# Analysis if Factors Influence Purchase Intention in Tiktok Shop Live Streaming: A Study in Indonesia

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| ARTICLE INFO | ABSTRACT |
|---|---|
| | The rapid growth of online shopping, driven by social commerce platforms, has profoundly reshaped consumer behavior. TikTok Shop, leveraging live streaming as an interactive sales channel, has gained immense popularity by offering consumers a dynamic and engaging shopping experience. The COVID-19 pandemic further accelerated this trend, making live stream shopping an accessible alternative to physical stores. However, in October 2023, TikTok Shop faced regulatory hurdles in Indonesia, leading to its temporary closure amid concerns about fair competition for local traders. In response, TikTok made a strategic investment of US$1.5 billion in Tokopedia, aiming to support Micro, Small, and Medium Enterprises (MSMEs) while promoting locally sourced products within Indonesia's digital economy. Amid these developments, this study seeks to understand the factors influencing consumer purchase intention during TikTok Shop's live streaming sessions. Data were collected through an online survey of 400 respondents and analyzed using SmartPLS. The findings highlight that perceived price plays a crucial role in shaping purchase intention, both directly and through the mediation of online trust. Furthermore, factors such as perceived usefulness, ease of use, social influence, and application content also contribute to consumer decision making. This study not only provides empirical insights into live stream e-commerce but also underscores the importance of trust and strategic pricing in fostering meaningful connections between businesses and consumers. By understanding these dynamics, businesses can create more engaging, transparent, and consumer-centric shopping experiences in the evolving digital marketplace.<br><br>**Keywords:** Purchase Intention, TikTok Shop, Live Streaming, Online Shopping |

## INTRODUCTION

The evolution of e-commerce has led to a paradigm shift in consumer shopping behavior. Previously, buyers would physically visit stores and interact face-to-face with sellers. However, nowadays, there is a preference for online shopping through various marketplaces. E-commerce refers to the activity conducted using computer devices, where businesses engage in trading and consumers obtain information. In practice, e-commerce transactions have shown a notable increase, both in developed countries and in developing countries like Indonesia. The e-commerce trading system is considered effective and efficient as it can reduce operational costs, resulting in lower expenses compared to conventional trading methods. Consequently, e-commerce plays a significant role in international trade (Kotler & Armstrong, 2012).

The latest trend in online shopping is Live Shopping through social commerce platforms like TikTok Shop, blending traditional face-to-face interaction with digital convenience. Originating in China, where high mobile penetration and usage habits accelerated its adoption, Live Shopping allows consumers to engage with sellers in real-time, creating a dynamic and interactive e-commerce experience that mirrors in-person transactions (Wu, 2020).
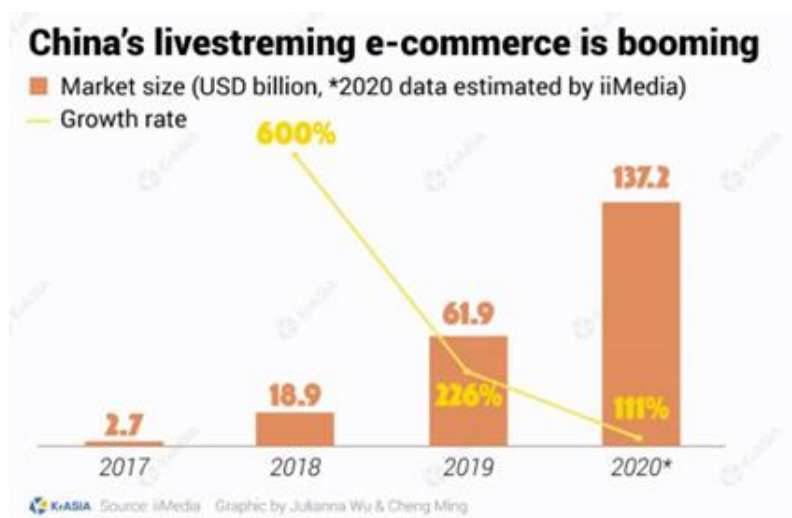
Figure 1. Development of Live streaming in China

