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ANALYSIS OF CONSUMER SHOPPING MOTIVATION ON TIKTOK LIVE STREAMING USING THE SEM-SMARTPLS TEST APPROACH

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ABSTRACT

The development of TikTok live streaming has driven changes in consumer shopping behavior in social media-based e-commerce, particularly through informative, persuasive, and entertaining real-time interactions. This study aims to analyze consumer shopping motivation on TikTok live streaming by examining the influence of Seller Characteristics, Streaming Platform, and Performance on Purchase Motivation through Customer Perceived Value. This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method using SmartPLS. The data was collected through questionnaires distributed to respondents who had made or considered making purchases through TikTok Live. The model was evaluated through construct validity and reliability testing, determination coefficients, and analysis of direct and indirect effects between variables. The results of the study show that all constructs have excellent validity and reliability. Seller Characteristics and Streaming Platform have a significant effect on Performance and Customer Perceived Value. Furthermore, Performance is proven to significantly increase Customer Perceived Value. The main results of this study indicate that Customer Perceived Value is the most dominant factor influencing Purchase Motivation and acts as the main mediating variable between seller characteristics, platform quality, and live streaming performance on purchase motivation. This study concludes that consumer shopping motivation on TikTok live streaming is formed through an integrated mechanism, with consumer value perception as the main determinant in driving purchase decisions.

Keyword: Live Streaming TikTok, Purchase Motivation, Customer Perceived Value, SEM-PLS.

INTRODUCTION

TikTok has grown into one of the fastest-growing social media platforms globally, supported by short video and live streaming features that encourage real-time interaction between creators and audiences. In 2023, TikTok recorded more than one billion monthly active users worldwide, demonstrating a very high adoption rate compared to other social media platforms (Statista, 2023). In Indonesia, TikTok ranks at the top as one of the platforms with the highest daily usage, especially among the younger generation, making it a strategic medium for digital marketing communications and content-based e-commerce activities (We Are Social, 2024). TikTok live streaming allows for the simultaneous presentation of informative, persuasive, and entertaining content through product demonstrations, two-way interactions, and time-limited promotions. These characteristics encourage consumers to engage cognitively and emotionally, so that the shopping experience is no longer purely transactional, but also social and experiential. Previous research shows that live streaming commerce can increase consumer engagement, trust, and purchase intent through social presence and direct interaction between the host and the audience (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020).



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The urgency of this research lies in the complexity of consumer shopping motivation factors in the context of TikTok live streaming, which are interrelated and form a dynamic decision-making system. Without a clear understanding of the cause-and-effect relationships and priorities among motivational factors, businesses and creators risk implementing ineffective marketing strategies, which could ultimately reduce trust levels, increase perceived risk, and hinder purchase conversions (Xu et al., 2020; Park & Lin, 2020). A number of previous studies have examined the effect of live streaming on consumer purchase intent by highlighting the role of trust, host credibility, and consumer experience (Smith et al., 2012; Djafarova & Trofimenko, 2019). However, most studies still use a linear analysis approach that is not yet fully capable of explaining the causal relationships and dependencies between shopping motivation factors in the complex live streaming ecosystem. Therefore, there is still a research gap in mapping the influence structure and relative importance of each consumer shopping motivation factor on live streaming platforms such as TikTok (Cheng et al., 2022).

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Theoretically, this study is based on consumer behavior and digital marketing communication theories that emphasize the importance of trust, source credibility, and consumer experience in shaping purchasing decisions. This study adopts the SmartPLS approach to identify the causal relationships between shopping motivation factors. This integrative approach has been proven effective in analyzing complex and interdependent decision systems in the context of livestream e-commerce (Gabus & Fontela, 1972; Saaty, 2005; Cheng et al., 2022).

