

Impact of Live Shopping and Consumer Trust on Purchase Decision: A Study on TikTok Shop Users

Elsanda Salsabila Az Zahra^{1*}, Sabella Prasista², Silvi Ayu Ariyanti³, Farhan Naufalrizqi Wiarco⁴, Lintang Ayu Fadhilah Amir⁵, Muhammad Fachmi⁶

^{1,2,3,4,5,6} Department of Digital Business, University of State Surabaya, Surabaya, Indonesia.

Email :

elsanda.23102@mhs.unesa.ac.id, sabella.23003@mhs.unesa.ac.id, silvi23395@mhs.unesa.ac.id,

farhan.23226@mhs.unesa.ac.id, lintang.23425@mhs.unesa.ac.id, Muhmmadfachmi@unesa.ac.id

Abstract. This study aims to analyze the influence of live shopping and consumer trust on purchasing decisions of TikTok Shop users in Indonesia, both partially and simultaneously. Using a quantitative approach, data were collected through an online survey of 75 respondents who had participated in live shopping and made purchases at TikTok Shop. The analysis was carried out using multiple linear regression using SPSS 25 to test validity, reliability, and hypotheses. The results showed that both live shopping and consumer trust have a positive and significant influence on purchasing decisions. Live shopping provides an interactive experience and emotional engagement that encourages impulsive purchases, while consumer trust strengthens the intention to purchase. Theoretically, this study enriches the literature on social commerce by adopting the Stimulus-Organism-Response (SOR) framework in the context of TikTok Shop, and emphasizes the importance of immersive content and digital trust in shaping purchasing decisions on social commerce platforms in Indonesia.

Keywords: live shopping, consumer trust, purchasing decisions, TikTok Shop, social commerce.

Introduction

The digital commerce landscape has undergone a significant transformation with the emergence of social commerce, which combines social media and e-commerce in one platform. One of the most prominent innovations is live shopping, where sellers or influencers can present products live, interact with their audiences, and enable instant purchases without leaving the platform. TikTok Shop has emerged as a pioneer in this trend, integrating short-form video content and live streaming into an immersive shopping experience.

According to Business of Apps, TikTok had around 1.74 billion monthly active users (MAU) in Q4 2024, making it a huge potential market. The live shopping phenomenon through TikTok Shop is an evolution of e-commerce that is more emotional, social, and visual. Research by Say et al. (2023) shows that TikTok live content is able to shape purchasing decisions directly due to its emotional and visual appeal. Likewise, Kurniastuti et al. (2022) emphasized that strategies such as customer testimonials and content creator support also strengthen consumer purchase intentions.

One of the crucial factors in this model is consumer trust. In the context of TikTok Shop, trust becomes more complex because it includes trust in the platform, sellers, and even presenters (Sarpiana et al., 2023). Previous

studies by (Sfenrianto et al., 2021), (Octavia & Tamerlane, 2017), and (Hidayat et al., 2016) have shown that trust is the main driver of purchase intention in e-commerce. In social commerce, according to (Akman & Mishra, 2017), social elements such as interactions between users, reviews, and recommendations are the main foundations for building trust.

Further studies by (Hidayat et al., 2021) and (Nada et al., 2023) emphasized that live streaming is not only a means of selling, but also creates a shopping experience that resembles a physical store, strengthening user perceptions and emotions. (Siti Khotijah & Krisna Mutiara Wati, 2024) added that direct promotions in live broadcasts, such as flash sales and discounts, create a significant sense of urgency in driving purchasing decisions.

On the other hand, the aspect of trust is formed from various elements. (Nursaima et al., 2024) stated that positive experiences and product quality are the starting point for forming TikTok Shop user loyalty. Reviews and ratings, ease of navigation and transactions (Sembiring & Setyani, 2024), and trust in influencers (Razak et al., 2024) also strengthen purchase intentions. This shows that trust is not built from just one side, but is the result of various consumer interactions and experiences.

However, although the live shopping phenomenon has been widely studied on platforms such as Taobao Live or Instagram Live, specific studies examining the relationship between live shopping and consumer trust in the context of TikTok Shop in Indonesia are still limited. This study aims to fill this gap by exploring in depth how the live shopping experience and consumer trust levels can influence TikTok Shop users' purchasing decisions.

