



The Influence of Live Streaming Shopping, Content Quality, and Customer Engagement on Purchase Intention with Consumer Trust as an Intervening Variable on Tiktok Shop Consumers

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Abstract

This study examines the rapid evolution of TikTok Shop in Indonesia, which has transformed into one of the largest social commerce markets in Southeast Asia through the integration of entertainment and e-commerce. The research aims to analyze the impact of live streaming shopping, content quality, and customer engagement on consumer trust and purchase intention. Using a quantitative methodology, data were collected from 125 TikTok Shop consumers in Surabaya and analyzed using Partial Least Square (PLS). The results demonstrate that all seven proposed hypotheses are significantly supported, with live streaming shopping emerging as the most dominant factor in building trust and driving purchase intention due to its transparent, real-time interactive nature. Theoretically, these findings validate the Stimulus-Organism-Response (SOR) and Social Exchange Theory (SET) frameworks in the context of digital social commerce. The study concludes that a synergy between seller credibility, aesthetic information, and active audience participation is crucial for commercial success, suggesting that TikTok Shop prioritize the optimization of live streaming features and authentic content to mitigate perceived transactional risks.

Keywords : Customer Engagement, Consumer Trust, Content Quality, Live Streaming, Purchase Intention.



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INTRODUCTION

TikTok Shop has experienced rapid development in Indonesia as a form of social commerce transformation that integrates entertainment, content creators, and e-commerce transactions in one digital ecosystem. In 2024, Indonesia occupied the position of the second-largest contributor to TikTok Shop's Gross Merchandise Value (GMV) after the United States, with a value reaching US\$6.198 billion and an annual growth rate of 39% (Vebri, 2025). The number of monthly active users of TikTok Shop reached 125 million, which has the potential to expand to 143 million after the merger with Tokopedia, making it one of the largest social commerce markets in Southeast Asia (Ahdiat, 2024).

The main factor driving this growth is the strategic adaptation to Indonesian government regulations that prohibit direct e-commerce operations on social media platforms since 2023, which was responded to with the partnership between TikTok and Tokopedia at the end of 2024. This collaboration not only fulfills national e-commerce regulatory parameters but also strengthens integration with local digital infrastructure, thus enabling the legal and sustainable relaunch of TikTok Shop (The Jakarta Post, 2024). As a result, this ecosystem supports the proliferation of small and medium enterprises and the optimization of live shopping features that are the hallmark of the platform.

In the first quarter of 2025, the growth momentum of TikTok Shop in Indonesia was maintained with GMV exceeding US\$1.7 billion, reflecting market resilience amid regulatory dynamics and e-commerce competition (EchoTik, 2025). This phenomenon demonstrates the potential of TikTok Shop not only as a sales channel but also as a driver of digital economic inclusion for Indonesian MSMEs. Therefore, this research is relevant to examine the long-term impact on consumer behavior and the social commerce market structure.

Indonesia has officially overtaken the US position as the largest TikTok Shop market by recording GMV of \$6 billion in the first half (H1) of 2025, slightly ahead of the US which was at \$5.8 billion. Malaysia's GMV surged sharply by 150%, recording the highest growth rate in the Southeast

Asia region. Thailand, Vietnam, and the Philippines managed to double their GMV year-on-year, solidifying Southeast Asia’s position as the most vibrant social commerce center in the world. Singapore was the only country that lagged behind, with sales figures shrinking by more than half.

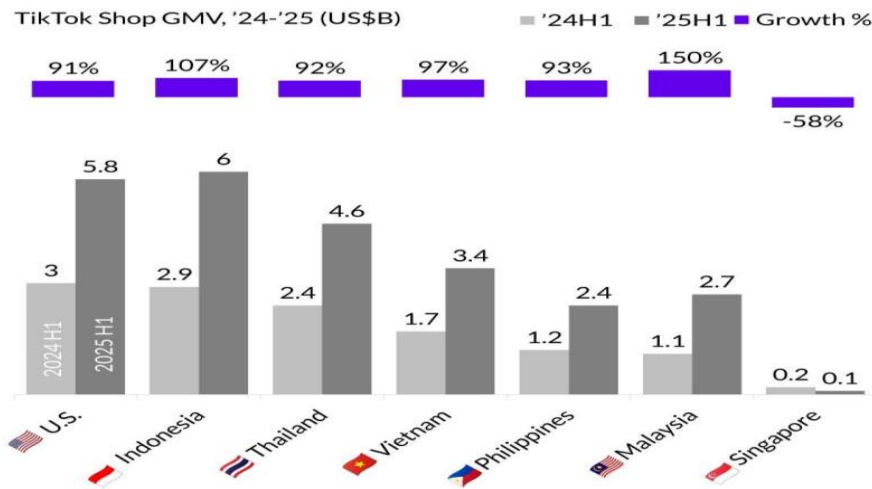


Figure 1: TikTok Shop GMV 2024-2025
Source: Stańczuk (2025)