Literature Review

Seller Characteristics

Seller characteristics refer to the personal and professional attributes of sellers or hosts who present products in live streaming, such as expertise, communication style, popularity, and credibility. In the context of live streaming commerce, seller characteristics play an important role in building trust and reducing consumer uncertainty. Previous research shows that seller credibility and attractiveness can increase positive perceptions of products and encourage consumer engagement during live broadcasts (Hovland & Weiss, 1951; Djafarova & Trofimenko, 2019). On platforms such as TikTok Live, the popularity of sellers, as reflected in the number of followers and level of interaction, also contributes to perceptions of the quality and reliability of the information conveyed (Xu et al., 2020).

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1. Live stream sellers can actively share trends or products with consumers through live streams
2. The seller's language, appearance, temperament, and appeal
3. The level of trust in live stream sellers

Streaming Platform

Streaming platforms refer to the technical and functional characteristics of platforms that support live streaming activities, including ease of use, system stability, visual and audio quality, and interactive features. Reliable and easy-to-use platforms can increase consumer convenience in shopping and reduce barriers in the transaction process. Previous studies have shown that platform quality and ease of navigation have a significant influence on consumer satisfaction and purchase intent in a live streaming-based e-commerce environment (Zhou et al., 2018; Sun et al., 2019). On TikTok Live, real-time interaction features and algorithmic recommendation systems further strengthen consumer engagement and the effectiveness of marketing communications.

1. Level of subjective recognition of live shopping
2. The purchasing process feels smooth and comfortable

Performance

Performance in the context of live streaming refers to the seller's content delivery, including visual quality, product variety, interactivity, and the duration and frequency of live broadcasts. Good performance can create an engaging viewing experience and increase consumer attention. Research shows that interactive and informative broadcasting performance can improve the consumer experience and strengthen the relationship between sellers and audiences (Wongkitrungrueng & Assarut, 2020). In addition, intensive

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visual performance and interaction also contribute to increased consumer trust and purchase intent (Park & Lin, 2020).

1. Increasing customer product choices
2. The overall visual effects presented to consumers during live shopping
3. Can live stream sellers mobilize interactions with consumers
4. The number and duration of live streams conducted by live stream sellers

Consumer Perceptual Value

Consumer perceptual value refers to consumers' subjective assessment of the benefits obtained compared to the costs incurred during the shopping process. This perceptual value includes functional, emotional, and social dimensions. In live streaming commerce, consumers evaluate not only product quality but also the overall shopping experience, including enjoyment, convenience, and social interaction (Zeithaml, 1988). Previous research shows that high perceptual value can increase satisfaction and strengthen consumer shopping motivation (Sweeney & Soutar, 2001). On TikTok Live, exclusive promotions and real-time interactions play a role in increasing consumer value perception.

1. Purchase discounts
2. Perception of the quality of purchased products
3. Awareness of products
4. The attractiveness of services and service reputation in the overall live shopping process.

Purchase Motivation

Purchase motivation is an internal drive that influences consumers to make purchases, whether utilitarian or hedonistic. Utilitarian motivation relates to efficiency, price, and product quality, while hedonistic motivation relates to pleasure, entertainment, and emotional experiences during shopping. Previous studies have shown that live streaming can accommodate both types of motivation through comprehensive product information and interactive entertainment experiences (Babin et al., 1994; Park & Lin, 2020). On the TikTok Live platform, the combination of entertainment and promotion encourages increased shopping motivation, which ultimately influences consumer purchasing decisions.

1. I can talk to other people
2. I enjoy the socializing experience
3. I like interacting with the broadcaster
4. I can interact with other people online

Live Streaming TikTok on E-Commerce

TikTok live streaming allows sellers or content creators to showcase products directly, demonstrate their use, and interact with audiences through comments and other real-time features. Previous studies have shown that live streaming increases consumer engagement and strengthens social influence in the purchasing decision-making process (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020).