The main focus of this study is to explore the extent to which live streaming in TikTok Shop can shape consumer purchasing decisions. Specifically, the objectives of this study are: (1) to determine whether live shopping influences purchasing decisions of TikTok Shop users, (2) to determine whether consumer trust influences purchasing decisions of TikTok Shop users, and (3) to determine whether live shopping and consumer trust together influence purchasing decisions of TikTok Shop users.

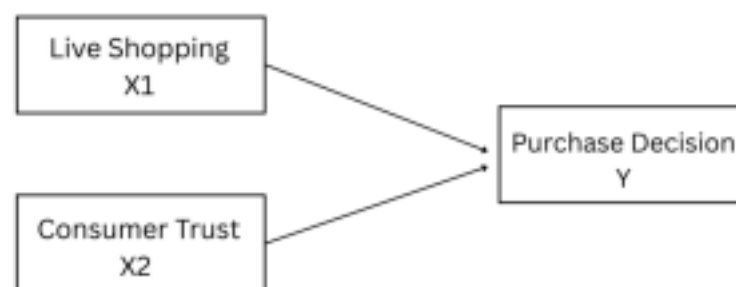


Figure 1. Conceptual Framework

With this approach, it is hoped that the research results can provide theoretical contributions to the development of literature on social-based e-commerce, as well as become a practical guide for business actors in designing digital marketing strategies that are more effective and relevant to

today's consumer behavior.

Methods

This study uses a quantitative approach with a survey method to analyze the influence of live shopping and consumer trust on purchasing decisions for TikTok Shop users. The quantitative approach was chosen because it is able to provide an objective and measurable picture of the relationship between variables through numerical data and statistical analysis. This study is causal, namely aiming to determine the direct influence between independent variables (live shopping and consumer trust) on the dependent variable (purchase decisions).

The population in this study were TikTok Shop users who had watched live broadcasts and made purchases through the platform. The sampling technique used was purposive sampling, which is a non-probability sampling technique carried out by selecting individuals based on certain criteria that are relevant to the research objectives (Sugiyono, 2017). The respondent criteria in this study were individuals who were at least 17 years old, actively used TikTok Shop, had watched live shopping sessions, and had made purchases through the feature.

The determination of the number of samples is based on the guidelines of Hair et al. (2010), namely the ideal sample size in regression analysis is 5 to 10 times the number of parameters or independent variables in the model. With the number of parameters as many as 15 indicator items, the minimum number of samples is $5 \times 15 = 75$ respondents. Based on the results of the distribution of the questionnaire, the number of respondents successfully collected in this study was 75 people, in accordance with the provisions of the recommended minimum number.

The research instrument used was a structured questionnaire distributed online via social media. The questionnaire consisted of closed statements measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The live streaming shopping variable in this study was measured based on three main indicators, namely the quality of information conveyed during the broadcast (information quality), the attractiveness of the broadcaster (streamer attractiveness), and the parasocial interaction felt by the audience (parasocial interaction) (Mada & Prabayanti, 2024). Consumer trust variables include indicators such as seller honesty, transaction security, and clarity of information (Indriani et al., 2024). Meanwhile, purchasing decisions are measured through purchasing decision indicators, namely: 1. Product Choice, 2. Brand Choice, 3. Distributor Choice, 4. Purchase Time, 5. Number of purchases.

To ensure the quality of the instrument, a validity test was conducted using Pearson Product Moment correlation. Statements in the questionnaire are declared valid if they have a significant correlation value to the total construct score at a significance level of 5%. Reliability testing was conducted using the Cronbach's Alpha method, where a construct is considered reliable if its alpha value exceeds 0.7.

The collected data were analyzed using multiple linear regression analysis with the help of SPSS software version 25. This analysis was used to determine the simultaneous and partial effects of live shopping and consumer trust on purchasing decisions. The results of the significance test and determination coefficient were used to see how much contribution each independent variable made in explaining the dependent variable.

Result and Discussion

Validity Test

The Validity of the research instrument, specifically the questionnaire items used to measure the variable of Live Shopping (X1), Consumer Trust (X2), and Purchase Decision (Y1), was assessed using Pearson's Product Moment Correlation. This statistical method examines the correlation between each individual item's score and the total score of its respective construct (often referred to as Corrected Item-Total Correlation). The primary objective of this test is to ensure that each item accurately measures the specific construct it is intended to measure, thereby contributing meaningfully to the overall score of the variable.

