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The effect of live streaming and customer reviews on purchase decisions with brand trust as a mediating variable in TikTok Shop

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ABSTRACT

The Influence of Live Streaming and Customer Reviews on Purchase Decisions, and the Role of Brand Trust as an Intervening Variable on Products in TikTok Shop. Supervised by Dr. Herning Indriastuti, SE., MM. This study investigates the effect of live streaming and customer reviews on purchase decisions while examining brand trust as an intervening variable in the context of products marketed through TikTok Shop. Employing a quantitative approach with Partial Least Squares (PLS) analysis, the research involved 133 active TikTok Shop users who had watched live streaming sessions, read customer reviews, and made purchases. The findings reveal that live streaming and customer reviews positively and significantly influence both brand trust and purchase decisions. Furthermore, brand trust significantly affects purchase decisions and serves as a mediating variable in the relationship between live streaming, customer reviews, and purchase decisions, thereby underscoring the critical role of brand trust in optimizing the effectiveness of digital marketing strategies on TikTok Shop.

Keywords: brand trust; customer review; live streaming; purchase decision

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1. INTRODUCTION

The advancement of digital technology has generated substantial transformations in contemporary business and commercial practices. Digitalization enables consumers to obtain information, compare products, and conduct transactions easily, quickly, and without geographical limitations. The substantial growth in Internet and smartphone usage in Indonesia has positioned e-commerce as a primary platform for meeting public needs. Beyond serving as an alternative shopping channel, e-commerce has become an integral part of modern consumption patterns by offering convenient payment systems, diverse product options, and unrestricted time accessibility.

The growth of Indonesia's e-commerce sector has been remarkably rapid, positioning Indonesia as having the highest level of e-commerce usage in the world. This trend is further reinforced by the presence of various platforms, such as Shopee, Tokopedia, Lazada, and TikTok Shop. TikTok Shop, as part of a social commerce ecosystem, integrates entertainment, social interaction, and transactional activities within a single platform. Through its live-streaming feature, sellers can demonstrate products in real-time while interacting directly with consumers, thereby creating a more immersive and persuasive shopping experience (Ma & Hu, 2021).

In the context of consumer behavior, purchase decisions are influenced by various factors, including experience, information, perception, and trust in a brand (Kotler & Armstrong, 2014). Live streaming has emerged as a powerful marketing tool because it delivers information in an interactive and transparent manner. However, previous studies have reported inconsistent findings. Anisa et al. (2022) found that live streaming significantly influences purchase decisions, whereas Lestari (2021) reported no direct effect.

Similarly, customer reviews serve as an important source of information that shapes consumer perceptions. Consumers often rely on reviews from other users as a form of social proof before making a purchase decision. Positive reviews can strengthen perceptions of product quality (Priangga & Munawar, 2022), whereas negative reviews may reduce purchase intention (Capriati & Hikmah, 2024). Nevertheless, empirical findings remain inconclusive. Amiyananda et al. (2024) found a significant influence of customer reviews on purchase decisions, whereas Rahmawati et al. (2022) found no significant relationship.

These inconsistencies reveal a critical research gap, particularly regarding the absence of a clear explanatory mechanism linking live streaming and customer reviews to purchase decisions. Most prior studies have focused primarily on direct effects, thereby overlooking the underlying psychological processes that influence consumer decision-making in online environments, especially on social commerce platforms such as TikTok Shop.

From a theoretical perspective, online purchasing involves a high level of uncertainty and perceived risk because consumers can not physically evaluate products. In this context, brand trust becomes a key determinant in reducing uncertainty and facilitating decision-making. Live streaming contributes to trust formation by enhancing transparency, interactivity, and real-time product demonstrations, whereas customer reviews provide credibility through user-generated content and collective experiences. Therefore, both variables function as trust-building mechanisms rather than merely informational factors.

Thus, brand trust is theoretically positioned as a mediating variable that explains how live-streaming and customer reviews influence purchase decisions. Without trust, the information provided through live streaming and reviews may not necessarily lead to actual purchasing behavior. This highlights the importance of incorporating brand trust into the research model to better understand consumer behavior in social commerce.

