (X1) has an effect on social commerce (Y)
- H4 : Live shopping (X1) through social e-commerce (Y) has an indirect effect on MSME income (Z)
- H5 : The Paylater feature (M) can moderate the effect of live shopping (X1) on MSME income (Z).

METHOD

The This study focuses on MSME actors in Bungo Regency as the research object, with a population of 100 MSME actors who actively use digital live shopping and social commerce platforms. The sampling technique used is purposive sampling, with criteria for MSME actors who have used live shopping platforms such as Shopee Live or TikTok Live, integrated social commerce features (social interaction in digital platforms), and provided or used paylater features in transactions.

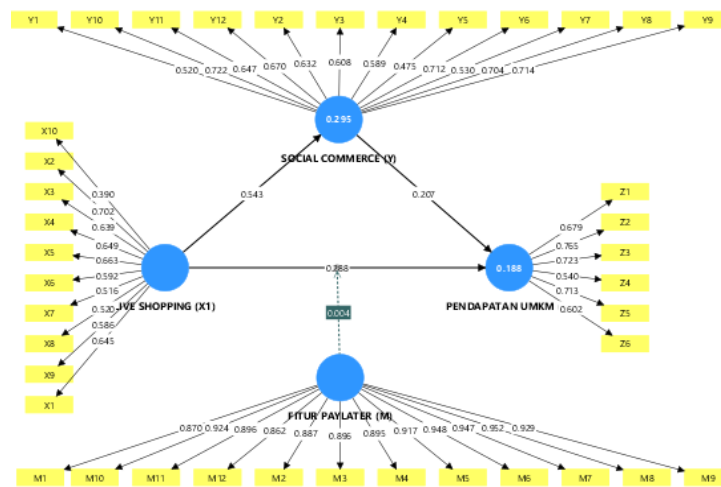
Research method uses a quantitative approach with a survey method, where data is collected through written questionnaires to obtain empirical data in testing the research hypothesis. The measurement scale used is a 5-point Likert scale, with a range of values from 1 (Strongly Disagree) to 5 (Strongly Agree). This research instrument includes the independent variable Live Shopping (X1), the mediating variable Social Commerce (Y), the moderating variable Paylater Feature (M), and the dependent variable MSME Income (Z).

Data analysis was performed using SmartPLS 4 software with a Partial Least Square PLS-SEM 4 approach, which consists of two main stages: Measurement Model Assessment (Outer Model) to test validity and reliability, and Structural Model Assessment (Inner Model) to test the relationship between variables and predictive relevance. Validity testing was conducted through convergent validity testing (loading factor value ≥ 0.6) and discriminant validity (HTMT and Fornell-Larcker), while descriptive analysis was used to describe respondent characteristics and data distribution. Structural model analysis used the bootstrapping method, with the condition that the hypothesis was accepted if the t-statistic value was > 1.96 and the p-value was < 0.05 , indicating a significant influence between variables in the research model.

RESULTS AND DISCUSSION

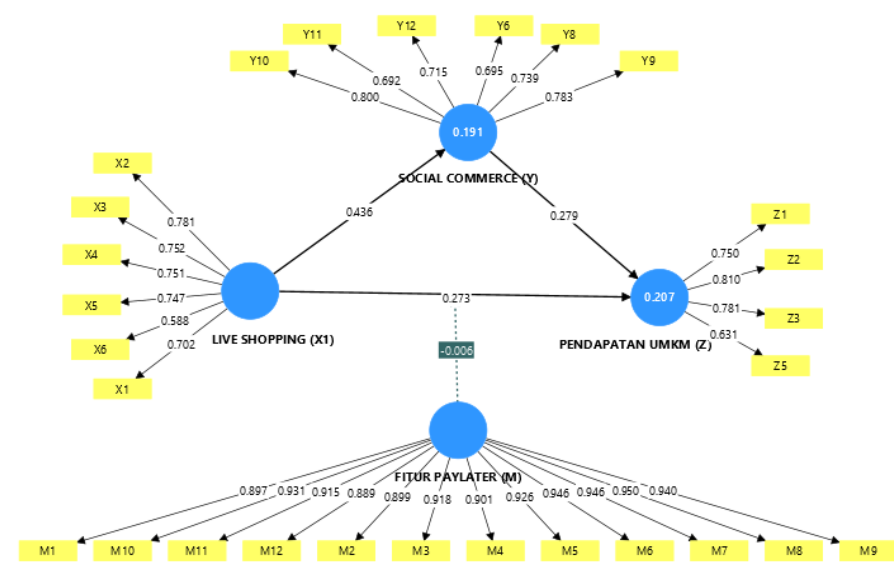
This section presents the results of research data analysis that aims to examine the effect of live shopping, social commerce, and paylater features on the income of MSME players. This research was conducted in Bungo Regency, Jambi Province, with 100 MSME players selected through purposive sampling, consisting of business players who have used Shopee Live, TikTok Live, Facebook Live, and Instagram Live while utilizing online social commerce for ≤ 6 months, and have experience with paylater features. The majority of respondents were aged 25–40 years old, had a high school to college education, and were engaged in the culinary, fashion, and household products sectors, reflecting the characteristics of local MSMEs that are beginning to engage in the digital ecosystem despite still facing limitations in technological literacy.