Purchase intention is a crucial element in consumer behavior because it serves as a strong predictor of future purchasing actions (Razafinandrasana & Tamara, 2024). It reflects a consumer’s tendency or willingness to buy a product after cognitive evaluation and information processing (Triady et al., 2025). This intention emerges when consumers recognize their needs and obtain sufficient product information, shaping their enthusiasm and plans to purchase (Widianingrum et al., 2025). Exposure to marketing stimuli, such as live streaming, further strengthens this tendency (Widianingrum et al., 2025). In the context of TikTok Shop, purchase intention is highly important because it not only drives real-time transactions and impulse buying but also encourages consumers to recommend products within their social circles (Triady et al., 2025). Therefore, sellers must effectively manage interactions to transform audience engagement into actual purchasing behavior. Purchase intention on TikTok Shop is influenced by several factors, including live streaming shopping, content quality, customer engagement, and consumer trust.

Live streaming shopping is an innovation that integrates e-commerce, entertainment, and social media through real-time broadcasts (Razafinandrasana & Tamara, 2024). This approach allows sellers to directly demonstrate products and interact with consumers, creating a more immersive and personalized shopping experience (Hulu & Christiarini, 2023; Muna & Setyawan, 2024). On TikTok Shop, this feature enables transparent product presentation and immediate responses to consumer inquiries, reducing uncertainty about product quality (Amira et al., 2025). The high interactivity in live streaming strengthens emotional and cognitive engagement while building consumer trust as a foundation for transactions (He et al., 2024).

Supported by TikTok’s algorithm and social interactions such as likes and comments, live streaming can create urgency, expand reach, and encourage impulse purchases (He et al., 2024; Triady et al., 2025). Thus, live streaming plays a central role in shaping consumer purchase intention. Content quality refers to how effectively information is delivered to attract attention, maintain relevance, and build trust (Nugraha et al., 2025). High-quality content is characterized by accuracy, clarity, completeness, and visual appeal (Rosnaeni et al., 2025). On TikTok Shop, informative and creative contentsuch as detailed demonstrations and honest reviews enhances consumer confidence and reduces uncertainty before purchasing (Rahmawati & Suryana, 2024; Prameswari et al., 2025).

Customer engagement and consumer trust are also key determinants of purchase intention. Engagement reflects active interaction such as commenting, liking, and sharing, which strengthens emotional bonds and influences buying decisions (Zhang et al., 2022; Aulianur & Purwanegara, 2024). Meanwhile, consumer trust represents confidence in seller credibility and product reliability, reducing

perceived risk in online transactions. Strong trust encourages faster purchasing decisions, repeat purchases, and product recommendations, making it essential for long-term success on TikTok Shop.

RESEARCH METHODS

The research sample in this study consists of 125 TikTok Shop consumers in Surabaya. The study examines five main variables, namely live streaming shopping, content quality, customer engagement in live streaming, consumer trust, and purchase intention. Each of these variables is measured using five indicator items, resulting in a total of 25 indicators. All indicators are assessed using a 5-point Likert Scale, ranging from strongly disagree to strongly agree, to capture respondents' perceptions and attitudes toward the phenomena being studied. The data analysis technique applied in this research is

Partial Least Square (PLS), which is a variance-based structural equation modeling approach suitable for predictive analysis and complex models (Ghozali, 2019). The evaluation of the measurement model (outer model) is conducted through three main tests, namely convergent validity, discriminant validity, and composite reliability, to ensure the validity and reliability of the constructs. Furthermore, the evaluation of the structural model (inner model) is carried out by examining the coefficient of determination (R²) and testing the significance of path coefficients to assess the strength and significance of relationships between variables.

RESULTS AND DISCUSSION

Research Results and Data Analysis

The research respondents are 125 TikTok Shop consumers in Surabaya, where based on gender, the dominant respondents are female with 65 people or 52%. According to age, the dominant respondents are aged 18–25 years with 53 people or 42%. According to education, respondents with S1 (Bachelor's) education with 59 people or 47% are the dominant ones. According to usage frequency, the dominant respondents are those who use it 1 time per day with 46 people or 37%.