The validity criterion for this study was established based on the statistical significance (p-value) of the correlation. An item is considered valid if its correlation with the total score of its construct is statistically significant at a pre-determined alpha level. In this research, a significance level of 0.01 (1%) was chosen, consistent with the notation (**) presented in the correlation tables, indicating a strong level of confidence.

This means that items showing p-values less than 0.01 are deemed statistically significant and, consequently, valid.

The result of the validity tests for each variable are presented in **Table 1**.

Table 1: Summary of Questionnaire Item Validity Test Results

Variable	Item No.	Pearson Correlation with Total Score	Sig (2-tailed)	N	Remarks
Live Shopping (X1)	X1.1	0.759**	<0.001	75	Valid
	X1.2	0.824**	<0.001	75	Valid
	X1.3	0.740**	<0.001	75	Valid
	X1.4	0.769**	<0.001	75	Valid
	X1.5	0.710**	<0.001	75	Valid

Consumer Trust (X2)	X2.1	0.727**	<0.001	75	Valid
	X2.2	0.766**	<0.001	75	Valid
	X2.3	0.747**	<0.001	75	Valid
	X2.4	0.725**	<0.001	75	Valid
	X2.5	0.734**	<0.001	75	Valid
Purchase Decision (Y1)	Y1.1	0.793**	<0.001	75	Valid
	Y1.2	0.767**	<0.001	75	Valid
	Y1.3	0.730**	<0.001	75	Valid
	Y1.4	0.700**	<0.001	75	Valid
	Y1.5	0.717**	<0.001	75	Valid

Source: Processed Data (2025)

As shown in Table 1, all items for the Live Shopping (X1) variable (X1.1 to X1.5) demonstrated Pearson correlation coefficients with the total X1 score ranging from 0.710** to 0.824**. All these correlations are highly significant, with p-values consistently less than 0.001. This indicates that each item is strongly and significantly correlated with the overall construct of Live Shopping, thus confirming their validity.

Similarly, for the Consumer Trust (X2) variable, all items (X2.1 to X2.5) exhibited robust correlations with the total X2 score, ranging from 0.725** to 0.766**. Each of these correlations also showed p-values less than 0.001, affirming their statistical significance and, consequently, the validity of all items measuring Consumer Trust.

Finally, for the Purchase Decision (Y1) variable, the validity test results also indicated strong correlations for all items (Y1.1 to Y1.5) with the total Y1 score, ranging from 0.700** to 0.793**. With p-values consistently below 0.001, all items for Purchase Decision are confirmed to be statistically significant and valid.

In conclusion, based on the stringent validity criteria of statistical significance at the 0.01 level, all 15 items across the three variables (Live Shopping, Consumer Trust, and Purchase Decision) are declared valid and therefore deemed suitable and reliable for use in the subsequent data analysis process. The consistency of these results across all measured constructs strengthens the foundation of this research.

Reliability Test

The reliability of the research instrument, specifically the questionnaire items, was assessed using Cronbach's Alpha (Cronbach, 1951). Reliability refers to the consistency and stability of a measurement instrument. A reliable instrument ensures that repeated measurements under similar conditions would yield consistent results, thereby increasing the trustworthiness of the data. The Cronbach's Alpha coefficient is a widely used statistical measure to determine the internal consistency reliability of a scale, indicating how closely related a set of items are as a group.

The generally accepted threshold for Cronbach's Alpha in social science research is 0.70 or higher, indicating good internal consistency. Values between 0.60 and 0.70 are often considered acceptable, particularly in exploratory research. Values below 0.60 generally suggest poor reliability.

The results of the reliability tests for the variables Live Shopping (X1), Consumer Trust (X2), and Purchase Decision (Y1) are summarized in Table 2.