Outer Model



Source: Processed by Researchers, 2025
Figure 2. Outer Loading Before Elimination

In Figure 3, in PLS-SEM analysis, indicators are considered valid if the outer loading value is ≥ 0.70 . However, in this study, values < 0.60 can still be retained if the AVE and construct reliability meet the requirements.



Data processing in Figure 4 found several indicators with outer loading values below 0.60. According to the criteria (Ghozali, I., & Latan, 2015), indicators with loading values < 0.60 are considered invalid and unable to adequately represent the construct. Therefore, all statements with outer loading values below 0.60 were excluded from the research model, so that only valid indicators were used in the subsequent analysis.

Discriminant Validity Test

Table 1. Discriminant Validity Test Results

<i>Variabel</i>	<i>Average Variance Extracted (AVA)</i>
Fitur Paylater	0.849
Live Shopping	0.523
Pendapatan UMKM	0.557
Social Commerce	0.545

The table above presents the Average Variance Extracted (AVE) values for each research variable, namely Paylater Features, Live Shopping, MSME Income, and Social Commerce. The AVE value is used to measure convergent validity, with the criterion that a construct is considered to meet convergent validity if it has an AVE value ≥ 0.50 (Lamb, C. W., Hair, J. F., & McDaniel, 2019).

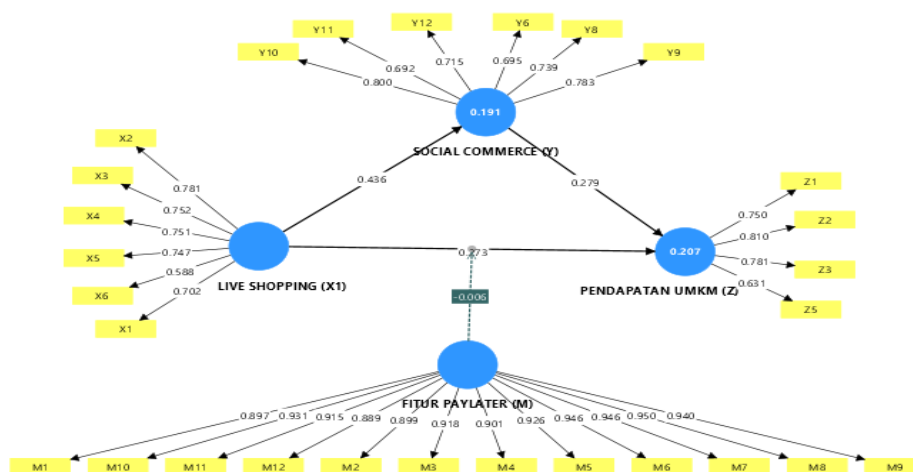
Composite Reliability Test

Table 2. Composite Reliability Test Results

<i>Variabel</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Fitur Paylater	0.985	0.985
Live Shopping	0.817	0.867
Pendapatan UMKM	0.734	0.833
Social Commerce	0.836	0.878

The table above presents the results of the construct reliability test using two measures, namely Cronbach's Alpha and Composite Reliability (CR). According to (Lamb, C. W., Hair, J. F., & McDaniel, 2019), a construct is considered reliable if it has a Cronbach's Alpha value ≥ 0.70 and Composite Reliability ≥ 0.70 . Thus, all variables in this study are proven to be reliable, because both Cronbach's Alpha and Composite Reliability values are above the threshold of 0.70. This indicates that the research instrument has good internal consistency in measuring latent constructs.