Table 1. Respondent Characteristics

Demographics	Characteristics	Number	Percentage
Gender	Male	60	48%
	Female	65	52%
Age	18 - 25 years	53	42%
	26 - 35 years	47	38%
	36 - 45 years	18	14%
	> 45 years	7	6%
Education	High School	35	28%
	Diploma	27	22%
	Bachelor's (S1)	59	47%
	Others	4	3%
Frequency	Once a week	2	2%
	Several times a week	41	33%
	Once a day	46	37%
	Several times a day	36	29%

Source: Data processed by researcher, 2026.

The convergent validity analysis results show that all outer loading values of each variable have values greater than 0.7. This indicates that all research variable indicators have met convergent validity criteria. The convergent validity test results with AVE values also show that each variable has an AVE value greater than 0.5, so it can be said that the indicators of each variable have high convergent validity.

Tabel 2. Validity dan Reliability

Variable/Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Live Streaming Shopping (X1)		0.852	0.894	0.628
I can see product feature details, colors, and original forms clearly through demonstrations in TikTok Live sessions	0.792			
Hosts/Streamers on TikTok Live respond to audience questions in the comment section quickly and interactively during broadcasts	0.825			
Hosts/Streamers in TikTok Live sessions demonstrate deep expertise and knowledge about the products they offer	0.767			
Streamers on TikTok Live provide specific advice and alternative product recommendations that suit my preferences and needs	0.801			
The way hosts present products during TikTok Live sessions is very captivating and makes me focused on watching	0.775			
Content Quality (X2)		0.888	0.918	0.691
Live streaming content presented on TikTok Shop provides product information that is relevant, accurate, and very useful for me	0.832			
Live streaming sessions on TikTok Shop are packaged in creative, entertaining, and non-boring ways to follow	0.806			
Promotional messages and product advantage explanations in TikTok Shop live streaming are delivered very clearly and are easy to understand	0.777			
Supporting visual quality during TikTok Shop live streaming is excellent and pleasing to the eye	0.892			
Live streaming content shows product authenticity transparently without using excessive visual manipulation	0.844			
Customer Engagement (X3)		0.878	0.911	0.673
I often spend a lot of time and full focus watching seller live streaming sessions on TikTok Shop	0.831			
I actively participate by giving comments, asking questions, or liking (likes) during TikTok Live sessions	0.787			
I feel very enthusiastic and enjoy the shopping and interacting experience in TikTok Live sessions	0.818			
I feel a closeness or emotional bond with hosts/streamers when watching them on TikTok Live	0.798			
I am willing to share TikTok Live session links with my friends/family	0.866			
Consumer Trust (Z)		0.892	0.920	0.697
I believe that product information conveyed by streamers on TikTok Live is honest, objective, and reliable	0.827			

Variable/Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
I am confident that products I order from TikTok Live will have exactly the same quality as demonstrated	0.833			
I feel safe and protected from fraud when making product transactions directly through the TikTok Shop application	0.831			
I believe that sellers/streamers on TikTok Shop prioritize customer interests and will not take unilateral advantage	0.838			
Seeing the popularity and reviews of other buyers during live streaming strengthens my confidence that sellers on TikTok Shop are very credible	0.845			
Purchase Intention (Y)		0.879	0.912	0.675
Watching TikTok Live makes me intend and be willing to immediately purchase products offered during broadcasts	0.766			
If I need a product, I will consider and make TikTok Shop live streaming my main choice	0.853			
I plan to continue following live streaming sessions on TikTok Shop to make purchases in the future	0.839			
Promotions and exclusive offers during TikTok Live encourage me to search for more information about those products	0.817			
I intend to recommend products sold through TikTok Live to my relatives or colleagues	0.832			

Source: Data processed by researcher, 2026.

Table 3. Fornell-Larcker Criterion

Variable	X1	X2	X3	Y	Z
Live streaming shopping (X1)	0.792				
Content Quality (X2)	0.457	0.831			
Customer Engagement (X3)	0.531	0.413	0.821		
Purchase Intention (Y)	0.737	0.598	0.607	0.822	
Consumer Trust (Z)	0.671	0.52	0.566	0.722	0.835

Source: Data processed by researcher, 2026.

The discriminant validity analysis results using Fornell-Larcker Criterion show that the AVE root value of the live streaming shopping construct (X1) is 0.792, which is higher than the correlation between the live streaming shopping construct (X1) and content quality (X2), customer engagement in live streaming (X3), consumer trust (Z), and purchase intention (Y). Similarly, the AVE root values of the content quality (X2) construct at 0.831, customer engagement in live streaming (X3) at 0.821, consumer trust (Z) at 0.835, and purchase intention (Y) at 0.822 are each higher than their correlations with other constructs. This indicates that the indicators of each variable have properly measured their respective variables.