This study offers theoretical novelty by integrating live streaming and customer reviews within a mediation framework of brand trust in the context of TikTok Shop, which remains relatively underexplored compared with traditional e-commerce platforms. Furthermore, this study contributes to resolving inconsistencies in previous research by simultaneously examining direct and indirect effects.

Based on the identified research gap and theoretical considerations, this study aims to analyze the effect of live streaming and customer reviews on purchase decisions, with brand trust as a mediating variable in TikTok Shop. The findings are expected to contribute to the development of the digital marketing literature, particularly in social commerce, and provide practical insights for businesses to build consumer trust and enhance purchase decisions.

2. LITERATURE REVIEW

2.1. Effect of Live Streaming on Purchase Decisions

Live streaming has emerged as an interactive marketing tool that allows sellers to present products in real time while engaging directly with consumers. This feature enhances information richness and reduces uncertainty in online shopping environments. On social commerce platforms such as TikTok Shop, live streaming enables consumers to observe product demonstrations, ask questions, and receive immediate responses, which can increase confidence in the product being offered.

From a theoretical perspective, interactive communication can influence consumer behavior by providing more persuasive and credible information than static content. The real-time nature of live streaming allows consumers to evaluate products more transparently, thereby encouraging them to make purchase decisions.

Empirical evidence supports the importance of interactivity in influencing consumer behavior. [Indriastuti et al. \(2024\)](#) found that real-time interactivity in live streaming has a positive and significant effect on perceived enjoyment, which subsequently influences impulse buying behavior. This indicates that live streaming not only delivers information but also creates an engaging experience that can drive purchasing behavior.

However, previous studies have reported inconsistent findings. [Anisa et al. \(2022\)](#) found that live streaming significantly affects purchase decisions. These inconsistencies suggest that the relationship between live streaming and purchase decisions requires further investigation.

H1: Live streaming has a significant effect on purchasing decisions.

2.2. Effect of Customer Reviews on Purchase Decisions

Customer reviews represent user-generated content that provides information about product quality based on consumers' past experiences. In online shopping environments, where direct product evaluation is not possible, consumers rely heavily on reviews as a source of information before making decisions.

According to social proof theory, individuals tend to follow others' opinions and experiences when making decisions under uncertainty. Therefore, positive reviews can strengthen consumer confidence, whereas negative reviews may discourage purchase intentions.

Empirical findings show varying results. Online customer reviews influence purchase decisions; however, the effect may vary depending on consumer trust levels. Other studies indicate that reviews do not always have a direct impact on purchasing decisions, suggesting that additional variables may be involved.

H2: Customer reviews significantly affect purchase decisions.

2.3. Effect of Live Streaming on Brand Trust

Live streaming not only provides product information but also plays a role in building consumer trust. Real-time interactions between sellers and consumers allow for greater transparency, which reduces uncertainty and enhances credibility.

From a trust formation perspective, direct communication and visual product demonstrations can strengthen consumers' perceptions of reliability and honesty. On TikTok Shop, sellers who actively engage with audiences and provide clear product explanations are more likely to gain consumer trust. Live streaming has a significant influence on consumer trust, which subsequently affects purchase

decisions. This suggests that live streaming functions as a mechanism for building trust in online shopping environments.

H3: Live streaming significantly affects brand trust.

2.4. Effect of Customer Reviews on Brand Trust

Customer reviews serve as an important source of credibility in online environments. Reviews written by other consumers are generally perceived as more objective and trustworthy than information provided by sellers.

Based on the concept of electronic word of mouth (e-WOM), customer reviews can significantly influence consumer trust. Reviews with high credibility, strong arguments, and positive valence are more likely to enhance brand trust. Conversely, negative reviews may weaken consumer confidence. However, empirical findings have shown mixed results. Customer reviews were not able to significantly mediate consumer trust toward purchase decisions. This indicates that not all reviews are effective in building trust, depending on their credibility and quality.

H4: Customer reviews significantly affect brand trust.

2.5. Effect of Brand Trust on Purchase Decisions

Brand trust is a key factor influencing consumer purchase decisions, particularly in online environments characterized by uncertainty and risk. Consumers are more likely to purchase products from brands they perceive as reliable, credible, and capable of fulfilling their expectations.