Method

This study examines consumer motivation in making purchases during TikTok live streams. The researcher used purposive sampling with the criterion of consumers who had made purchases during TikTok live streams. Data was obtained from 170 respondents throughout Indonesia via Google Forms. Structural Equation Modeling (SEM) was chosen because of its ability to test complex research models with many variables simultaneously (Hair et al., 2019). This method is ideal for analyzing the relationship between latent variables such as service quality and loyalty, as well as testing mediation or moderation effects in a single integrated analysis.

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Hasil Figure

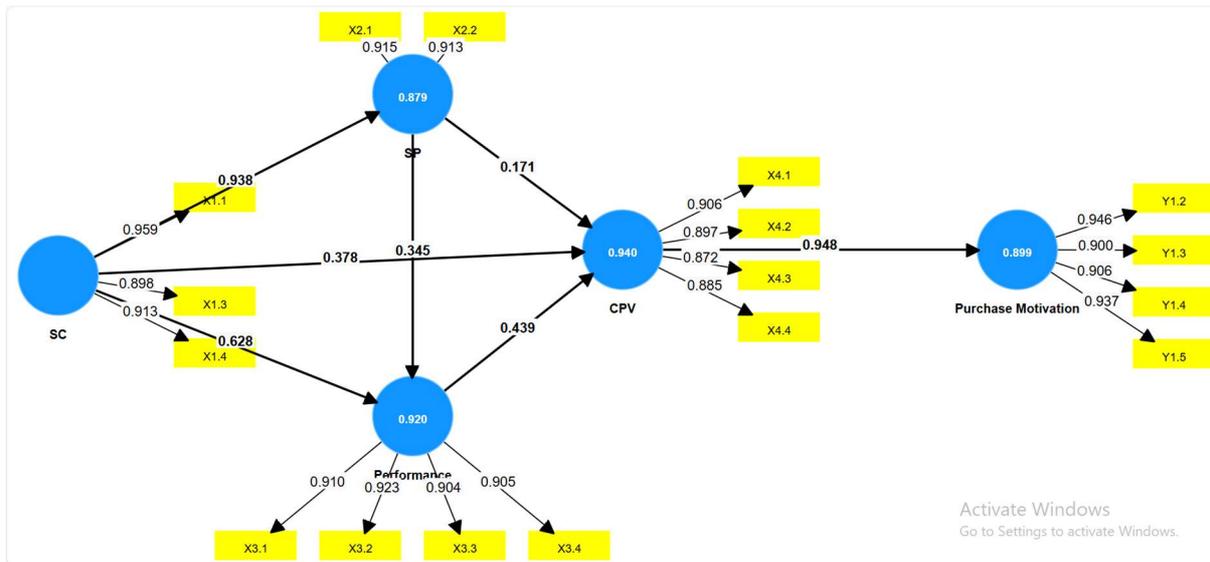


Figure 1. SmartPLS Structural Equation Modeling

Source: Processed from primary data (2026)

The figure shows that all indicators in each construct have loading factor values above the recommended limit, so that the measurement model is declared valid and capable of representing the research construct well. The relationship between variables shows that Seller Characteristics act as an initial factor that influences platform quality, live streaming performance, and consumer perceived value, while Performance significantly increases Customer Perceived Value. Furthermore, Customer Perceived Value has the most dominant influence on Purchase Motivation, confirming that perceived value is the main determinant in driving consumer purchase motivation in the context of TikTok live streaming.