Live streaming has become the most popular method of shopping nowadays, offering real-time experiences that transcend specific markets. Moreover, shopping through live streams allows buyers to actively participate in product testing, learning, and purchasing experiences, which distinguishes it from the conventional e-commerce buying process (Gao et al., 2021).
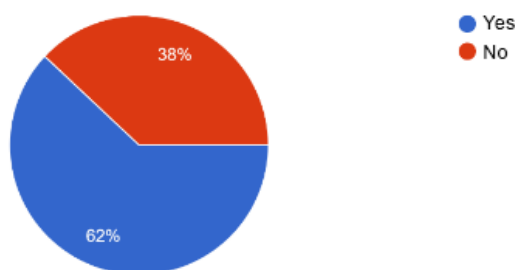


Figure 2. The results of respondents' shopping experiences at the TikTok Shop are presented live stream

Among 50 respondents in this preliminary research, 31 reported shopping via TikTok Shop live streams, highlighting the growing popularity of live streaming e-commerce in Indonesia. A key benefit of this approach is real-time interaction between consumers and streamers, allowing for direct communication and inquiries, which enhances consumer satisfaction. This study also examined how online trust, fostered through live interactions, influences purchase intentions on TikTok Shop (Chen et al., 2020).

## LITERATURE REVIEW

2.1 TikTok Shop Trend in Indonesia

The rapid evolution of digital platforms has transformed how consumers engage with online shopping. Prior studies have extensively examined factors influencing online purchasing behavior, including perceived ease of use, usefulness, and trust (Gao et al., 2021). Additionally, social influence and price perception have been identified as key drivers of purchase intention (Rahmaningtyas et al., 2017). However, while e-commerce continues to thrive,

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research on live-stream shopping remains relatively limited, particularly within Indonesia's unique regulatory landscape. As digital commerce expands, understanding consumer decision-making in this interactive and dynamic shopping format becomes increasingly relevant.

TikTok, originally a social networking and music video-sharing platform, has evolved into a major player in the e-commerce sector through its innovative live-streaming feature. According to We Are Social, as of January 2023, the platform had approximately 1.05 billion users globally, reflecting an 18.8% increase from the previous year. The United States led with 113.25 million users, followed closely by Indonesia with 109.90 million users, highlighting the platform's deep penetration in Southeast Asia. Given its widespread adoption, TikTok has significantly influenced consumer shopping habits, blending entertainment with commerce to create a highly engaging purchasing experience.

This study builds upon existing theories to explore how perceived price, online trust, and social factors shape consumer purchase intentions within TikTok Shop's live-streaming environment. By delving into the nuances of this digital marketplace, the research aims to provide valuable insights for businesses seeking to foster trust, enhance engagement, and navigate the evolving e-commerce landscape in Indonesia.
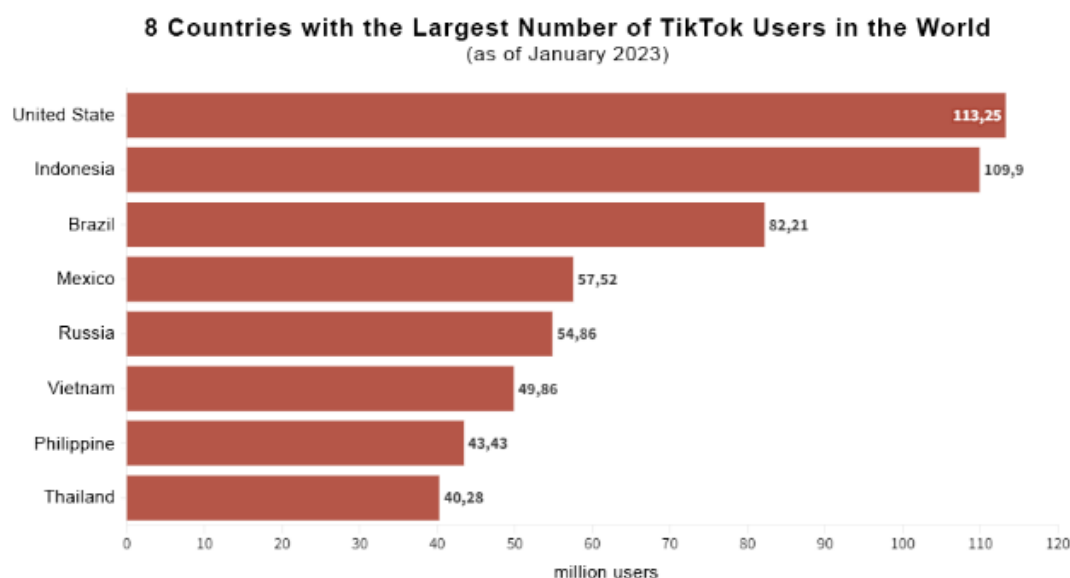