According to trust theory, trust reduces perceived risk and increases the likelihood of transactional behavior. In e-commerce, consumers who trust a brand tend to have higher confidence in making purchase decisions. Empirical evidence also supports this relationship. Consumer trust significantly affects purchase decisions, highlighting the importance of trust in online transactions.

H5: Brand trust has a significant effect on purchase decisions.

2.6. The Mediating Role of Brand Trust

In online shopping environments, information provided through live streaming and customer reviews does not automatically lead to purchase decisions. Instead, these factors first influence consumers' perceptions and trust toward a brand. Live streaming enhances interactivity and transparency, which can build trust through direct communication. Customer reviews provide social proof that may strengthen or weaken trust depending on their credibility.

Consumer trust successfully mediates the relationship between live streaming and purchase decisions but does not mediate the relationship between customer reviews and purchase decisions. This finding indicates that the mediating role of trust is inconsistent and requires further investigation. Therefore, brand trust is proposed as a mediating variable to explain how live streaming and customer reviews influence purchase decisions in the TikTok Shop.

H6: Brand trust mediates the effect of live-streaming on purchase decisions.

H7: Brand trust mediates the effect of customer reviews on purchase decisions.

3. METHODOLOGY

3.1. Research Design

This study utilizes a quantitative methodological approach to examine the influence of live streaming and customer reviews on brand trust and purchase decisions. The operational definitions of each variable are developed based on indicators derived from relevant literature, including interactivity and quality of presentation for live streaming, review credibility and informational usefulness for customer reviews, reliability and promise consistency dimensions for brand trust, as well as brand consideration and transaction convenience factors for purchase decisions.

3.2. Population and Sample

The target population in this study comprised TikTok Shop users who viewed live-streaming content and examined customer reviews before making a purchase. Purposive sampling was employed, with specific criteria requiring respondents to be active TikTok Shop users who had completed at least one transaction on the platform. The sample size was determined following Hair et al.'s (2011) recommendation, which suggests a minimum range of five to seven times the total number of indicators incorporated into the research model. Based on this calculation, 133 respondents were selected and considered adequate to meet the requirements for statistical analysis.

3.3. Data Collection Method

This study relied on primary data gathered through an online questionnaire administered via Google Forms. Respondents' answers were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Furthermore, secondary data were sourced from relevant academic journals, books, and scholarly articles to reinforce the theoretical foundation and support the analytical process.

3.4. Data Analysis Technique

The analytical procedure in this research employed Structural Equation Modeling–Partial Least Squares (SEM-PLS), given its suitability for examining structural models that incorporate latent constructs and its flexibility in accommodating data that do not necessarily meet the assumption of multivariate normality (Hair et al., 2011). Moreover, SEM-PLS is recognized for its robustness in producing stable parameter estimates even when applied to relatively limited sample sizes. The assessment of the measurement model (outer model) encompassed the examination of convergent validity through factor loading coefficients and the Average Variance Extracted (AVE) index, evaluation of discriminant validity, and reliability testing utilizing Cronbach's alpha and composite reliability coefficients.

3.5. Structural Model and Hypothesis Testing

The evaluation of the structural (inner) model was undertaken by examining the coefficient of determination (R^2), which reflects the magnitude of variance in the endogenous constructs that can be accounted for by the exogenous variables. The interpretation of R^2 values followed established benchmarks: 0.75 indicated substantial explanatory capacity, 0.50 represented a moderate level, and 0.25 signified a weak level of explanatory power. Hypothesis verification was conducted using a bootstrapping resampling technique, in which a t-statistic exceeding 1.96 and a p-value below 0.05 were considered indicative of statistical significance and constituted the criterion for accepting the proposed hypotheses (Hair et al., 2011). This analytical framework ensures a rigorous and comprehensive estimation procedure, particularly in studies characterized by relatively modest sample sizes.

