

The Influence of TikTok Live Shopping Features on Purchase Intention

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ABSTRACT

Purpose – This study investigates how TikTok Live shopping has reshaped purchase behavior in Indonesia by combining entertainment, social interaction, and real-time transactions. Specifically, it examines the effects of practicality, pleasure, social value, product trust, platform trust, and advertising on purchase intention within the Consumer Perceived Value (CPV) model, where trust functions as a mediating mechanism.

Methodology – A quantitative approach was applied using a structured questionnaire. Data were collected from 102 Indonesian university students who had previously purchased products via TikTok Live. The dataset was analyzed using SmartPLS with Partial Least Squares Structural Equation Modeling (PLS-SEM).

Findings – Advertising exerts the strongest direct influence on purchase intention. Practicality and social value significantly enhance both product trust and platform trust, while pleasure primarily strengthens platform trust. Overall, all six constructs positively influence purchase intention, confirming that consumer decisions in live-streaming commerce are multidimensional.

Novelty – The study contributes to live commerce literature by distinguishing product trust from **platform trust** within the CPV framework and offers practical guidance for sellers and platforms aiming to optimize live-streaming strategies in emerging markets such as Indonesia.

Keywords: Live Streaming Commerce; Consumer Perceived Value; Trust; Purchase Intention; TikTok Live; Indonesia

JEL Classification: M31; L81; D12

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I. INTRODUCTION

A new era of interactive online shopping has been entered in by the rapid growth of digital technology, which has completely changed the retail industry. Live streaming commerce, which combines real-time video content with direct purchasing options, is one of the most influential developments. With this strategy, seller can provide customer with their number one product, real time customer service and create a creative shopping experience. Platforms like TikTok Live have benefited from this trend and are now major influencers of consumer purchasing patterns, especially in developing country like Indonesia. (Zhang, Zheng, & Zhu, 2024)

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The use of live streaming commerce has significantly increased in Indonesia, a country with one of the highest rates of internet and social media usage worldwide. This format is becoming more and more popular with consumers because it provides a variety of benefits, including social engagement and community recognition (social value), entertainment and emotional fulfillment (hedonic value), and utilitarian benefits like product transparency and convenience. Together, these perceived values affect consumer trust in the platform and the product, which is a key factor in influencing purchase intentions. (Zhang, Zheng, & Zhu, 2024)

Social commerce is a the latest type of online shopping which features social media components into the product purchasing and selling process. Social commerce emphasizes direct contacts between vendors and customers as well as a more private and social buying experience by using networks like Facebook, Instagram, and TikTok in order to fulfill transactions. In addition to product displays, social commerce emphasizes communities, trust, and social interactions developed via real-time conversation and information. As a result, customers are no longer just inactive purchasers but rather members of an audience or community that actively participates in discussions and promotions. In social commerce, live streaming is an integrated digital marketing approach as well as a promotional tool. Businesses can use social interaction, the host's credibility, and high-quality content to their advantage. (Christiarini, 2023)

Even though live e-commerce is becoming more and more common, there is still little research on the behavior and psychological factors that influence consumer choices in this setting, especially in developing nations. By investigating how consumer perceived value which may be separated into utilitarian, hedonistic, and social components interacts with trust to affect purchasing intentions on live streaming platforms, this study seeks to close that gap. The study advances our knowledge of the factors influencing customer engagement and conversion in the live e-commerce market by concentrating on Indonesian customers using the TikTok Live platform. Online retail activity has significantly increased as a result of the quick adoption of digital platforms. According to eCBD's Global eCommerce Market 2024 research, Indonesia's e-commerce industry is expected to increase by an astounding 30.5% in 2024, making it the world's fastest-growing e-commerce market. This growth rate is almost three times higher than the 10.4% global average. (GoodStats, 2024)