Table 2: Reliability Test Results of Research Variables

Variable	Cronbach's Alpha	N of Items	Remarks
Live Shopping (X1)	0.816	5	Reliable
Consumer Trust (X2)	0.789	5	Reliable
Purchase Decision (Y1)	0.790	5	Reliable

Source: Processed Data (2025)

As presented in Table 2, the Cronbach's Alpha coefficient for the Live Shopping (X1) variable of 0.816. With 5 items used to measure this construct, the alpha value significantly exceeds the acceptable threshold of 0.70. This indicates a very high level of internal consistency, implying that all items measuring Live Shopping are consistently measuring the same underlying construct.

Similarly, the Consumer Trust (X2) variable, also measured with 5 items, yielded a Cronbach's Alpha of 0.789. This value is also well above the 0.70 threshold, confirming the strong internal consistency and reliability of the Consumer Trust scale. The consistency among its items ensures that the measurement of consumer trust is stable and dependable.

Lastly, the Purchase Decision (Y1) variable, comprising 5 items, registered a Cronbach's Alpha of 0.790. This result further reinforces the reliability of the measurement instrument, as its alpha value is also comfortably above the acceptable benchmark. The consistent responses across the items for Purchase Decision enhance the confidence in the data collected for this variable.

In Summary, the reliability test results demonstrate that all three main variables Live Shopping, Consumer Trust, and Purchase Decision are measured by highly reliable instruments. The consistently high Cronbach's Alpha values (all above 0.780) across all scales confirm that the items within each variable are internally consistent and dependable, making the collected data suitable for subsequent inferential statistical analysis. This strong reliability ensures the robustness and trustworthiness of the study's findings.

Hypothesis Testing

This section presents the findings from the multiple linear regression analysis, which was conducted to examine the influence of Live Shopping (X1) and Consumer Trust (X2) on Purchase Decision (Y1). The analysis adhered to classical assumptions, ensuring the validity and reliability of the statistical inferences.

1. Overall Model Significance (F-test) and Coefficient of Determination (R^2)

The initial step in assessing the regression model involved examining its overall fit and explanatory power. This was done through the F-test for overall significance and the coefficient of determination (R^2). The summary of the regression model is presented in Table 3.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852	.726	.718	1.812

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

Source: Processed Data (2025)

As Presented in Table 3, the coefficient of determination (R^2) for the model is 0.726, indicating that 72.6% of the total variance in Purchase Decision (Y1) can be explained by the independent variables, Live Shopping (X1) and Consumer Trust (X2). To provide a more accurate estimate of the model's explanatory power in the population, the Adjusted R-Squared value is utilized. The Adjusted R-squared for this model is 0.719, which signifies that approximately 71.8% of the variation in Purchase Decision (Y1) can be jointly accounted for by Live Shopping (X1) and Consumer Trust (X2). The remaining 28.2% of the variance in Purchase Decision is influenced by other exogenous factors not included in this regression model, suggesting avenues for future research.

To further assess the overall statistical significance of the regression model, an ANOVA (Analysis of Variance) test was performed. The results are detailed in Table 4.

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	626.284	2	313.142	95.359	<.001
Residual	236.436	72	3.284		
Total	862.720	74			

a. Dependent Variable: Y1

b. Predictors: (Constant), X2, X1

Source: Processed Data (2025)

As shown in Table 4, the F-statistic for the model is 95.359, with degrees of freedom (df) of 2 for the regression and 82 for the residual. The corresponding significance value (p-value) is less than 0.001 ($p < 0.001$). Since this

p-value is considerably smaller than the conventional significance level of 0.05, it indicates that the regression model is statistically significant. This finding confirms that Live Shopping (X1) and Consumer Trust (X2) collectively have a significant influence on Purchase Decision (Y1). The model is thus deemed fit for predicting the dependent variable.

2. Individual Parameter Estimates (t-test) and Hypothesis Testing

Following the assessment of the overall model, a partial significance test (t-test) was conducted to evaluate the individual contribution and statistical significance of each independent variable (Live Shopping and Consumer Trust) on Purchase Decision. The results of the regression coefficients are presented in Table 5.