Inner Model Test



Hypothesis testing in this study was intended to assess the impact of exogenous latent variables on endogenous latent variables, both directly and indirectly through mediating variables, using bootstrapping with 5000 subsamples. The analysis results show that the relationship between constructs has a positive path coefficient value with a t-statistic value > 1.96 ($p < 0.05$), so that the research hypothesis can be accepted. In addition, the R^2 value obtained was 0.62, indicating that the exogenous variable was able to explain 62% of the variability of the endogenous variable (moderate category). The Q^2 value was also greater than zero, indicating that the model had predictive relevance. The estimation output from SmartPLS 4 was used to provide an overview of the model testing results, which would provide answers to the research questions regarding the influence of the latent variables studied. Thus, the inner model used in this study met the feasibility criteria.

Coefficient of Determination Test

Table 3. R-square Test Results

<i>Variabel</i>	<i>R-square</i>
S Pendapatan UMKM	0.207
Social Commerce	0.191

The table above shows the R-Square (R^2) values for the endogenous variables in the study, namely MSME Income and Social Commerce. The R^2 value is used to indicate the extent to which exogenous variables can explain the variability of endogenous variables. The R^2 assessment criteria are 0.75 (strong), 0.50 (moderate), and 0.25 (weak).

Based on the analysis results, the MSME Income variable has an R^2 value of 0.207, which means that the variability of MSME Income can be explained by exogenous variables (Live Shopping and Social Commerce) by 20.7%. This value is in the weak category, so there are other factors outside the research model that have a more dominant influence on MSME income. Furthermore, the Social Commerce variable obtained an R^2 value of 0.191, indicating that the variability of Social Commerce can be explained by Live Shopping by 19.1%. This value is also in the weak category, so that Social Commerce is still influenced by other factors outside this research model.

In addition, the Q^2 (Predictive Relevance) calculation was also performed to assess the relevance of the model's predictions. Q^2 is calculated using the formula:

By entering the R² values for MSME Income (0.207) and Social Commerce (0.191), we obtain: $Q^2 = 1 - (1 - 0,207)(1 - 0,191) = 1 - (0,793 \times 0,809) = 1 - 0,641 = 0,359$
 A Q² value of 0.359 indicates that the model has fairly good predictive relevance, even though the R² values of each endogenous variable are in the weak category.

Hypothesis Testing

Table 4. Total Effects Test

	<i>Original sample (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Fitur Paylater → Pendapatan UMKM	-0.052	0.365	0.715
Fitur Paylater x Live Shopping → Pendapatan UMKM	-0.006	0.052	0.959
Live Shopping → Pendapatan UMKM	0.395	3.332	0.001
Live Shopping → Social Commerce	0.436	6.185	0'000
Social Commerce → Pendapatan UMKM	0.279	2.541	0.011

The results of the analysis of the table above can be concluded that there is a direct influence between variables. These direct influences include:

1. Live Shopping (X1) → MSME Income (Z)
 The analysis results show that Live Shopping has a positive and significant effect on MSME Income, with a path coefficient value of 0.395, t-statistic = 3.332 (>1.96), and p-value = 0.001 (<0.05). This means that the better the implementation of Live Shopping, the higher the MSME income.
2. Live Shopping (X1) → Social Commerce (Y)
 The Live Shopping variable also has a positive and significant effect on Social Commerce with a path coefficient of 0.436, t-statistic = 6.185 (>1.96), and p-value = 0.000 (<0.05). This means that the more active MSMEs are in Live Shopping, the more Social Commerce activities will increase.
3. Social Commerce (Y) → MSME Revenue (Z)
 Social Commerce has been proven to have a positive and significant effect on MSME Revenue, with a path coefficient of 0.279, t-statistic = 2.541 (>1.96), and p-value = 0.011 (<0.05). Thus, the higher the utilization of Social Commerce, the greater the income earned by SMEs.
4. Paylater Feature (M) → SME Income (Z)
 The Paylater feature has a negative but insignificant effect on MSME income, with a path coefficient of -0.052, t-statistic = 0.365 (<1.96), and p-value = 0.715 (>0.05). This indicates that the Paylater feature does not directly affect the increase in income.