4. RESULT AND DISCUSSION

4.1. Overview of the Research Object

TikTok Shop is a social commerce feature developed by TikTok, a short-video-based social media platform owned by ByteDance, a technology company originating from China. Launched in 2021, TikTok Shop was introduced as part of TikTok's strategic expansion to build a broader digital ecosystem that integrates entertainment, creativity, and commercial activities. Through this feature, TikTok transformed its role from a content-sharing platform into an interactive marketplace that enables direct buying and selling within the application. TikTok Shop allows users not only to consume entertainment content but also to engage in online shopping through the integration of live streaming, short videos, and product catalogs. This integration facilitates real-time interactions between sellers and consumers, enabling product demonstrations, question-and-answer sessions, and instant purchasing decisions within a single digital environment. Compared to conventional e-commerce platforms, TikTok Shop offers a

more immersive and interactive shopping experience, as purchasing activities are embedded within social and entertainment content. In Indonesia, TikTok Shop has experienced rapid growth since its introduction, driven by the country’s large number of active TikTok users, particularly among younger generations. Both local and international brands have increasingly utilized TikTok Shop as a promotional and sales channel to reach digital-native consumers. Features such as live streaming and customer reviews have become key advantages of the platform, as they enhance transparency, strengthen consumer engagement, and build trust, which ultimately influences consumers’ purchase decisions. This context makes TikTok Shop a relevant and appropriate object for examining the effects of live streaming and customer reviews on brand trust and purchasing behavior.

4.2. Convergent Validity

Convergent validity is a fundamental criterion for evaluating the adequacy of measurement instruments, particularly in research frameworks applying Structural Equation Modeling (SEM) or Partial Least Squares (PLS). This form of validity confirms that each observed indicator sufficiently reflects the latent construct it is intended to measure. The assessment of convergent validity is predominantly conducted by examining outer loading (factor loading) coefficients, which denote the magnitude of the association between individual indicators and their respective latent variables. Higher loading coefficients signify a stronger representational capacity of the indicator in capturing the underlying construct. Conventionally, a loading value exceeding 0.70 is regarded as indicative of satisfactory convergent validity, as it implies that more than half of the variance in the indicator is accounted for by the construct, thereby demonstrating acceptable levels of reliability and construct validity. Conversely, indicators exhibiting loading values below the recommended threshold generally warrant reevaluation, modification, or potential elimination to preserve the precision and robustness of the measurement model.

Table 1 presents the results of the convergent validity test.

Table 1. Outer Loading Results

Indicator	Live Streaming (X1)	Customer Review (X2)	Brand Trust (M)	Purchase Decision (Y)	Remark
X1.1	0.890				Valid
X1.2	0.923				Valid
X1.3	0.894				Valid
X1.4	0.881				Valid
X1.5	0.909				Valid
X2.1		0.893			Valid
X2.2		0.886			Valid
X2.3		0.894			Valid
X2.4		0.903			Valid
X2.5		0.889			Valid
M1			0.891		Valid
M2			0.918		Valid
M3			0.910		Valid
M4			0.923		Valid
Y1				0.874	Valid
Y2				0.849	Valid
Y3				0.869	Valid
Y4				0.848	Valid
Y5				0.814	Valid

Source: Processed data from SmartPLS 3, 2025

As shown in Table 1, all indicators across the research variables exhibited outer loading values greater than 0.70. No indicator fell below the recommended threshold, indicating that all measurement items met the criteria for convergent validity and were therefore suitable for further analysis.

4.3. Discriminant Validity

Discriminant validity reflects the degree to which a latent construct demonstrates empirical distinctiveness from the other constructs incorporated into the structural model. This form of validity is evaluated by analyzing the cross-loading coefficients of each indicator across all latent variables. Discriminant validity is considered satisfactory when an indicator exhibits a loading value that is comparatively higher on its designated construct than on any other construct in the model, thereby confirming its specificity and conceptual differentiation.

Table 2 presents the results of the cross-loading analysis.

Table 2. Cross Loading Results

Indicator	Live Streaming (X1)	Customer Review (X2)	Brand Trust (M)	Purchase Decision (Y)
X1.1	0.890	0.854	0.846	0.827
X1.2	0.923	0.868	0.873	0.858
X1.3	0.894	0.833	0.831	0.810
X1.4	0.881	0.819	0.820	0.769
X1.5	0.909	0.831	0.817	0.806
X2.1	0.821	0.893	0.835	0.789
X2.2	0.828	0.886	0.802	0.761
X2.3	0.853	0.894	0.841	0.796
X2.4	0.845	0.903	0.857	0.796
X2.5	0.831	0.889	0.844	0.831
M1	0.854	0.843	0.891	0.847
M2	0.855	0.854	0.918	0.796
M3	0.841	0.854	0.910	0.820
M4	0.851	0.859	0.923	0.839
Y1	0.846	0.845	0.850	0.874
Y2	0.745	0.717	0.744	0.849
Y3	0.799	0.784	0.798	0.869
Y4	0.756	0.742	0.753	0.848
Y5	0.694	0.698	0.700	0.814