Table 5: Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-0.047	1.504		-0.031	0.975
X1	0.510	0.123	0.473	4.130	<.001
X2	0.467	0.129	0.414	3.616	<.001

a. Dependent Variable: Y1

Source: Processed Data (2025)

Based on Table 5, the individual impact of each independent variable on Purchase Decision (Y1) is as follows:

- Live Shopping (X1): The unstandardized regression model coefficient (B) for Live Shopping (X1) is 0.510. This positive coefficient suggests that for every on-unit increase in Live Shopping, Purchase Decision (Y1) is expected to increase by 0.510 units, assuming Consumer Trust remains constant. The t-statistic for Live Shopping is 4.130, with a significance value (p-value) of <0.001 . Since the p-value is less than the conventional significance level of 0.05, Live Shopping (X1) has a statistically significant positive effect on Purchase Decision (Y1). This finding supports Hypothesis 1, which posited a positive influence of Live Shopping on Purchase Decision. The standardized Beta coefficient of 0.473 indicates its relative contribution to the model when all variables are standardized.
- Consumer Trust (X2): The unstandardized regression coefficient (B) for Consumer Trust (X2) is 0.467. This positive coefficient indicates that for every one-unit increase in Consumer Trust, Purchase Decision (Y1) is expected to increase by 0.467 units, assuming Live Shopping remains constant. The t statistic for Consumer Trust is 3.616, with a significance value (p-value) of <0.001 . Since the p-value is less than the conventional significance level of 0.05, Consumer Trust (X2) has a statistically significant positive effect on Purchase Decision (Y1). This finding supports Hypothesis 2, which posited a positive influence of Consumer Trust on Purchase Decision. The standardized Beta coefficient of 0.414 signifies its relative importance.

Comparing the standardized Beta coefficients, Live Shopping (0.473) has a slightly stronger relative impact on Purchase Decision compared to Consumer Trust (0.414). This suggests that while both factors are significant, Live Shopping contributes marginally more substantially to changes in purchase decisions within this model.

Discussion

This study aims to analyze how live shopping and consumer trust influence purchasing decisions of TikTok Shop users in Indonesia. The results of multiple linear regression analysis show that both independent variables of live shopping and consumer trust partially and simultaneously have a significant influence on purchasing decisions. These findings enrich the literature in the field of social commerce, especially in the context of short video-based platforms such as TikTok, which have unique characteristics compared to conventional e-commerce.

Live Shopping towards Purchase Decision

The results of the regression analysis show that the Live Shopping variable (X1) has a regression coefficient value of 0.510 with a significance value <0.001 . This shows that Live Shopping has a positive and significant effect on purchasing decisions (Y1). The higher the intensity of consumers in participating in live shopping, the more likely they are to make a purchase.

This finding is in line with previous studies by (Liu et al., 2022) and (Huo et al., 2023), which highlighted that interactivity, entertainment, and social presence in live streaming can create an immersive and enjoyable experience, thereby encouraging consumer emotional and cognitive engagement. In the context of TikTok Shop, the live streaming feature allows presenters (hosts or influencers) to demonstrate products live, answer questions in real-time, and offer limited promotions that trigger urgency and the Fear of Missing Out (FOMO) effect.

These characteristics make live shopping not only a product information medium, but also a space

for direct communication and persuasion between sellers and buyers. Therefore, an effective live experience can build trust, increase perceived value, and facilitate quick purchasing decisions.

Consumer Trust towards Purchase Decision

In addition to live shopping, the consumer trust variable has also been shown to have a significant effect on purchasing decisions, with a regression coefficient value of 0.467 and a significance of <0.001 . Consumer trust in this context includes trust in the TikTok Shop platform, the reliability of the content presenter, and transaction security.

These results support the views of (Sfenrianto et al., 2021), (Dc & Muzumdar, 2021), and (Friedrich, 2016) who stated that trust is a key component in decision making in the digital realm. In an environment without direct face-to-face contact, such as TikTok Shop, consumers rely heavily on trust signals transmitted through the quality of information, seller reputation, and transparency in product delivery.

A high level of trust will reduce risk perception, increase comfort, and strengthen the belief that the purchasing decision taken is the right one. In live shopping, trust is further strengthened when the presenter shows an honest, communicative, and responsive attitude to audience questions. Therefore, charismatic and authentic presenters play an important role in shaping consumer confidence to buy.

Live Shopping and Consumer Trust towards Purchase Decision

Simultaneous test (F-Test) shows that both live shopping variables and consumer trust together have a significant influence on purchasing decisions with an F value of 95.359 and a significance of <0.001 . This finding shows that the two factors cannot be separated in explaining purchasing behavior in TikTok Shop, because they complement each other.