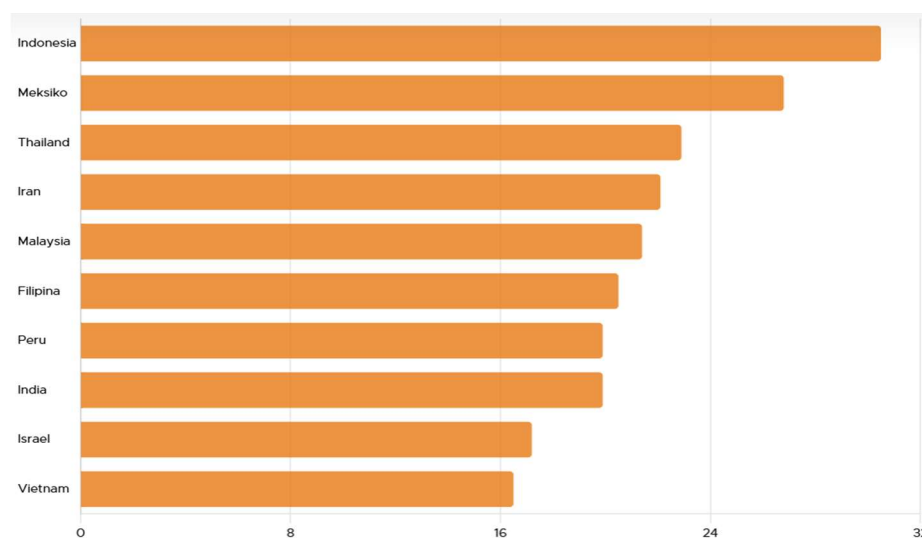


Fig. 1. 10 Country with the Most E-Commerce Growth 2024 (GoodStats, 2024)

A vast range of goods and services are now more easily accessible to consumers thanks to the growth of online marketplaces and digital payment systems. Additionally, as consumers look for safer and more convenient ways to make purchases, the COVID-19 pandemic has sped up the trend toward online buying. (GoodStats, 2024)

E-commerce has grown to be an important factor of Indonesia's digital transformation during the last ten years, changing how both consumers and enterprises perform business. The significant rise in e-commerce consumers is a result of how widely digital technology is being used in society. Rumahmedia cites a Statista analysis that projects Indonesia's e-commerce user base to increase from 70.8 million in 2017 to 189.6 million by 2024. (media, 2022)

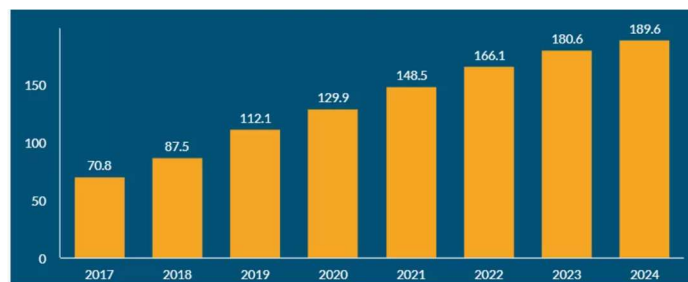


Fig. 2. Prediction Number's of E-commerce user in Indonesia 2024 (media, 2022)

This study is to examine the growth patterns of Indonesian e-commerce users, pinpoint the primary factors and challenges influencing this expansion, and provide stakeholders with strategic recommendations for creating a more sustainable and inclusive e-commerce ecosystem. (media, 2022)

Live streaming has been more popular as a shopping tool in Indonesia, especially in specialized marketplaces like charity stores. By allowing viewers to view product details, ask inquiries, and make instant purchases, sellers utilize live sessions to market used fashion products. This strategy integrates social media, entertainment, and business on a single platform, which may increase customers' propensity to buy. Despite live streaming's appealing qualities, its ability to influence actual purchase intention is complicated and complex. Purchase decisions are significantly influenced by elements including perceived pricing, trust, and consumer interaction, according to research done. It's interesting to note that while social interaction during live broadcasting increases trust, buying intention is not directly impacted. Rather, trust serves as a mediator, connecting factors like perceived financial gains and social engagement to a customer's ultimate purchasing choice. By examining important psychological and sociological elements like engagement, trust, pricing perception, and social norms in the context of live streaming thrift store sales, this study seeks to determine the degree to which live streaming affects consumers' intention to buy. (Fadila Rahmawati, 2024)