Figure 3. List of 8 countries with the most TikTok users

A survey by Populix of 1,020 Indonesian respondents revealed that 86% engage in social media shopping, with TikTok Shop being the leading platform, outpacing WhatsApp, Facebook, and Instagram. The most purchased items include clothing (61%), beauty products (43%), food and beverages (38%), and mobile phones (31%). Conducted between July 28 and August 9, 2022, the survey focused on urban areas, notably Jabodetabek (35%), Bandung (7%), and Surabaya (7%), with most respondents aged 18-25 (67%). The rise of live and video streaming has shifted consumer habits, reducing time spent on other activities like reading and music. Livestream.com found that 80% of people prefer watching live videos from brands over reading their content, highlighting the growing importance of live streaming in e-commerce (Westcott et al., 2018).

## METHODS

3.1 Research Framework

The research framework is a systematic way of organizing and conceptualizing the research process, including research questions, data collection methods, analysis techniques, and interpretation of findings. It is illustrated in the figure below.
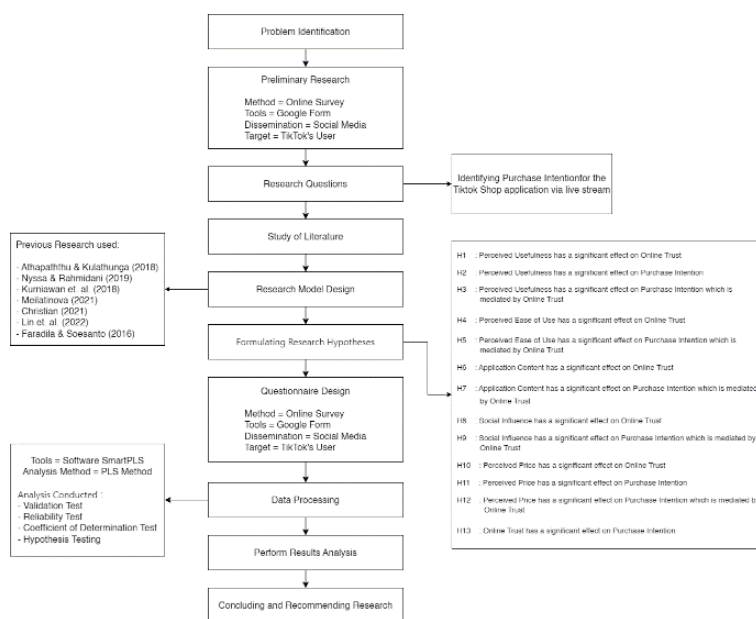
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Figure 4. Framework of Thinking

This research examines the rise of live streaming e-commerce, focusing on platforms like TikTok Shop, where consumer interest in live shopping is rapidly increasing. The study identifies key issues related to consumer behavior, platform usability, and market dynamics, forming the basis for research questions. A literature review of studies on consumer psychology and e-commerce trends provides a theoretical framework for developing hypotheses about consumer behavior and platform effectiveness. Data will be collected via a targeted questionnaire on Google Forms and analyzed using Smart PLS software to explore relationships between key variables. The findings will offer insights into live streaming e-commerce trends and consumer behavior, highlighting implications for businesses and consumers.