From the perspective of the Stimulus-Organism-Response (SOR) theory, live shopping and consumer trust can be positioned as stimuli that trigger emotional and cognitive responses from consumers (organisms), which ultimately lead to purchasing actions (responses). Live shopping provides visual elements, entertainment, and social interactions that stimulate attention and interest, while trust acts as a psychological foundation that allows consumers to make decisions more confidently and with minimal risk.

The combination of these two variables also supports the purchasing decision model in social commerce, where social interactivity, information delivery quality, and digital trust play an important role in shaping value perceptions and purchasing intentions (Nanda et al., 2023). In the context of TikTok Shop, which combines entertainment content elements with direct purchasing features, the simultaneous influence of live shopping and trust becomes stronger and more relevant.

From a practical perspective, these results imply that business actors in TikTok Shop need to prioritize two main aspects: (1) developing an interactive, honest, and engaging live streaming strategy, and (2) building consumer trust through authentic testimonials, user reviews, and open two-way communication. Investment in live presenter training, improving the quality of live broadcasts, and transparency of product information will greatly contribute to increasing sales

conversions.

Conclusion

This study aims to analyze the influence of live shopping and consumer trust on purchasing decisions of TikTok Shop users in Indonesia. Based on the results of quantitative analysis using multiple linear regression, it was found that both independent variables partially and simultaneously had a significant effect on purchasing decisions..

Partially, live shopping is proven to have the most dominant influence. This shows that the live shopping experience through live broadcasts on TikTok Shop which includes elements of interactivity, product demonstrations, and emotional involvement plays an important role in encouraging consumers to make purchases quickly and impulsively. Meanwhile, consumer trust also has a significant positive influence on purchasing decisions. This trust includes dimensions of belief in the TikTok Shop platform, presenter

credibility, clarity of product information, and transaction security. This finding confirms that trust is a key factor in reducing consumer risk perceptions in the context of online shopping. Simultaneous tests show that the combination of a quality live shopping experience and high consumer trust can significantly explain variations in TikTok Shop users' purchasing decisions. Thus, the two variables reinforce each other and cannot be separated in explaining consumer shopping behavior in the era of content-based social commerce.

Theoretical Implications

This study contributes to the development of literature on consumer behavior in the context of social commerce platforms. By integrating an interactivity approach through live shopping and digital trust elements, this study supports and extends the application of the stimulus-organism-response (SOR) model in the dynamic digital realm. The findings also add an empirical perspective in the local Indonesian context that is still relatively under-explored in TikTok Shop studies.

Practical Implications

For business people and marketers on TikTok Shop, the results of this study emphasize the importance of building an engaging and credible live shopping experience. Strategies involving presenters or influencers who are communicative, honest, and professional will increase trust and encourage purchase conversions. In addition, transparency in presenting product information, user reviews, and active two-way interactions can be effective tools for building long-term consumer loyalty.

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- Indriani, H. L., Agustina, U., Dahar, U. T., Jl, A., & Tambusai, T. (2024). Peran Etika Bisnis Terhadap Kepercayaan Konsumen Universitas Muhammadiyah Riau semua aspek masyarakat , bisnis , dan publik . Untuk menjalin hubungan yang adil dan sehat inisiatif untuk meningkatkan kepercayaan pelanggan menggunakan teknik branding Islami . bahwa produsen dapat mengembangkan bisnis mereka secara strategis dengan menerapkan ide- ide baru , seperti branding Islami . Dalam konteks ini , penerapan strategi branding Islami Hubungan antara etika bisnis dan kepercayaan konsumen telah dipelajari secara ekstensif , namun penelitian lebih lanjut diperlukan untuk memahami sepenuhnya seberapa besar kontribusi langsung komponen etika bisnis tertentu dan berdampak pada kepercayaan konsumen . Dengan melakukan penyelidikan menyeluruh terhadap aspek terpenting etika bisnis mempengaruhi kepercayaan pelanggan . Penelitian ini penting karena secara langsung mempertimbangkan etika perusahaan . Tidak diragukan lagi , tujuan dari penelitian ini adalah.

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