The discriminant validity analysis results using crossloading in Table 4 show that the correlation of the live streaming shopping construct (X1) with its indicators is higher than the correlation of the live streaming shopping (X1) indicators with the content quality (X2), customer engagement in live streaming (X3), consumer trust (Z), and purchase intention (Y) constructs. This also applies to the other four variables, namely content quality (X2), customer engagement in live streaming (X3), consumer

trust (Z), and purchase intention (Y). Therefore, based on the crossloading test results, each construct appears to predict its block indicators better compared to indicators in other variable blocks.

Table 4. Crossloading

Indicator	Live streaming shopping (X1)	Content Quality (X2)	Customer Engagement (X3)	Purchase Intention (Y)	Consumer Trust (Z)
X1.1	0.792	0.322	0.424	0.626	0.489
X1.2	0.825	0.335	0.490	0.638	0.517
X1.3	0.767	0.345	0.441	0.511	0.537
X1.4	0.801	0.445	0.385	0.599	0.587
X1.5	0.775	0.360	0.363	0.537	0.527
X2.1	0.171	0.832	0.256	0.371	0.267
X2.2	0.395	0.806	0.329	0.476	0.401
X2.3	0.528	0.777	0.307	0.539	0.464
X2.4	0.431	0.892	0.419	0.575	0.490
X2.5	0.295	0.844	0.370	0.471	0.474
X3.1	0.428	0.339	0.831	0.496	0.436
X3.2	0.371	0.327	0.787	0.466	0.426
X3.3	0.427	0.240	0.818	0.444	0.501
X3.4	0.507	0.378	0.798	0.542	0.455
X3.5	0.440	0.402	0.866	0.536	0.499
Y1	0.564	0.572	0.442	0.766	0.611
Y2	0.630	0.510	0.560	0.853	0.619
Y3	0.564	0.482	0.485	0.839	0.577
Y4	0.628	0.390	0.494	0.817	0.507
Y5	0.637	0.495	0.510	0.832	0.642
Z1	0.518	0.425	0.623	0.587	0.827
Z2	0.557	0.513	0.475	0.632	0.833
Z3	0.462	0.415	0.392	0.569	0.831
Z4	0.586	0.299	0.347	0.553	0.838
Z5	0.660	0.494	0.501	0.658	0.845

Source: Data processed by researcher, 2026.

The reliability analysis results show that the composite reliability and Cronbach's alpha values for each variable of live streaming shopping (X1), content quality (X2), customer engagement in live streaming (X3), consumer trust (Z), and purchase intention (Y) show values above 0.70, so it can be stated that the constructs of each variable have good reliability.

Table 5. Structural Model Path Coefficient Significance Test Results

Hypothesis	Path Coefficient	P value	Description
H1: <i>Live streaming shopping (X1) → Consumer Trust (Z)</i>	0.444	0.000	Supported
H2: <i>Content Quality (X2) → Consumer Trust (Z)</i>	0.218	0.006	Supported
H3: <i>Customer Engagement (X3) → Consumer Trust (Z)</i>	0.240	0.003	Supported
H4: <i>Live streaming shopping (X1) → Purchase Intention (Y)</i>	0.368	0.000	Supported

Hypothesis	Path Coefficient	P value	Description
H5: Content Quality (X2) → Purchase Intention (Y)	0.223	0.001	Supported
H6: Customer engagement dalam live streaming (X3) → Purchase Intention (Y)	0.171	0.004	Supported
H7: Consumer Trust (Z) → Purchase Intention (Y)	0.262	0.001	Supported

Source: Data processed by researcher, 2026.

The results of the hypothesis testing indicate that all proposed relationships in this study are statistically significant and positive. Live streaming shopping (X1) has a positive and significant influence on consumer trust (Z), as evidenced by a path coefficient of 0.444 and a p-value of 0.000, which is below the significance level of 0.05. Similarly, content quality (X2) also shows a positive and significant effect on consumer trust (Z) with a coefficient of 0.218 and a p-value of 0.006. Customer engagement in live streaming (X3) further strengthens consumer trust (Z), demonstrated by a coefficient value of 0.240 and a p-value of 0.003. In relation to purchase intention (Y), live streaming shopping (X1) exerts a positive and significant influence with a coefficient of 0.368 and a p-value of 0.000. Content quality (X2) also significantly affects purchase intention (Y), with a coefficient of 0.223 and a p-value of 0.001, while customer engagement (X3) contributes positively with a coefficient of 0.171 and a p-value of 0.004. Furthermore, consumer trust (Z) itself has a positive and significant influence on purchase intention (Y), indicated by a coefficient of 0.262 and a p-value of 0.001. These findings confirm that all seven hypotheses proposed in this study are supported.