3.2 Research Model

This study will examine the factors influencing purchase intention on the TikTok Shop application presented via live stream. From several theories will be selected for the research model and analyzed. The theories to be used as references in this study are:
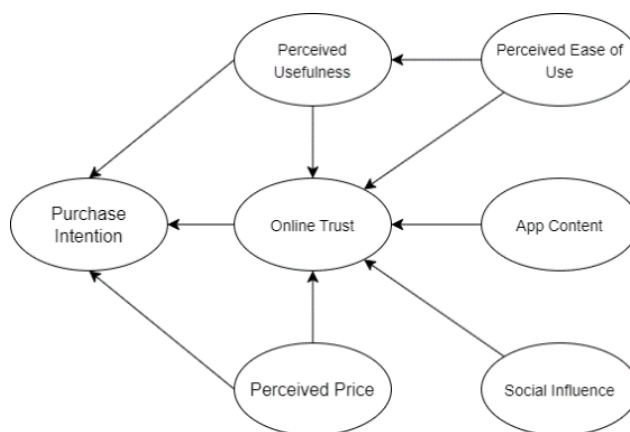


Figure 5. Research Thinking Framework

From the proposed research model, seven research variables: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Application Content (AC), Social Influence (SI), Perceived Price (PP), Online Trust (OT), and Purchase Intention (PI).

3.3 Research Hypothesis

This research will conduct hypothesis testing to determine the significant relationship between one variable and another variable.

Table 1 Research Hypothesis

| | Research Hypothesis |
|---|---|
| H1 | Perceived Usefulness has a significant effect on Online Trust |
| H1a | Perceived Usefulness has a significant effect on Purchase Intention which is mediated by Online Trust |
| H2 | Perceived Usefulness has a significant effect on Purchase Intention |
| H3 | Perceived Ease of Use has a significant effect on Perceived Usefulness |
| H3a | Perceived Ease of Use has a significant effect on Purchase Intention which is mediated by Perceived Usefulness |
| H4 | Perceived Ease of Use has a significant effect on Online Trust |
| H4a | Perceived Ease of Use has a significant effect on Purchase Intention which is mediated by Online Trust |
| H5 | Application Content has a significant effect on Online Trust |
| H5a | Application Content has a significant effect on Purchase Intention which is mediated by Online Trust |
| H6 | Social Influence has a significant effect on Online Trust |
| H6a | Social Influence has a significant effect on Purchase Intention which is mediated by Online Trust |
| H7 | Perceived Price has a significant effect on Online Trust |
| H7a | Perceived Price has a significant effect on Purchase Intention which is mediated by Online Trust |
| H8 | Perceived Price has a significant effect on Purchase Intention |
| H9 | Online Trust has a significant effect on Purchase Intention |

3.4 Population and Sample

In this study, the population to be used for investigating Purchase Intention in Live streaming e-commerce comprises all users of the TikTok application in Indonesia who have made purchases on TikTok Shop. According to the Indonesian Central Statistics Agency (Badan Pusat Statistik Indonesia), the population in 2022 was 275.77 million people, and according to IPSOS, 56% have made online transactions, which means the number of users who have made online transactions is approximately 154,431,200 users.

In this study, the researcher will employ the Slovin formula, where a 5% margin of error is utilized in the sampling process. The formula used is as follows.

$$n = \frac{N}{1 + Ne^2}$$

Figure 6. Research Slovin's Formula

Information:

n: Sample size

N: Population size

$e$: Error tolerance limit (margin of error)

The calculation of the number of samples that will be used in this research with a value of N = 154,431,200 is:

n = 154,431,200 / (1 + 1154,431,200 (0.05)²)

n = 154,431,200 / (1 + 386078)

n = 154,431,200 / 386079

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n = 399.9989639

n = 400 (Rounding Results)

## FINDING AND DISCUSSION

4.1 Data Collection

In this study, research data were collected by distributing the questionnaire results created using Google Form online. The questionnaire was disseminated through various social media applications such as WhatsApp and Instagram Story. The questionnaire comprised two sections: the demographic information of the respondents and the research questions section, consisting of 40 questions. In the data collection process, a total of 410 respondents completed the questionnaire, but 10 respondents were eliminated, resulting in a total of 400 respondents, meeting the criteria for the minimum required sample size.