Source: Processed data from SmartPLS 3, 2025

The results in Table 2 demonstrate that each indicator has the highest cross-loading value with its respective construct compared to other constructs. This indicates that all indicators successfully meet the criteria for discriminant validity.

In addition to the cross-loading analysis, discriminant validity can also be evaluated by examining the Average Variance Extracted (AVE) values. A construct is considered to have adequate discriminant validity if its AVE value exceeds 0.50. The AVE results for each construct are presented in Table 3.

Table 3. Average Variance Extracted (AVE)

Variable	AVE	Remark
Live Streaming (X1)	0.809	Valid
Customer Review (X2)	0.789	Valid
Brand Trust (M)	0.830	Valid
Purchase Decision (Y)	0.724	Valid

Source: Processed data from SmartPLS 3, 2023

As shown in Table 3, all the constructs exhibited AVE values greater than 0.50, indicating that the discriminant validity of all latent variables in this study was satisfactory.

4.4. Reliability Test

Reliability testing is conducted to evaluate the consistency of indicators in measuring their respective latent constructs. In Partial Least Squares–Structural Equation Modeling (PLS-SEM), reliability is commonly assessed using Cronbach’s Alpha and Composite Reliability (CR). A construct is considered reliable if both Cronbach’s alpha and composite reliability values exceed 0.70. Values between 0.60 and 0.70 are deemed acceptable in exploratory research.

Table 4 presents the results of the reliability analysis.

Table 4. Construct Reliability and Validity

Variable	Cronbach’s Alpha	Composite Reliability	Remark
Live Streaming (X1)	0.941	0.955	Valid
Customer Review (X2)	0.937	0.952	Valid
Brand Trust (M)	0.932	0.951	Valid
Purchase Decision (Y)	0.905	0.929	Valid

Source: Processed data from SmartPLS 3, 2025

As shown in Table 4, all constructs exhibited Cronbach’s alpha and composite reliability values well above the recommended threshold of 0.70. These results indicate that the measurement instruments used in this study demonstrated a high level of internal consistency and reliability and were therefore appropriate for further structural analysis.

4.5. Coefficient of Determination (R-Square)

The R² value represents the proportion of variance in the endogenous variables that can be explained by the exogenous variables in the structural model. R² values are applicable only to endogenous constructs and indicate the predictive power of the model. According to Hair et al. (2011), R² values of 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate, and weak, respectively.

The R-square values obtained in this study are presented in Table 5.

Table 5. R-Square Results

Variable	R-Square
Brand Trust	0.901
Purchase Decision	0.852

Source: Processed data, 2025

As shown in Table 5, the R² value for brand trust is 0.901, indicating that 90.1% of the variance in brand trust is explained by live streaming and customer review variables. The R² value for purchase decisions is 0.852, indicating that 85.2% of the variance in purchase decisions is explained by live streaming, customer reviews, and brand trust. These results suggest that the structural model has strong explanatory power.

4.6. Effect Size (F-Square)

The F-square (f²) test was used to assess the effect size of each exogenous variable on the endogenous variables in the structural model. This test evaluates whether the omission of a specific predictor construct has a substantive impact on the model’s explanatory power. According to established guidelines, f² values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

The results of the F-squared analysis are presented in Table 6.