Table 1. Validitas Konvergen

Constructs	CPV	Performance	Purchase Motivation	SC	SP	Ket.
X1.1				0.959		Valid
X1.2				0.898		Valid
X1.3				0.913		Valid
X2.1					0.915	Valid
X2.2					0.913	Valid
X3.1		0.910				Valid
X3.2		0.923				Valid
X3.3		0.904				Valid
X3.4		0.905				Valid
X4.1	0.906					Valid
X4.2	0.897					Valid
X4.3	0.872					Valid
X4.4	0.885					Valid
Y1.1			0.946			Valid
Y1.2			0.900			Valid
Y1.3			0.906			
Y1.4			0.937			

Source: Processed from primary data (2026)

The results of the measurement model testing show that all constructs in this study have been well measured by their constituent indicators. The Seller Characteristics construct is able to consistently represent seller quality, reflecting aspects of credibility, clarity of communication, and consumer trust during live streaming. The Streaming Platform construct shows that the technical quality and features of the platform play an important role in shaping the consumer interaction experience. Furthermore, the Performance construct successfully describes the overall quality of live streaming, including smooth delivery, interactivity, and communication effectiveness. The Customer Perceived Value construct reflects consumers' perceptions of the benefits and value obtained from the shopping process, while the Purchase Motivation construct effectively describes consumers' internal drive to make purchases. Overall, these results confirm that all constructs have adequate measurement quality and are capable of explaining the phenomenon of consumer purchase motivation in the context of TikTok live streaming.

Table 2. Reability

	Cronbach's Alpha	Rho_C	AVE
SP	0.804	0.911	0.836
CPV	0.913	0.938	0.792
SC	0.913	0.946	0.853
Performance	0.931	0.951	0.829
Purchase Motivation	0.941	0.958	0.851

Source: Processed from primary data (2026)

The reliability test results show that all variables in the research model have excellent and consistent measurement quality. The constructs of Streaming Platform, Seller Characteristics, Performance, Customer Perceived Value, and Purchase Motivation have been proven to capture the measured concepts in a stable and representative manner, so that the indicators that comprise them work in harmony to describe the phenomenon under study.

Table 3. R-Square

	R Square	R Square Adjusted
CPV	0.804	0.911
Performance	0.913	0.938
Purchase Motivation	0.913	0.946
SP	0.931	0.951

Source: Processed from primary data (2026)

The results of the coefficient of determination test show that the research model has a very strong explanatory power for all endogenous variables. The variables of Customer Perceived Value, Performance, Purchase Motivation, and Streaming Platform can be substantially explained by the predictor variables in the model, indicating that the relationships between the constructs have been systematically established and are interrelated.

Table 4. Testing Indirect Effects

	(O)	(M)	STDEV	T Statistic	P Value
Performance->CPV->Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SC->CPV->Purchase Motivation	0.358	0.360	0.083	4.316	0.000
Performance->CPV->Purchase Motivation	0.261	0.255	0.065	4.004	0.000
SC->SP-> Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SP->CPV-> Purchase Motivation	0.152	0.157	0.066	2.302	0.021
SC->SP->Performance-> Purchase Motivation	0.162	0.167	0.070	2.316	0.021
SP->Performance->CPV-> Purchase Motivation	0.134	0.134	0.042	3.218	0.001
Performance->CPV-> Purchase Motivation	0.143	0.142	0.044	3.226	0.001
SP->CPV-> Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SP->Performance-> CPV -> Purchase Motivation	0.162	0.167	0.070	2.316	0.021
Performance->CPV-> Purchase Motivation	0.143	0.142	0.044	3.226	0.001

Source: Processed from primary data (2026)

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The results of the indirect effect test show that Customer Perceived Value (CPV) plays a central role as a mediating variable in explaining the relationship between Performance, Seller Characteristics, and Streaming Platform on Purchase Motivation. Overall, these findings confirm that Purchase Motivation in the context of TikTok live streaming is the result of a strong mediation mechanism, with Customer Perceived Value as the main link that translates experience and interaction quality into purchase motivation.

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Conclusion

1. Seller Characteristics and Streaming Platform have a significant effect on Performance and Customer Perceived Value.
2. Performance has been proven to have a significant effect on Customer Perceived Value.
3. The mediation pathway involving Seller Characteristics, Streaming Platform, and Performance shows that consumer purchase motivation is formed through a complex and gradual process, in which technical factors, quality of execution, and perceived value interact with each other.

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