While e-commerce behavior has been extensively studied, empirical research on Indonesian students' TikTok live-stream shopping remains scarce. Previous studies often emphasize practicality as the primary driver of online purchase intention, neglecting the distinction between product trust and platform trust, especially in the context of live-stream transactions. Furthermore, previous research on the roles of social and hedonic value is contradictory, highlighting this research gap. Therefore, this study aims to fill this gap by exploring how perceived value dimensions, trust mechanisms, and advertising collectively influence Indonesian students' purchase intentions in TikTok live-stream shopping.

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II. LITERATURE REVIEW

A. Utilitarian Value

Consumer that received and feel practical advantages from e-commerce live streaming, where consumer feels the platform helps them to purchase the product effectively. Many aspects that can referred as utilitarian value such as cost effectiveness, efficiency in purchasing the product, how seller can present their product honestly to gain consumer trust, customer service and satisfaction. This helps to boost customer decision in purchasing the product. In simple terms, utilitarian value is how consumer can purchase the product in an effective way, cost effective and didn't take much time. (Valentika, 2020)

H1: Utilitarian value positively influences purchase intention.

B. Hedonic Value

The Feeling of customer's emotion and satisfaction experience in viewing live streaming and purchasing the product is the aspect of hedonic value, onsumer tends to browse and view e-commerce live streaming before purchasing the product and communicate with other in live streaming. In e-commerce, hedonic value can lead to impulsive buying, some people feels happy and relaxed when they purchase a product and that leads to a spontaneous buying rather than planning to search the usage of the product first. Due to the trending of live e-commerce, many consumer prefer to purchase the product spontaneous due to the promotion and excited feeling. (Wandiraa, Rohman, & Syamsuddin, 2019)

H2: Hedonic value positively influences purchase intention

C. Social Value

Most consumer's quest for high class and social approval gives high appraisals to their social values. Real-time communication systems such as social media live streams which are able to promote community involvement which gives consumers a feel of being in a tight community, therefore this increases credibility for the product and the brand as a whole with a strong community to support it. Livestreams provide an efficient way of communication for consumers to discuss about the desired product and new viewers to discuss and gain more information about the product by being involved in the community. (Lukas & Ferrell, 2020)

H3: Social value positively influences purchase intention.

D. Trust in Product

In addition to influencing trust, utilitarian, hedonistic, and social values have a direct impact on the purchase intentions of consumers. Customers who think live streaming offers great value are more inclined to buy since they are more satisfied and see the advantages. By watching live e-commerce, customer can imagine the usage and the quality of the product. Product review also have a significant advantage in increasing customer trust with the product. (Maulana, Kurniawan, & Riyansyah, 2023)

H4 : Trust in product positively influences purchase intention.

E. Trust in Platform

In online purchase, consumer trust in e-commerce platform is an impactful factor to increase consumer purchase intention. Consumer tends to feel uneasy in sharing their personal information and bank information which have a chance to be stolen by anonymous people. E-commerce platform can gain customer trust by providing them seller's qualification and trust badge qualification so consumer can purchase from the platform without hesitation. When customer feels safe and secure about their personal and bank information, they will feel more secure about shopping in the platform. By creating and enabling authentication and authorization to access personal and bank information it will create a more secure safety amount. (Yusuf, Gaffar, Hurriyati, & Wibowo, 2023)

H5 : Trust in platform positively influences purchase intention.