Table 6: Coefficient of Determination or R Square (R²) Values

Endogenous Variable	R ² Value
Consumer Trust (Z)	0,547
Purchase Intention (Y)	0,698

Source: Data processed by researcher, 2026.

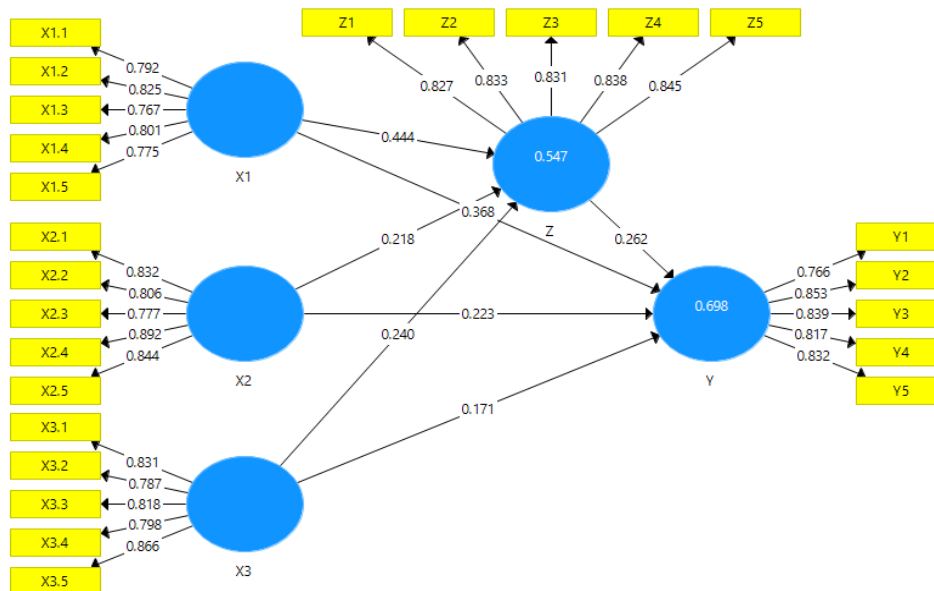


Figure 3. PLS Analysis Results
 Source: Output SmartPLS 2026

Based on the coefficient of determination values, it can be explained that the variables examined in this study have a substantial ability to explain the dependent constructs. The influence of live streaming shopping (X1), content quality (X2), and customer engagement (X3) on consumer trust (Z) yields an R-Square value of 0.547, indicating that 54.7% of the variability in consumer trust can be explained by these three variables, while the remaining 45.3% is influenced by other factors not included

in this model. Furthermore, the influence of live streaming shopping (X1), content quality (X2), customer engagement (X3), and consumer trust (Z) on purchase intention (Y) produces an R-Square value of 0.698. This suggests that 69.8% of the variability in purchase intention can be explained by the combined effect of these variables, whereas the remaining 30.2% is explained by other variables beyond the scope of this research.

According to Hair et al. (2019), in general, the R² boundary values of 0.75; 0.50; or 0.25 for endogenous constructs can be described respectively as substantial, moderate, and weak influences. The analysis results show that the R² value for consumer trust (Z) is 0.547, which falls into the moderate category, because it is in the value range of 0.50 – 0.75. Likewise, the R² value for purchase intention (Y) is 0.698, which also falls into the moderate category, because it is in the value range of 0.50 – 0.75.

Table 7: f² Effect Size Analysis Results

Variable	Z	Y
<i>Live streaming shopping (X1)</i>	0.282	0.227
<i>Content Quality (X2)</i>	0.078	0.114
<i>Customer Engagement (X3)</i>	0.086	0.061
<i>Consumer Trust (Z)</i>		0.103

Source: Data processed by researcher, 2026.

Based on the f² effect size analysis results, it can be explained that the variables live streaming shopping (X1), content quality (X2), and customer engagement in explaining the consumer trust (Z) variable each have f² effect size values of 0.282; 0.078; and 0.086. According to Hair et al. (2019), the f² values of 0.02; 0.15; and 0.35 consecutively represent small, medium, and large influences of a variable. Referring to Hair et al. (2019), it can be concluded that live streaming shopping (X1) has a medium effect size because it is in the value range of 0.15 - 0.35, while content quality (X2) and customer engagement (X3) have small effect sizes because they are in the value range of 0.02 - 0.15. The influence of live streaming shopping on consumer trust is the strongest influence on consumer trust, because it has the largest effect size value.