4.2 Respondent Profile

After collecting data, the next step was to analyze the characteristics of the 400 respondents from this study.

Table 2 Respondent Profile

| Gender | Number of Respondents | Percentage |
|---|---|---|
| Female | 229 | 57.25% |
| Male | 171 | 42.75% |
| Total | 400 | 100% |

Grouping respondents based on gender found that female gender dominated with a total of 229 respondents or 57.25% and the remaining 171 respondents or 42.75% of the total respondents were male respondents.

Table 3 Respondent Age Category

| Age | Number of Respondents | Percentage |
|---|---|---|
| 18 – 23 | 118 | 29.5% |
| 24 – 29 | 144 | 36% |
| >=30 | 138 | 34.5% |
| Total | 400 | 100% |

The classification of respondents based on age ranges revealed that the dominant age range was 18 - 23 years old, with a total of 118 respondents or 29.5% of the total respondents. This was followed by the age range of 24 - 29 years old, with 144 respondents or 36% of the total respondents, and subsequently, the age more than 30 years old, with 138 respondents or 34.5% of the total respondents, as shown in Table 3.

4.3 Data Processing Results

In this research, research data processing will use SmartPLS software version 3.2.9. The following is a research model on smartPLS which can be seen in Figure 7.
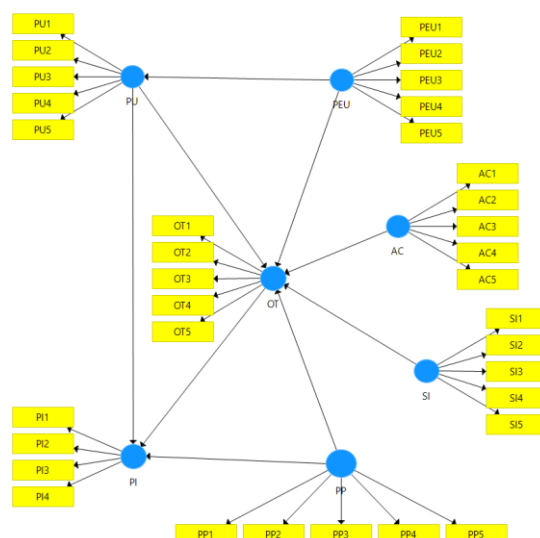
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Figure 7. Research Models in SmartPLS

### 4.3.1 Validity Test Results

The data analysis included comprehensive validity assessments through both convergent and discriminant validity testing to ensure the robustness of the constructs. For convergent validity, the evaluation criteria involved examining the loading factors of each indicator, which needed to be above 0.7, alongside an Average Variance Extracted (AVE) value exceeding 0.5, demonstrating that the constructs capture a significant amount of the variance from their indicators. Discriminant validity was assessed through the use of cross-loading values, with each indicator expected to have a value surpassing 0.70 on its respective construct compared to others, and by ensuring that the square root of the AVE for each construct was greater than the correlations between constructs, indicating that each construct is distinct and adequately discriminant within the model, thus confirming the structural integrity of the measurement model.
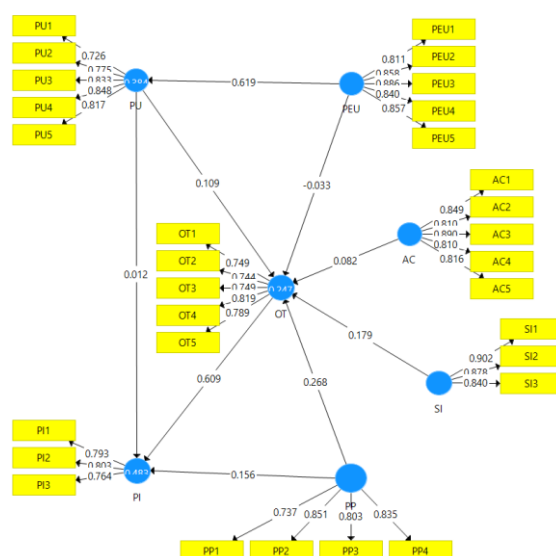


Figure 8. Validity Test Results

In Figure 8 above, it can be observed that the loading factor values of the third construct have already met the minimum required value. Below are the detailed table values of the Loading Factor and Average Variance Extracted (AVE) for the third construct, after removing the invalid indicators.