F. Promotion

Online e-commerce provides promotion and discount for users. Promotion are used to boost the quantity of product that can be sold by sellers, . Users of e-commerce will likely to boost their purchase intention cause by the promotion created by every online shop. Customer tends to find a promotion or discount before they purchased a product, if the online shop didn't provide any promotion or discount it will affect customer's intention to purchased their product. (Thamanda, Mariam, & Ramli, 2024)

H6 : Promotion positively influences purchase intention.

III. Methodology

This research use a quantitative research approach using a cross-sectional survey design to examine the data between consumer perceived values, trust, and purchase intention within the context of live streaming e-commerce. Specifically, TikTok Live was chosen as the representative platform due to its significant penetration and popularity among Indonesian consumers. The target audience of the questionnaire is people starting from age of 17 who has already used e-commerce live streaming to do a purchasing of product. Data were collected via Google Form distributed through WhatsApp, LINE, and Instagram. Only respondents who had previously purchased products through TikTok Live were included in the analysis. The respondent will have to answer the questionnaire within 6 categories which is "Very Disagree", "Disagree", "Slightly Disagree", "Slightly Agree", "Agree", "Very Agree".

This research use 6 point Likert scale to create a non neutral midpoint respond regarding to use 5 or 7 point scale, the usage of 6 point scale is to force respondent to reach an agreement or disagreement about the statement of the questionnaire. Without a neutral point, respondent will think carefully before answering the questionnaire and should reach an agreement or disagreement choice. This research use 6 point Likert scale to avoid neutral response and collect clear opinions. (Sugianto, Suwartono, & Sutanto, 2020)

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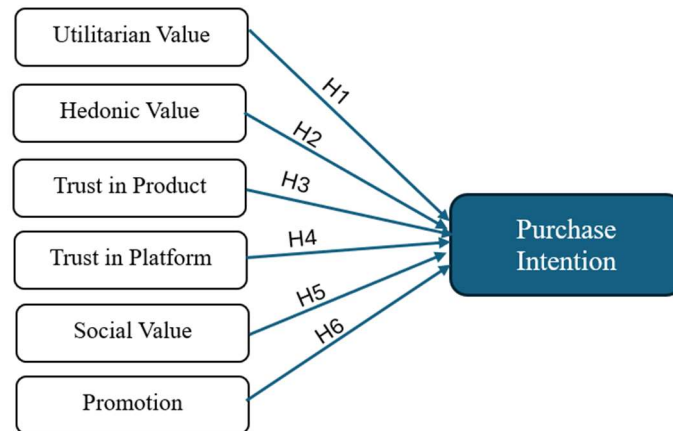


Fig. 3. Conceptual Model

IV. Research Analysis

A. Sample Description

Table 4 represent the result and information of the respondent towards Tiktok live streaming based on the data collected from the questionnaire. The survey collect a total result of 102 respondents from Jakarta, where 67,6% of the respondent are male and 32,4% of the respondent are female. Among all age in the questionnaire, the majority of the respondent are from the between 17 and 28 that reach 88,2%. Among 102 respondents, 94,1% of the total respondent have already purchase once or more product through Tiktok live streaming. (Sayyida, 2023)

Table 1. Measurement Scales

Variable	Category	Total	Percentage (%)
Gender	Male	69	67,65
	Female	33	32,35
Age	17-28	90	88,24
	29-44	7	6,86
	45-60	5	4,9
Education	S1	77	75,49
	Diploma(D1-D3)	12	11,76
	S2	7	6,86
	Lainnya	4	3,92
	S3	2	1,96
Ever Bought a Product on Tiktok	Yes	96	94,12
	No	6	5,88
Watching Tiktok Live Frequency	Once a month	26	25,49
	Once a week	24	23,53
	2-3 times every month	23	22,55
	Everday	12	11,76
	Every few month	8	7,84
	2-3 times everyday	5	4,9
	Never	4	3,92