The influence of the variables live streaming shopping (X1), content quality (X2), customer engagement, and consumer trust (Z) in explaining the purchase intention (Y) variable each has f² effect size values of 0.227; 0.114; 0.061; and 0.103. Therefore, it can be concluded that live streaming shopping (X1) has a medium effect size because it is in the value range of 0.15 – 0.35. Meanwhile, content quality (X2), customer engagement, and consumer trust (Z) each have small effect sizes because they are in the value range of 0.02 – 0.15. The influence of live streaming shopping on purchase intention is the strongest compared to other variables, because it has the highest effect size value.

The Impact of Live-Streamed Shopping, Content Quality, and Customer Engagement on Consumer Trust

The findings of this study indicate that all proposed hypotheses are supported, confirming that live streaming shopping, content quality, customer engagement, and consumer trust play important roles in shaping purchase intention among TikTok Shop consumers in Surabaya. The structural model demonstrates a moderate explanatory power, with live streaming shopping, content quality, and customer engagement explaining 54.7% of the variance in consumer trust, while live streaming shopping, content quality, customer engagement, and consumer trust explain 69.8% of the variance in purchase intention. Referring to Hair et al. (2019), these values indicate that the model has an adequate predictive capacity in explaining consumer behavior in the social commerce context.

More importantly, live streaming shopping emerges as the strongest predictor of both consumer trust and purchase intention, suggesting that real-time interactivity, product transparency, and social presence are central mechanisms in TikTok Shop transactions. The first finding shows that live streaming shopping has a positive and significant effect on consumer trust, as indicated by the path coefficient of $\beta = .444$ and $p < .001$. This result implies that the more effective the live streaming shopping experience perceived by consumers, the stronger their trust in sellers, products, and the TikTok Shop platform. Live streaming shopping provides consumers with direct access to product

demonstrations, real-time explanations, and immediate responses from sellers or streamers. Such interaction reduces information asymmetry, strengthens perceived transparency, and minimizes uncertainty in online transactions.

This finding is consistent with Wongkitrungrueng and Assarut (2020), who emphasized that live streaming can build consumer trust through social interaction, real-time communication, and seller responsiveness. Similarly, Chen et al. (2024) explained that trust in live streaming commerce develops through interaction-based mechanisms, where communication intensity and responsiveness help consumers evaluate seller reliability. The finding is also supported by Chandruangphen et al. (2022), who found that live streaming attributes significantly influence consumer trust and shopping intention. In the TikTok Shop context, the ability of consumers to observe product details directly and interact with the streamer creates a more convincing shopping experience than static product catalogues.

From the perspective of the Stimulus-Organism-Response framework, live streaming shopping functions as an external stimulus that activates consumers' internal psychological evaluation, particularly their trust toward the seller and product. As explained by Yang et al. (2024) and Zhang et al. (2023), interactive digital stimuli in live commerce can influence consumers' internal cognitive and emotional states, which subsequently shape behavioral responses. In this study, real-time interaction, product demonstration, and streamer credibility stimulate consumer confidence and reduce perceived risk. From the Social Exchange Theory perspective, live streaming provides informational and relational benefits to consumers. These benefits are perceived as rewards that reduce psychological costs, such as uncertainty and fear of fraud. Therefore, consumers reciprocate this positive exchange by developing stronger trust toward the seller and platform, as also argued by Shofa and Komariyatin (2026).

The second finding reveals that content quality has a positive and significant effect on consumer trust, with $\beta = .218$ and $p = .006$. This result indicates that high-quality content, including accurate information, relevant explanations, attractive visual presentation, and authentic product demonstrations, contributes to strengthening consumer trust. In social commerce, consumers rely heavily on digital information because they cannot physically examine products before purchasing. Therefore, content that is informative, transparent, visually clear, and easy to understand becomes an important trust-building instrument. This finding is in line with Nugraha et al. (2025), who stated that content quality contributes to trust formation by providing consumers with relevant and credible information. Rosnaeni et al. (2025) also found that high-quality content strengthens brand trust because it enhances perceived value and reduces consumer doubt. The influence of content quality on trust also reflects the importance of informational clarity in the TikTok Shop ecosystem.

Content that presents product advantages honestly, shows product authenticity, and avoids excessive visual manipulation helps consumers perceive the seller as credible and professional. Rahmawati and Suryana (2024) emphasized that well-presented digital content can strengthen product branding and increase consumer confidence in social commerce. In the SOR framework, content quality acts as a stimulus that shapes consumers' internal cognitive assessment of seller credibility and product reliability. Meanwhile, from the SET perspective, high-quality content provides informational rewards for consumers. When consumers feel that the content helps them make better purchase decisions, their perceived risk decreases and their trust increases. The third finding confirms that customer engagement has a positive and significant effect on consumer trust, as shown by $\beta = .240$ and $p = .003$.