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Table 4 Loading Factor and Average Variance Extracted values

| Variabel | Indikator | Loading Factor | AVE |
|---|---|---|---|
| Perceived Usefulness (PU) | PU1 | 0,726 | 0,641 |
| | PU2 | 0,775 | |
| | PU3 | 0,833 | |
| | PU4 | 0,848 | |
| | PU5 | 0,817 | |
| Perceived Ease of Use (PEU) | PEU1 | 0,811 | 0,724 |
| | PEU2 | 0,858 | |
| | PEU3 | 0,886 | |
| | PEU4 | 0,840 | |
| | PEU5 | 0,857 | |
| Application Content (AC) | AC1 | 0,849 | 0,698 |
| | AC2 | 0,810 | |
| | AC3 | 0,890 | |
| | AC4 | 0,810 | |
| | AC5 | 0,816 | |
| Social Influence (SI) | SI1 | 0,902 | 0,764 |
| | SI2 | 0,878 | |
| | SI3 | 0,840 | |
| Perceived Price (PP) | PP1 | 0,737 | 0,652 |
| | PP2 | 0,851 | |
| | PP3 | 0,803 | |
| | PP4 | 0,835 | |
| Online Trust (OT) | OT1 | 0,749 | 0,594 |
| | OT2 | 0,744 | |
| | OT3 | 0,749 | |
| | OT4 | 0,819 | |
| | OT5 | 0,789 | |
| Purchase Intention (PI) | PI1 | 0,793 | 0,619 |
| | PI2 | 0,803 | |
| | PI3 | 0,764 | |

According to the data presented in Table 4, all variables exhibit an Average Variance Extracted (AVE) value exceeding 0.5, while their respective indicators demonstrate a loading factor value surpassing 0.7. These results suggest the validity and reliability of the variables and indicators utilized in this study.

4.3.1.2 Discriminant Validity Test Results

In this Discriminant Validity test, the measurements used will be cross loading and the square root values of the AVE (Fornell-Larcker). Below are the cross loading values and the square root values of the AVE from the research model's third construct, with invalid indicators excluded.

Table 5 Cross Loading Value

| | PU | PEU | AC | SI | PP | OT | PI |
|---|---|---|---|---|---|---|---|
| PU1 | **0.726** | 0.449 | 0.524 | 0.406 | 0.269 | 0.254 | 0.216 |
| PU2 | **0.775** | 0.500 | 0.475 | 0.495 | 0.297 | 0.303 | 0.250 |
| PU3 | **0.833** | 0.471 | 0.553 | 0.466 | 0.255 | 0.268 | 0.224 |
| PU4 | **0.848** | 0.498 | 0.592 | 0.523 | 0.332 | 0.286 | 0.199 |
| PU5 | **0.817** | 0.550 | 0.704 | 0.517 | 0.358 | 0.312 | 0.260 |
| PEU1 | 0.534 | **0.811** | 0.586 | 0.662 | 0.319 | 0.238 | 0.243 |
| PEU2 | 0.572 | **0.858** | 0.653 | 0.727 | 0.436 | 0.294 | 0.268 |
| PEU3 | 0.513 | **0.886** | 0.674 | 0.863 | 0.475 | 0.387 | 0.292 |
| PEU4 | 0.498 | **0.840** | 0.567 | 0.831 | 0.358 | 0.340 | 0.258 |
| PEU5 | 0.520 | **0.857** | 0.632 | 0.823 | 0.414 | 0.376 | 0.294 |