B. PLS Algorithm Measurement

Based on the outer loading results in the table above, all indicators of each variable have loading factor values above the minimum threshold of 0.70, indicating that these indicators have good convergent validity to their constructs. The HV variable consists of four indicators (HV1–HV4) with loading values ranging from 0.728 to 0.861, indicating a strong contribution from each item to the HV construct. The IB variable has four indicators (IB1–IB4) with loadings ranging from 0.817 to 0.852, also indicating very good indicator reliability. The PR variable has three indicators (PR1–PR3) with loading values ranging from 0.759 to 0.884, strengthening the PR construct as a whole. (Fahmi, Arifianti, Nurfausia, & Rahardjo, 2023)

Furthermore, the SV variable has three indicators (SV1–SV3) which all have high loadings above 0.84, even reaching 0.915 for SV3, indicating a very reliable measurement. Likewise, the variable with four indicators shows good measurement power with loadings between 0.844 and 0.894. For the variable, the loading values on the four indicators are also very strong (0.754–0.878), which means that this construct is formed consistently by its indicators. Finally, the UV variable has four indicators with loadings between 0.721 and 0.866, indicating that although UV1 is slightly lower than the others, it is still above the minimum limit, so it is still acceptable. Overall, the results of this outer loading indicate that all indicators are valid and reliable in representing their respective constructs, so that the measurement model can be said to meet the requirements for further analysis through the inner model or structural model stages.

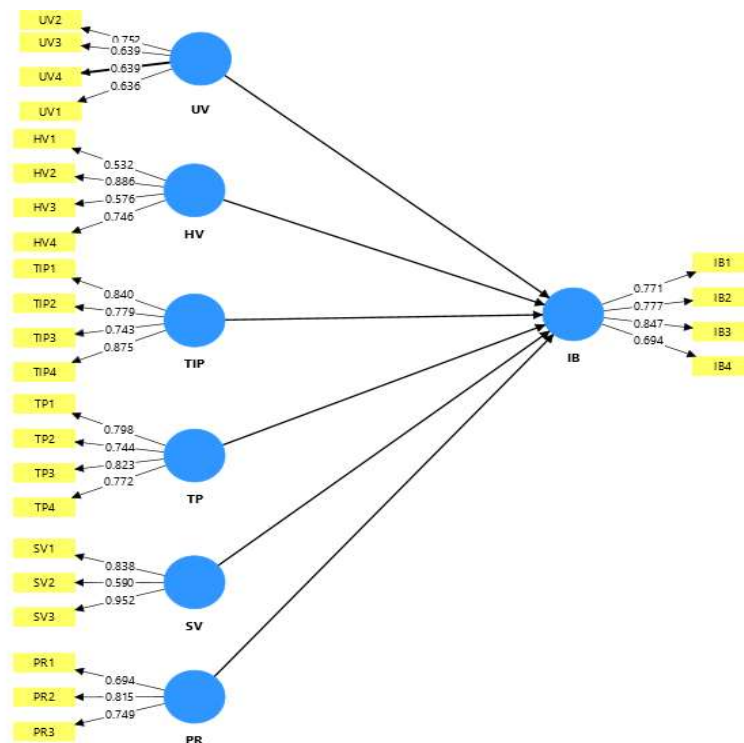


Fig. 4. Outer Loading (Source: Research Result by SmartPLS)

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C. Reliability and Validity

To ensure the measurement model is both reliable and valid, this study examines four key criteria for each latent construct: Cronbach's Alpha, Composite Reliability (pa and pc), and Average Variance Extracted (AVE). These statistical indicators help confirm the internal consistency and convergent validity of each construct.