Table 6. F-Square Results

Relationship	F-Square	Interpretation
Live Streaming → Brand Trust	0.253	Medium effect
Live Streaming → Purchase Decision	0.100	Medium effect
Customer Review → Brand Trust	0.339	Medium effect
Customer Review → Purchase Decision	0.016	Small effect
Brand Trust → Purchase Decision	0.107	Medium effect

Source: Processed data, 2025

Based on Table 6, on the effect size (f^2) results, live streaming has a moderate effect on brand trust (0.253) and a relatively weaker moderate effect on purchase decisions (0.100), indicating that its influence is more substantial in building trust than directly driving purchases. Customer reviews show a strong moderate effect on brand trust (0.339), suggesting they are a key factor in shaping consumer trust; however, their direct effect on purchase decisions is very small (0.016), implying that reviews do not directly trigger purchasing behavior. Meanwhile, brand trust has a moderate but relatively weak effect on purchase decisions (0.107), indicating that trust plays an important role in influencing consumer decisions, although its contribution is not dominant. Overall, these findings suggest that both live streaming and customer reviews primarily influence purchase decisions indirectly through brand trust rather than through direct effects.

4.7. Hypothesis Testing (Path Coefficient)

Hypothesis testing in this study was conducted using path coefficient analysis obtained through the bootstrapping procedure in PLS-SEM. The path coefficient represents the strength and direction of the relationship between latent variables in the structural model. The significance of each hypothesized relationship was evaluated based on the t-statistic and p-value, with a critical value of $t > 1.96$ and $p < 0.05$ indicating statistical significance.

The results of the path coefficient analysis are presented in Table 7.

Table 7. Path Coefficient Results

Relationship	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values	Remark
Live Streaming (X1) → Brand Trust (M)	0.447	0.446	0.103	4.336	0.000	Significant
Live Streaming (X1) → Purchase Decision (Y)	0.385	0.364	0.120	3.208	0.001	Significant
Customer Review (X2) → Brand Trust (M)	0.518	0.518	0.101	5.103	0.000	Significant
Customer Review (X2) → Purchase Decision (Y)	0.159	0.163	0.105	1.511	0.131	Not Significant
Brand Trust (M) → Purchase Decision (Y)	0.399	0.415	0.138	2.896	0.004	Significant

Source: Processed data, 2025

As shown in Table 7, most of the hypothesized relationships in the structural model exhibit positive path coefficients, indicating a direct and positive relationship among the variables. Live streaming has a significant positive effect on both brand trust and purchase decisions, suggesting that interactive and engaging live streaming activities can enhance consumer trust and directly encourage purchasing behavior. Customer reviews demonstrate a strong and significant influence on brand trust; however, their direct effect on purchase decisions is found to be statistically insignificant, as indicated by a t-statistic value below 1.96 and a p-value greater than 0.05. This finding implies that although customer

reviews tend to positively influence purchase decisions, the effect is not sufficiently strong to be considered significant without the presence of brand trust as an intervening variable. Furthermore, brand trust has a significant positive effect on purchase decisions, confirming its crucial role in shaping consumers' purchasing behavior on the TikTok Shop. These results highlight the importance of trust as a key mechanism through which live streaming and customer reviews influence purchase decisions.

4.8. The Effect of Live Streaming on Brand Trust

Live streaming on TikTok Shop plays a crucial role in strengthening brand trust by enabling direct, real-time interactions between sellers and consumers. Through live broadcasts, consumers can observe product demonstrations, receive transparent explanations, and directly interact with sellers, thereby reducing uncertainty and enhancing credibility. This interactive communication environment allows consumers to form trust based on the perceived authenticity and openness of the brand. Live streaming significantly contributes to consumer trust by increasing transparency and the perceived reliability of online sellers.

4.9. The Effect of Live Streaming on Purchase Decision

Live streaming influences purchase decisions by creating an engaging and immersive shopping experience that encourages consumer involvement and emotional connections. The ability to receive immediate responses, observe real-time product usage, and access exclusive offers during live sessions enhances consumer confidence and reduces perceived purchase risk. Consequently, consumers are more inclined to make purchasing decisions when exposed to interactive live streaming content. This finding is consistent with [Anindasari and Tranggono's \(2023\)](#) study, which emphasizes that live streaming effectively stimulates consumer purchase decisions by increasing engagement and trust during the buying process.

4.10. The Effect of Customer Review on Brand Trust

Customer reviews function as an essential source of social proof that shapes consumers' perceptions of brand credibility. Reviews provided by previous buyers offer experiential information regarding product quality and seller reliability, which helps prospective consumers assess the trustworthiness of a brand. Positive, detailed, and honest reviews strengthen consumers' confidence by reducing information asymmetry in online transactions. Customer reviews play a significant role in building brand trust by serving as credible references for potential buyers.