From the results of the direct effect test, it can be concluded that the hypothesis regarding the effect of Live Shopping on Social Commerce and MSME Revenue, as well as the effect of Social Commerce on MSME Revenue → is accepted (significant) and the hypothesis regarding the direct effect of the Paylater feature on MSME Revenue → is rejected (not significant).

Table 5. Total Indirect Effect Test

	<i>Original sample (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Live Shopping → Pendapatan UMKM	0.122	2.042	0.041

Based on the SmartPLS test results above, we can see that there is an indirect effect in this study, which shows that Live Shopping (X1) has a positive and significant effect on MSME Revenue (Z) through Social Commerce (Y) as a mediating variable. The indirect effect path coefficient value is 0.122, with a t-statistic = 2.042 (> 1.96) and a p-value = 0.041 (< 0.05). This means that Social Commerce has been proven to mediate the relationship between Live Shopping and MSME Income. In other words, the more intensively MSME actors use Live Shopping, the greater the Social Commerce activity that is built, and ultimately, it can increase MSME income.

Based on the results of hypothesis testing, this study shows that Live Shopping and Social Commerce have a significant effect on MSME revenue, both directly and through mediation effects. This is consistent with Digital Marketing theory (Philip Kotler et al, 2017) and Social Commerce theory (Huang, Z., & Benyoucef, 2013), which emphasize that digital social interaction can strengthen consumer engagement and improve business performance. Thus, this study supports existing theories regarding the important role of interaction-based digital marketing activities in improving business performance.

However, the results also show that the Pay later feature is not significant as a moderating variable, thus not strengthening the effect of Live Shopping on MSME revenue. This finding differs from several previous studies that emphasize the important role of digital financial innovation in supporting MSME growth (Komalasari, Nurmasari, Al Munaya, & Melati, 2025). Therefore, this study contributes to theory extension by showing that the existence of financial features such as Pay later is not necessarily always effective in all contexts, especially for MSMEs that may still face limitations in financial literacy and consumer preferences in using digital credit facilities.

CONCLUSION

The analysis results show that Live Shopping has a positive and significant effect on the income of MSME players in Bungo Regency with a path coefficient value of 0.395, t-statistic of 3.332, and p-value of 0.001. This means that the more intensively MSME players use Live Shopping, the higher their income will be. Meanwhile, Social Commerce has a positive and significant effect on the income of MSME players in Bungo Regency with a coefficient of 0.279, t-statistic of 2.541, and p-value of 0.011. This shows that the greater the involvement of MSME players in Social Commerce activities, the greater the increase in income generated. In addition, Live Shopping has a positive and significant effect on Social Commerce with a coefficient of 0.436, t-statistic of 6.185, and p-value of 0.000. This means that the more intensively MSMEs implement Live Shopping, the more their interactions in Social Commerce will develop. Live Shopping has been proven to have an indirect effect on MSME income through Social Commerce. The indirect effect coefficient value is 0.122 with a t-statistic of 2.042 and a p-value of 0.041. This indicates that Social Commerce can be a partial mediator in the relationship between Live Shopping and MSME income. MSMEs that activated the Pay later feature was unable to moderate the effect of Live Shopping on MSME revenue. This is indicated by a moderation coefficient value of -0.006 , a t-statistic of 0.052, and a p-value of 0.959, which is insignificant. Thus, the presence of the Pay later feature neither strengthens nor weakens the effect of Live Shopping on MSME revenue. Overall, this study proves that Live Shopping and Social Commerce play an important role in increasing MSME income, both directly and indirectly. Social Commerce has been proven to mediate the relationship between Live Shopping and MSME income, while the Pay later Feature has not been proven to function as a moderator.

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