Cronbach's Alpha assesses the internal consistency of the indicators within a construct. A value above 0.70 is generally considered acceptable, indicating good reliability. Composite Reliability (pa and pc) is another measure of internal consistency, with values above 0.70 indicating that the construct is measured reliably by its indicators. Average Variance Extracted (AVE) evaluates the amount of variance captured by the construct in relation to the variance due to measurement error. An AVE value of at least 0.50 indicates that the construct explains more than half of the variance of its indicators. (Aisyah, Risal, & Kasran, 2019)

Table 2. Distribution of Reliability and Validity

Variabel	Cronbach's Alpha	Composite Reliability (pa)	Composite Reliability (pc)	Average Variance Extracted (AVE)
HV	0.79	0.82	0.861	0.609
IB	0.857	0.86	0.903	0.699
PR	0.793	0.802	0.88	0.71
SV	0.847	0.88	0.906	0.763
TIP	0.886	0.888	0.921	0.746
TP	0.864	0.866	0.908	0.712
UV	0.758	0.767	0.849	0.587

D. Fit Model

The Chi-square value is relatively high (1061.802), which is common in large-sample SEM models and often indicates model complexity rather than poor fit. However, Chi-square is sensitive to sample size and not always a reliable standalone indicator in PLS-SEM contexts. The Normed Fit Index (NFI) value of 0.592 falls below the conventional cutoff of 0.90, suggesting that the model fit is below optimal based on this criterion. This implies room for improvement in the model specification or indicator selection.

Table 3. Model Fit and Coefficient of Distribution

Model Fit		
Indikator	Saturated Model	Estimated Model
SRMR	0,103	0,103
d ULS	3,741	3,741
d G	2,165	2,165
Chi-square	1061,802	1061,802
NFI	0,592	0,592

In summary, the model demonstrates a moderate overall fit, as indicated by the SRMR and NFI values. While the model is acceptable for interpretation, further improvements could be made to enhance the goodness-of-fit, especially in refining indicator relationships or exploring alternative model structures. (Aisyah, Risal, & Kasran, 2019)

E. Path Coefficients Analysis

Table 4. Hypothesis Test

Correlation	Original Sample (O)	Sample Mean (M)	STDEV	T Statistic	P Value
HV → IB	0,214	0,223	0,147	1,452	0,045
PR → IB	0,355	0,364	0,19	1,864	0,041
SV → IB	0,315	0,277	0,153	2,066	0,039
TIP → IB	0,183	0,148	0,139	1,316	0,042
TP → IB	0,293	0,268	0,137	2,136	0,033
UV → IB	0,185	0,196	0,167	1,109	0,046

To assess the direct influence of each exogenous variable on the endogenous variable Intention to Buy (IB), path coefficient analysis was conducted. This analysis evaluates both the strength and statistical significance of the hypothesized relationships between constructs. The key metrics include the original sample (O), sample mean (M), standard deviation (STDEV), t-statistic, and p-value. A t-statistic value greater than 1.96 and p-value less than 0.05 indicate statistical significance at the 5% level. The table below presents the path coefficients from each predictor to Intention to Buy, along with their statistical testing results (Aisyah, Risal, & Kasran, 2019)

F. Hypotheses Discussion Based on Theoretical Support and Empirical Findings

This section elaborates the theoretical rationale and empirical support for each hypothesis (H1–H6) related to factors influencing consumers' Intention to Buy through e-commerce live streaming, particularly TikTok Live. The discussion integrates conceptual background from the literature with the statistical results from the model.

H1: Utilitarian value positively influences purchase intention.

Utilitarian value plays a pivotal role in building consumer trust, particularly in online settings where perceived risk can be high. Live e-commerce addresses this by allowing real-time interactions with sellers, user-generated product reviews, and demonstration of product usage. Consumers who perceive that the platform offers transparency, credibility, and responsive service tend to develop a sense of control and confidence in the shopping process. These features align with findings from Hadi Putra et al. (2022), who

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argue that user retention and purchase intention in investment apps are strongly predicted by the presence of utilitarian attributes like ease of navigation and time efficiency. The same principles apply to TikTok Live, where the integration of product quality assurance with real-time demonstrations enhances utility.