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| | | | | | | |
|---|---|---|---|---|---|---|
| AC1 | 0.561 | 0.670 | **0.849** | 0.657 | 0.422 | 0.386 | 0.316 |
| AC2 | 0.517 | 0.617 | **0.810** | 0.576 | 0.388 | 0.330 | 0.288 |
| AC3 | 0.693 | 0.602 | **0.890** | 0.611 | 0.443 | 0.334 | 0.308 |
| AC4 | 0.626 | 0.602 | **0.810** | 0.576 | 0.384 | 0.260 | 0.264 |
| AC5 | 0.608 | 0.563 | **0.816** | 0.599 | 0.430 | 0.333 | 0.289 |
| SI1 | 0.491 | 0.839 | 0.677 | **0.902** | 0.500 | 0.392 | 0.305 |
| SI2 | 0.461 | 0.813 | 0.583 | **0.878** | 0.394 | 0.352 | 0.272 |
| SI3 | 0.645 | 0.755 | 0.638 | **0.840** | 0.451 | 0.331 | 0.287 |
| PP1 | 0.313 | 0.522 | 0.384 | 0.513 | **0.737** | 0.298 | 0.278 |
| PP2 | 0.342 | 0.345 | 0.410 | 0.367 | **0.851** | 0.372 | 0.384 |
| PP3 | 0.243 | 0.375 | 0.399 | 0.421 | **0.803** | 0.350 | 0.299 |
| PP4 | 0.327 | 0.321 | 0.412 | 0.390 | **0.835** | 0.352 | 0.381 |
| OT1 | 0.280 | 0.255 | 0.311 | 0.280 | 0.322 | **0.749** | 0.438 |
| OT2 | 0.267 | 0.322 | 0.271 | 0.343 | 0.330 | **0.744** | 0.502 |
| OT3 | 0.316 | 0.327 | 0.347 | 0.346 | 0.314 | **0.749** | 0.424 |
| OT4 | 0.315 | 0.321 | 0.352 | 0.347 | 0.339 | **0.819** | 0.575 |
| OT5 | 0.211 | 0.265 | 0.263 | 0.275 | 0.337 | **0.789** | 0.645 |
| PI1 | 0.210 | 0.231 | 0.266 | 0.261 | 0.348 | 0.633 | **0.793** |
| PI2 | 0.239 | 0.272 | 0.286 | 0.254 | 0.316 | 0.493 | **0.803** |
| PI3 | 0.237 | 0.257 | 0.284 | 0.265 | 0.323 | 0.448 | **0.764** |

In Table 5, it can be seen that the Cross Loading value of the third construct research model has a value above 0.7 and has a correlation value that is greater than the other variable constructs.

Table 6 Cross Loading Value

| | AC | OT | PEU | PI | PP | PU | SI |
|---|---|---|---|---|---|---|---|
| AC | **0.836** | | | | | | |
| OT | 0.399 | **0.771** | | | | | |
| PEU | 0.733 | 0.386 | **0.851** | | | | |
| PI | 0.353 | 0.680 | 0.319 | **0.787** | | | |
| PP | 0.496 | 0.426 | 0.473 | 0.420 | **0.808** | | |
| PU | 0.716 | 0.357 | 0.619 | 0.288 | 0.380 | **0.801** | |
| SI | 0.725 | 0.412 | 0.719 | 0.330 | 0.515 | 0.604 | **0.874** |

In Table 6, it can be seen that the square root value of AVE in the third research model has a greater correlation value compared to other variable constructs. From the results of Table 5 and Table 6, it can be said that the variables in this third research model are valid and reliable for research.

4.3.2 Reliability Test Results

After carrying out Validity Testing, the next step in this research is to carry out Reliability Testing. In this reliability test, the measurement values that will be used are the Cronbach's Alpha and Composite Reliability values, where the Composite Reliability value must be greater than 0.70 and the Cronbach's Alpha value must be greater than 0.6.

Table 7 Cronbach's Alpha and Composite Reliability values

| | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| AC | 0.892 | 0.920 |
| OT | 0.829 | 0.880 |
| PEU | 0.904 | 0.929 |
| PI | 0.697 | 0.830 |
| PP | 0.822 | 0.882 |
| PU | 0.859 | 0.899 |
| SI | 0.845 | 0.906 |

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From Table 7, the Cronbach's Alpha value above 0.6 and the Composite Reliability value above 0.7 indicate that all the research variables are reliable.

4.4 Determination Coefficient Test Results (R-Square/R2)

The following are the R-Square results of the research variables in the third construct research model.