This means that consumers who actively interact during live streaming sessions tend to develop stronger trust toward sellers and products. Engagement in the form of commenting, asking questions, giving likes, joining discussions, or sharing live streaming links creates a sense of involvement and social connection. This result supports Tuti and Sulistia (2022), who argued that customer engagement can strengthen brand trust because it reflects an active psychological and behavioral relationship between consumers and brands. Zhang et al. (2022) also highlighted that trust in live streaming commerce is shaped by socio-technical interaction, including communication, participation, and perceived responsiveness. In TikTok Shop live streaming, consumer engagement is not merely a passive reaction but an active process through which consumers verify information, evaluate seller competence, and build emotional closeness. When sellers respond to comments and questions directly, consumers perceive the interaction as transparent and reliable.

This condition supports He et al. (2024), who found that live shopping features can enhance consumer trust by facilitating interaction and reducing uncertainty. Sidik and Roostika (2024) similarly emphasized that live TikTok Shop activities can build customer trust and engagement through perceived

value. Based on the SOR framework, customer engagement represents an internal organismic condition that emerges from interactive stimuli and contributes to trust formation. From the SET perspective, engagement reflects a reciprocal exchange: consumers provide attention, interaction, and participation, while sellers provide information, responsiveness, and assurance. This exchange strengthens trust because consumers feel involved and valued during the transaction process.

The Effect of Live-Streaming Shopping, Content Quality, and Customer Engagement on Purchase Intent

The fourth finding demonstrates that live streaming shopping has a positive and significant effect on purchase intention, with $\beta = .368$ and $p < .001$. This result indicates that live streaming shopping directly encourages consumers' intention to purchase products offered through TikTok Shop. Compared with other predictors of purchase intention, live streaming shopping has the strongest direct effect, confirming its strategic role in converting viewers into potential buyers. This finding is consistent with Razafinandrasana and Tamara (2024), who found that TikTok live streaming shopping can stimulate impulse purchase intention in Indonesia. Triady et al. (2025) also reported that TikTok live streaming significantly influences purchase intention, especially when supported by customer engagement. In addition, Muna and Setyawan (2024) explained that host interaction in live streaming can increase purchase intention by creating a more persuasive and interactive shopping experience.

Live streaming shopping influences purchase intention because it combines product visualization, entertainment, social interaction, and promotional urgency in a single digital environment. Consumers can observe product details, listen to explanations, compare benefits, and ask questions before making purchase decisions. This process reduces hesitation and increases confidence. Moreover, promotional mechanisms such as flash sales, limited-time offers, and exclusive live discounts may create a sense of urgency and Fear of Missing Out. Ayuningtyas (2024) emphasized that live stream shopping can effectively shape purchase intention in social commerce, while Ayuwangi et al. (2025) found that live streaming and flash sales can encourage impulse buying among Generation Z consumers. Therefore, live streaming shopping does not only provide information but also creates emotional stimulation and immediate purchase motivation. The fifth finding shows that content quality has a positive and significant effect on purchase intention, with $\beta = .223$ and $p = .001$.

This result suggests that consumers are more likely to intend to purchase when they perceive the content in TikTok Shop live streaming as informative, creative, relevant, and visually appealing. Content quality helps consumers understand product specifications, compare product benefits, and assess whether the product matches their needs. This finding supports Widianingrum et al. (2025), who found that live streaming and content quality influence purchase interest in TikTok Shop. Nugraha et al. (2025) also emphasized that content quality can influence consumer purchase decisions by increasing trust and perceived credibility. Similarly, Prameswari et al. (2025) argued that content marketing, live streaming, and product quality can enhance customer satisfaction and repurchase intention. From the SOR perspective, high-quality content functions as a stimulus that activates consumers' cognitive and affective evaluations. When content is clear, persuasive, and authentic, consumers develop stronger confidence in the product, which then encourages purchase intention.

From the SET perspective, consumers perceive useful and relevant information as a benefit obtained from the seller. When the perceived benefit of the content exceeds the perceived risk of online purchasing, consumers are more likely to respond with purchase intention. Thus, content quality plays an important role not only in attracting attention but also in supporting decision-making and reducing perceived uncertainty. The sixth finding indicates that customer engagement has a positive and significant effect on purchase intention, with $\beta = .171$ and $p = .004$. Although the effect size is relatively smaller than that of live streaming shopping and content quality, the result remains theoretically and practically meaningful. Customer engagement strengthens purchase intention because active participation creates emotional attachment, involvement, and psychological closeness between consumers and sellers. This finding is consistent with Aulianur and Purwanegara (2024), who found that consumer engagement is an important factor in driving purchase intention in e-commerce live streaming.