4.11. The Effect of Customer Review on Purchase Decision

Although customer reviews provide valuable information to consumers, their influence on purchase decisions in the TikTok Shop context appears to be limited. Consumers may perceive reviews as supportive information rather than a decisive factor, especially when other elements, such as promotional strategies and live streaming engagement, are more dominant. Consequently, customer reviews tend to indirectly shape purchasing behavior rather than directly triggering purchase decisions. Customer reviews are more effective at influencing trust formation than directly determining purchasing actions.

4.12. The Effect of Brand Trust on Purchase Decision

Brand trust plays a fundamental role in encouraging consumers to make purchasing decisions in online commerce environments. When consumers perceive a brand as reliable and consistent, they experience lower perceived risk and greater confidence in the transaction process. Trust developed through positive brand experiences and consistent performance motivates consumers to make purchases. This finding supports the study by [Agustina et al. \(2023\)](#), who state that brand trust significantly influences consumers' willingness to purchase by reinforcing confidence in product quality and seller credibility.

4.13. The Indirect Effect of Live Streaming on Purchase Decision through Brand Trust

Live streaming indirectly affects purchase decisions by strengthening brand trust, which serves as a key psychological mechanism in consumer decision-making. Through transparent product presentations and interactive communication, live streaming enhances consumers' trust in the brand, which subsequently encourages purchasing behavior. This indicates that trust acts as a bridge connecting live streaming activities to consumer purchase decisions. Brand trust mediates the relationship between live streaming and purchase decisions on social commerce platforms.

4.14. The Indirect Effect of Customer Review on Purchase Decision through Brand Trust

Customer reviews indirectly influence purchase decisions by shaping brand trust rather than directly prompting transactions. Reviews contribute to consumers' evaluation of brand credibility and reliability, which, in turn, affects their willingness to purchase. This mediating role of brand trust highlights the importance of trust as a central factor in transforming informational cues into actual purchasing behavior. Brand trust serves as a mediator between customer reviews and purchase decisions in online shopping contexts.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

This study concludes that live streaming and customer reviews play a crucial role in shaping brand trust, which subsequently influences purchase decisions on the TikTok Shop. The findings reveal that live streaming has a direct and significant effect on purchase decisions, because real-time product demonstrations, interactive communication, and transparency from sellers enhance consumer confidence. Customer reviews have been proven to have a positive and significant impact on brand trust, indicating that credible and informative reviews strengthen consumers' perceptions of brand reliability. However, customer reviews do not directly or significantly influence purchase decisions, suggesting that consumers tend to prioritize dynamic factors such as live-streaming interactions, promotional strategies, and pricing incentives when making purchasing decisions. Furthermore, brand trust is confirmed as a key determinant of purchase decisions and acts as an effective mediating variable between live-streaming and purchase decisions. Overall, the results emphasize that building consumer trust through interactive live streaming and credible reviews is essential for encouraging purchasing behavior on the TikTok Shop.

5.2. Recommendation

Based on the research findings, it is recommended that TikTok Shop and sellers optimize live-streaming features by improving the quality of product presentations, strengthening real-time interactions, and ensuring transparent communication to enhance brand trust and purchasing decisions. In addition, TikTok Shop should improve the credibility of customer-review systems by emphasizing verified buyer labels, encouraging honest and detailed feedback, and facilitating professional responses to both positive and negative reviews. Maintaining consistent product quality, accurate information, and reliable service is also essential to sustain consumer trust and encourage repeat purchases. For future research, it is recommended to include additional variables such as price, promotion, product quality, and online shopping experience, as well as expanding the research object to other e-commerce platforms or applying different analytical methods to obtain more comprehensive and in-depth insights.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

YS conceptualized the research framework and study design, collected the data, conducted the data analysis, and drafted the manuscript. HI supervised the research process, contributed to the development of the literature review and interpretation of findings, and critically revised the manuscript for important intellectual content. Both authors approved the final version of the manuscript.

Disclosure statement

The authors declare that the study was conducted in the absence of any conflict of interest.

Data Availability Statement

Data related to the findings of this study may be requested from the corresponding author, provided that privacy and ethical standards are observed.

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