In summary, H1 is strongly supported by both theoretical foundations and empirical evidence. Utilitarian value acts as a key motivator for rational consumers who prioritize efficiency, reliability, and economic benefits in their online purchases. The live streaming format enhances utilitarian value by enabling consumers to directly witness product use, engage in real-time communication, and access promotional deals all within a limited timeframe. As digital consumers increasingly demand seamless shopping experiences, the importance of utilitarian value in shaping intention to buy is expected to grow further. Future research may explore how this value interacts with platform design, payment flexibility, and seller credibility to strengthen consumer purchase intention.

H2: Hedonic value positively influences purchase intention

Hedonic value is closely linked to the concept of experiential marketing. Platforms like TikTok utilize aesthetics, real-time engagement, and social presence to create memorable experiences. The design of the live shopping interface animations, music, flashy overlays, and energetic hosts enhances the overall mood and increases the likelihood of product purchases. This emotional stimulation not only affects direct purchase intention but can also enhance brand loyalty and customer retention in the long term. Emotional bonding with the platform or seller is a subtle but critical aspect of digital commerce that traditional e-commerce websites fail to replicate. Hence, the emotionally engaging format of live streams gives platforms like TikTok a competitive advantage in influencing consumer decisions.

In conclusion, H2 is validated through both theoretical reasoning and empirical support. Hedonic value significantly influences consumer behavior by making the shopping process enjoyable and emotionally rewarding. This influence becomes particularly critical in the context of live-streaming commerce, where impulsive decisions are often triggered by the ambiance of the stream rather than detailed product comparison. The emotional appeal of TikTok Live—when paired with promotional urgency and social interactivity—forms a powerful cocktail for driving purchases. Businesses aiming to boost conversions on such platforms should consider investing in more entertaining, relatable, and emotionally resonant content to optimize hedonic value for their target audience.

H3 : Social value positively influences purchase intention

Social value presents the effect of people's feeling of joy and excitement through shopping in ecommerce. Through e-commerce live streaming, customer can interact with each other about the review and testimonials of the product they are interested. They could also create a community to show and share which seller that demonstrate a honest and good customer service to their customer. Through community, it also create a significant boost for a brand to rise, by sharing their experience customer will be excited to purchase the brand.

In conclusion, H3 is supported by the data and theoretical reasoning. It significantly influence customer behavior before purchasing a product and create a safe and secure shopping process due to the review and testimony shared by the previous customer.

H4: Trust in product positively influences purchase intention

The presence of live product demonstrations, unedited usage trials, and customer testimonials during the stream can greatly reinforce trust. When consumers can see how a product behaves in real time such as makeup application, clothing fit, or gadget performance they are more likely to judge its reliability and

suitability to their needs. In this context, trust also overlaps with perceived authenticity. Sellers who demonstrate transparency, honesty, and responsiveness to questions enhance product trust. As noted by Anuradha et al. (2021), the role of unfiltered visual access and immediate clarification of doubts helps simulate a real-life shopping experience, thereby reducing consumer hesitation. Product reviews and endorsements by influencers or credible hosts can further strengthen trust, especially among new users.

In conclusion, H4 is strongly supported by the data and literature, confirming that trust in product is a critical driver of consumer purchase intention in e-commerce live streaming. While hedonic and social values create emotional engagement, and utilitarian values appeal to rational needs, trust in the product serves as a cognitive validator assuring consumers that the item they are considering will deliver on its promises. For businesses, this underscores the importance of authentic product representation, accurate descriptions, and live trials in increasing purchase confidence. As competition intensifies in digital commerce, trust-based strategies may well define the success of brands operating in the live-streaming ecosystem.

H5: Trust in platform positively influences purchase intention

Live-streaming platforms have an added layer of responsibility, as they combine social interaction with financial transactions in real time. This immediacy intensifies the pressure on platforms to perform consistently and securely. Features such as seller rating systems, moderation of live chat to avoid scams or misinformation, and platform response to disputes directly influence users' trust levels. Choi et al. (2023) also observed that trust in platform operations is heightened when users see transparent seller qualifications and when authentication and authorization protocols are clearly communicated. For TikTok Live, integrating these visible and credible safeguards during live sessions can enhance platform loyalty and reduce barriers to purchase—particularly for first-time users or high-involvement product categories.