Habibi and Munawar (2024) also explained that customer engagement can mediate the relationship between digital influencer activities, live streaming shopping, social media marketing, and purchase intention. Furthermore, Setyono and Berlianto (2025) emphasized that live streaming can build

customer engagement and support repurchase intention. In TikTok Shop, engagement transforms viewers from passive audiences into active participants. When consumers ask questions, respond to host explanations, give likes, or interact with other viewers, they become more cognitively and emotionally involved in the shopping process. This involvement increases product familiarity and strengthens the intention to buy.

Triady et al. (2025) argued that customer engagement reinforces the influence of TikTok live streaming on purchase intention, particularly in fashion product purchases. Based on the SOR framework, engagement represents a psychological condition that links external live streaming stimuli with behavioral responses. From the SET perspective, engagement reflects reciprocal interaction between consumers and sellers. When consumers perceive that their participation is acknowledged and responded to, they are more likely to reciprocate through stronger purchase intention.

The Role of Consumer Trust as an Intervening Variable in Purchase Intention

The seventh finding confirms that consumer trust has a positive and significant effect on purchase intention, with $\beta = .262$ and $p = .001$. This result highlights the critical role of trust as a psychological mechanism that reduces uncertainty, perceived risk, and hesitation in online transactions. In TikTok Shop, consumers cannot physically inspect products before purchasing; therefore, trust in seller credibility, product authenticity, and platform reliability becomes essential. This finding is aligned with Zhang et al. (2025), who found that trust entities influence consumers' purchase intention in livestream e-commerce through trust transfer mechanisms. Chandruangphen et al. (2022) also demonstrated that trust significantly affects shopping intention in live streaming commerce. Similarly, Tirtayani and Aghivirwiati (2025) emphasized that consumer trust plays a central role in purchase decisions within Asia's digital business environment.

Trust encourages purchase intention because it creates a sense of security and confidence. When consumers believe that sellers provide honest information, deliver products as demonstrated, and protect customers from fraud, they become more willing to purchase. Anisa (2025) also found that trust can mediate the influence of live streaming on purchase intention, while Agesti et al. (2021) showed that trust has a positive effect on purchase decisions in marketplace contexts. From the SOR perspective, consumer trust represents a positive internal state that directs consumers toward purchase intention as a behavioral response. From the SET perspective, trust reduces perceived transaction costs and strengthens the perceived value of the exchange. When consumers believe that the benefits of buying through TikTok Shop outweigh the risks, they are more likely to develop strong purchase intention. Overall, the findings strengthen the relevance of the Stimulus-Organism-Response framework and Social Exchange Theory in explaining consumer behavior in TikTok Shop live streaming commerce.

Live streaming shopping, content quality, and customer engagement operate as digital stimuli and relational benefits that shape consumer trust and purchase intention. Among these factors, live streaming shopping has the most dominant role because it provides real-time interaction, product transparency, social presence, and promotional urgency simultaneously. Nevertheless, content quality and customer engagement remain important complementary factors because they strengthen informational credibility and relational involvement. Consumer trust, in turn, functions as a key psychological mechanism that reduces perceived risk and facilitates purchase intention. These results indicate that successful social commerce strategies require the integration of credible live streaming practices, authentic content, and active audience engagement to convert digital interaction into actual purchase intention.

CONCLUSION

The research results show that all proposed hypotheses are significantly supported, where the variables live streaming shopping, content quality, and customer engagement have been proven to provide positive contributions in building consumer trust and increasing TikTok Shop user purchase intention. Among these factors, live streaming shopping has been identified as having the most dominant influence both on trust and purchase intention due to its ability to present transparent product demonstrations and real-time direct interaction. Theoretically, these results validate the Stimulus-Organism-Response (SOR) and Social Exchange Theory (SET) frameworks, which assert that external stimuli in the form of content quality and broadcast interactivity can mitigate uncertainty and transaction risks through the formation of positive internal psychological conditions in the form of trust. This

research emphasizes that the synergy between seller credibility, information aesthetics, and active audience participation is the key to converting digital engagement into actual purchasing decisions.

The main implication for TikTok Shop from these research results is the need to prioritize the optimization of live streaming shopping features because this variable has been proven to have the strongest influence in building consumer trust and purchase intention compared to other factors. Sellers are advised to continuously improve authentic content quality and deepen interactive engagement to mitigate transaction risk perception and strengthen brand loyalty in the rapidly growing Indonesian social commerce ecosystem. Meanwhile, for future research, there are still other variable influences outside this model on consumer trust and purchase intention that have not been explained. Therefore, future studies are highly recommended to explore additional factors such as recommendation algorithm effectiveness, payment system security, or reference group influence to complement the comprehensive understanding of consumer behavior on social commerce platforms.

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