Table 8 Coefficient of Determination Value (R-Square)

| Variabel | R Square | R Square Adjusted | Keterangan |
|---|---|---|---|
| Perceived Usefulness  (PU) | 0,384 | 0,382 | Moderate |
| Online Trust (OT) | 0,247 | 0,237 | Lemah |
| Purchase Intention (PI) | 0,483 | 0,479 | Moderate |

The R-Square results from Table 8 indicate adjusted coefficients of determination for the Perceived Usefulness variable at 0.382. This means that the Perceived Usefulness variable can be explained by 38.2% by the Perceived Ease of Use (PEU) variable, and 61.8% of the Perceived Usefulness variable can be explained by other indicator variables.

4.5 Hypothesis Test Results

In this research, hypothesis testing was carried out by carrying out bootstrapping calculations on SmartPLS using a significance level (p-value) of 0.05. The following are the results of research hypothesis testing using SmartPLS.

Table 9 Summary of Hypothesis Test Results

| Hypothesis | Relation | T-Statistic | P-Value | Results |
|---|---|---|---|---|
| H1 | PU -> OT | 1.740 | 0.082 | Not accepted |
| H2 | PU -> PI | 0.241 | 0.810 | Not accepted |
| H3 | PEU -> PU | 17.659 | 0.000 | Accepted |
| H4 | PEU -> OT | 0.352 | 0.725 | Not accepted |
| H5 | AC -> OT | 1.081 | 0.280 | Not accepted |
| H6 | SI -> OT | 1.742 | 0.082 | Not accepted |
| H7 | PP -> OT | 4.988 | 0.000 | Accepted |
| H8 | PP -> PI | 3.094 | 0.002 | Accepted |
| H9 | OT -> PI | 13.839 | 0.000 | Accepted |

The hypothesis results show that perceived price and online trust significantly impact purchase intention on TikTok Shop. Notably, only perceived price influences online trust, highlighting that buyers are primarily driven by affordable pricing, which leads to impulsive buying behavior. This suggests that buyers on TikTok Shop are less likely to deliberate their purchases when prices are attractive, reinforcing the importance of competitive pricing in driving sales on the platform.

**CONCLUSION**

This study highlights the significant role of perceived price in shaping consumer purchase intentions in TikTok Shop's live streaming ecosystem. The platform's rapid rise in popularity, particularly during the COVID-19 pandemic, reflects a shift in how people shop seeking not only convenience but also a sense of connection through real-time interactions. Even after facing temporary regulatory restrictions, public enthusiasm remained strong, showing that live-stream shopping is more than just a trend but it has become an integral part of modern consumer habits.

The findings reveal that perceived price is the most influential factor driving purchase intention, both directly and through online trust. This suggests that beyond affordability, consumers value the transparency and engagement that come with live shopping. The ability to see products in real time, interact with sellers, and receive immediate feedback builds confidence, making purchases feel more intuitive and less risky. To enhance this experience, TikTok Shop and similar platforms should focus on competitive pricing, engaging promotional campaigns, and exclusive live-stream discounts. At the same time, improving aspects like ease of use, perceived usefulness, and social influence can create

a more seamless and enjoyable shopping journey. Expanding targeted promotions beyond Java and Bali, implementing a strong quality control system, and ensuring product authenticity will further strengthen consumer trust.

Beyond business strategies, this study also sheds light on the role of policy and regulation in shaping the future of digital commerce. As online shopping continues to evolve, clear and balanced regulations are needed to support fair competition while fostering innovation. Policymakers should consider the concerns of traditional businesses while also nurturing opportunities for Micro, Small, and Medium Enterprises, ensuring that e-commerce growth benefits a wider community.

Looking ahead, future research should explore the psychological and emotional aspects of live stream shopping, particularly how real-time interactions influence impulse buying. Further studies could also compare TikTok Shop with other platforms such as Tokopedia, Shopee, and Lazada to uncover broader patterns and additional factors influencing consumer behavior. By continuously refining strategies based on real consumer experiences, businesses and regulators can create a more engaging, trustworthy, and consumer-friendly digital marketplace one that balances convenience with human connection.

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