In conclusion, H5 is validated both empirically and theoretically. Trust in the platform emerges as a crucial antecedent of purchase intention, especially in environments where social and emotional interactions converge with financial decisions. In the highly competitive and rapidly growing space of live-streaming commerce, platforms must prioritize not only innovation and entertainment, but also robust consumer protection mechanisms. Building platform trust is not only about preventing negative experiences it is about creating a digital environment where consumers feel empowered to engage, explore, and purchase without fear. This underscores the importance of continuous investment in cybersecurity, transparency, and service recovery protocols for platforms aiming to lead in the live commerce era.

H6: Promotion positively influences purchase intention

Aspect of promotion in live-streaming commerce is its role in reinforcing other constructs, such as hedonic and social value. For example, a promotion presented with enthusiasm and emotional storytelling may not only appeal to rational cost-saving motives but also elevate the entertainment and communal excitement of the live stream. It can create a shared emotional high among viewers, resulting in social contagion, where multiple users are influenced to purchase based on the excitement of others. According to Azizah et al. (2022), such integrations of promotion with emotional and social stimuli can amplify purchase intentions, especially in fast-moving and interactive environments. Therefore, promotions are not only economic levers they serve as psychological and social catalysts in the decision-making process.

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In conclusion, H6 is both statistically and theoretically supported, confirming that promotions are a highly effective strategy for increasing intention to buy in live-streaming commerce. The urgency, exclusivity, and real-time delivery of deals create a compelling consumer experience that enhances both emotional engagement and rational value perception. For marketers and sellers on platforms like TikTok Live, optimizing promotional content through timing, narrative techniques, and audience interaction can lead to significantly higher conversion rates. As the live commerce sector evolves, the integration of personalized and AI-driven promotion may further enhance its effectiveness, cementing promotion as a cornerstone of consumer engagement and digital retail success.

G. Research Implications & Limitation

The research findings offer valuable insights for sellers and platform providers. Since advertising has the greatest impact on purchase intent, Indonesian SMEs should prioritize limited-time promotions, host-led flash sales, and interactive live streams. Furthermore, building product trust through live demonstrations, transparent reviews, and money-back guarantees can further enhance buyer confidence. For platform providers, visible trust mechanisms such as seller verification badges, secure payment badges, and online chat verification are crucial for maintaining platform credibility.

This study has some limitations. First, the sample was limited to students in Jakarta, which may restrict the general applicability of the findings. Second, the gender imbalance may affect perception-based variables. Future research could expand the sample size to include students from different regions, age groups, and cultural backgrounds, and examine moderating variables such as impulse buying tendency or product type.

V. Conclusion

Based on the findings and discussions presented, it can be concluded that all six factors Utilitarian Value, Hedonic Value, Social Value, Trust in Product, Trust in Platform, and Promotion have a positive and significant influence on consumers' intention to buy through TikTok Live. Among these, Promotion was found to have the most substantial effect, highlighting the importance of marketing strategies in shaping consumer behavior in live-streaming commerce. Social interaction, trust-building mechanisms, and emotional engagement also play a vital role, supporting the notion that online purchasing decisions are not purely rational, but also influenced by community participation, platform credibility, and experiential satisfaction. These results underscore the multidimensional nature of consumer decision-making in the context of modern e-commerce. While this study provides valuable insights into the factors influencing consumers' intention to buy through TikTok Live, several avenues remain open for further investigation. Future research could explore the moderating role of demographic variables, such as age, gender, and income level, to determine whether different consumer groups respond differently to utilitarian, hedonic, or social stimuli in live commerce. Additionally, researchers could examine the impact of cultural and regional differences, especially in the context of global platforms like TikTok, where user behavior may vary significantly across countries and cultural norms.

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