

Purchase Intention and Continuous Watching in TikTok Live: Mediating Roles of Perceived Value, Satisfaction, and Trust

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ABSTRACT

The rapid growth of live-streaming commerce has significantly transformed consumer purchasing behavior, particularly through platforms such as TikTok Shop Live in Indonesia. However, limited research has thoroughly investigated the interplay between service quality dimensions and psychological factors that influence consumer behavior in this context. This study aims to examine the effects of interface quality, information quality, requirements consistency, and time pressure on perceived value, as well as the subsequent impacts of perceived value on product satisfaction, product trust, purchase intention, and continuous watching. Quantitative research was employed using an online survey of 243 TikTok Shop Live users in Indonesia, and the data were analyzed using SEM-PLS. The findings reveal that interface quality, information quality, requirement consistency, and time pressure significantly enhance perceived value. Perceived value subsequently increases product satisfaction, which strengthens product trust and ultimately influences purchase intention and continuous watching intention. These results extend the use of the Stimulus-Organism-Response (S-O-R) framework to the study, offering practical impacts for platform providers and sellers seeking to enhance customer engagement, trust, and purchase outcomes by improving service quality and customer value creation.

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INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior within the e-commerce sector, particularly by accelerating the growth of live commerce. Unlike traditional e-commerce, live commerce combines live streaming, real-

time interaction, and visually appealing product display, enabling consumers to get product information quickly, interact directly with sellers/streamers, and share product value more effectively. Consequently, it helps them in making buying decisions (Wongkitrungrueng & Assarut, 2020). TikTok Shop Live has emerged as a top destination for entertainment, social engagement, and online shopping. With a huge user base, Indonesia is a particularly attractive market for the platform. Thus, TikTok Shop Live is a strategic channel for digital businesses to enhance perceived consumer value and encourage purchase intention (Riyanto & Pratomo, 2024). However, unlike conventional online shopping, consumers in live commerce face various stimuli simultaneously related to platforms, information, products, and promotions. These stimuli are processed in real time before the consumer decides whether to purchase a product or continue watching the live broadcast. These characteristics raise important questions about how these stimuli are transformed into consumers' internal evaluations and subsequent behavioral responses.

The widespread popularity of TikTok Shop Live is largely because its user base is predominantly Generation Z. Prior research has revealed that clear information, effective communication of product value, and the use of analytics on TikTok are key to a pleasant shopping experience. These positive experiences increase perceived value and product satisfaction, which subsequently increase purchase intention of young users (Retnosari & Nadlifatin, 2024). Moreover, live streaming functions create a more personalized shopping experience through direct interaction between broadcasters and viewers, sharing content such as reviews, product demonstrations, and live entertainment (Adhianto & Faried, 2025). This finding shows that consumer behavioral responses in live commerce are triggered not only by the presence of products and promotions but also by the quality and benefits of the shopping experience, which in turn shape positive psychological assessments and purchase intentions.

Prior studies have identified several external stimuli that may shape consumer-perceived value in live commerce, including interface quality, information quality provided, and the consistency of requirements. Interface quality includes visual design, feature accessibility, navigation, and overall usability (Handayania et al., 2025), which can facilitate browsing and real-time interaction (Dermawan et al., 2025; Shin et al., 2024). Likewise, accurate, relevant, and timely information, along with real-time demonstrations and interactive communication, reduces perceived purchase risk (Azhari et al., 2025). The consistency of requirements reflects the extent to which a product satisfies consumer needs and expectations and also affects purchase evaluations (Wang & Guo, 2026). Conversely, inconsistencies diminish perceived value and trust (Schiebler et al., 2025). In TikTok Shop Live, consumers are exposed to numerous product recommendations in a short period of time and must quickly evaluate their

suitability to their needs. Time pressure arising from limited-time promotions, flash sales, and stock scarcity can create a sense of urgency while enhancing perceived value and consumer engagement (Maysaroh et al., 2025; Silalahi et al., 2025; Sun et al., 2023). Although these studies demonstrate that individual stimuli can influence consumer evaluations, prior research has generally focused more on the impact of specific factors than on explaining how various stimuli are cognitively and affectively processed within a sequential decision-making mechanism.

Previous empirical findings highlight that the impact of live commerce stimuli does not always directly influence behavioral responses. Consumer response depends on the perceived value of the shopping experience, which meets their expectations and needs, thereby building trust in a product. Customer perceived value refers to how consumers assess the quality of a product or service relative to their investment of money, time, or effort (Engelina & Laulita, 2024). Consequently, perceived value can serve as an initial cognitive evaluation through which consumers grasp the utility and benefits of the stimuli received during a live shopping session. This evaluation can subsequently influence product satisfaction, as consumers compare their expectations with their perceptions of product quality and performance (Wang & Guo, 2026). In turn, a satisfying product evaluation can reinforce product trust by bolstering consumer confidence in the product's reliability, quality, and ability to meet expectations. In this case, product trust becomes very important in live commerce because consumers have to evaluate the product mainly based on bold presentation. High customer trust in a product drives purchase intention and a desire to continue watching live streaming. It also reflects consumers' willingness to follow the streamer's live streaming in the future (Adha et al., 2025; Tjipto & Keni, 2025).

Despite previous findings, a significant research gap remains. Existing studies generally examine platform characteristics, information quality, perceived value, satisfaction, trust, purchase intention, or interaction, either as separate determinants or through a relatively direct relationship. Limited attention has been paid to the sequential mechanisms by which live-commerce stimuli translate into behavioral responses via perceived value, product satisfaction, and trust. Specifically, the consumer retention process, from initial evaluation of perceived value to satisfaction, then growing trust in the product, and finally forming intention to purchase and continue watching, is still not adequately understood in the context of TikTok Shop Live. Addressing this gap is crucial because purchase intention and the intention to continue watching represent two distinct yet interrelated behavioral responses. Purchase intention reflects the process of making a purchase based on specific consumers' considerations (Clarence & Keni, 2022). In contrast, intention to continue watching refers to an individual's desire to continue watching certain content, shaped by the viewers' personal experience after interacting

with the content (Irwansyah et al., 2024). Therefore, understanding both responses is essential for providing a more comprehensive explanation of consumer behavior in live commerce, rather than focusing solely on transactional outcomes.

This study adopts Mehrabian & Russell (1974) Stimulus–Organism–Response (S-O-R) theory as its underlying theoretical framework. This theory explains the impact of external environmental stimuli on an individual's internal psychological state, which then shapes their behavioral responses. Therefore, an individual's response to external stimuli does not occur immediately and automatically. When external stimuli arrive, the individual needs to process them cognitively and emotionally before responding with specific behavior. In S-O-R theory, an individual's feelings and emotions are triggered by environmental stimuli mediated by internal psychological processes.

Based on the S-O-R theory, the Stimulus (S) component in this study represents external factors that shape consumers' cognitive and emotional processes before influencing their behavioral responses. In the context of TikTok Shop Live, these stimuli include Interface Quality, Quality of Information Provided, Consistency of Requirements, and Time Pressure. These factors include platform usability, information quality, alignment between the product and consumer needs, and promotional urgency. All of these factors simultaneously influence consumers' initial perceptions and evaluations, triggering internal psychological processes that ultimately influence perceived value and subsequent behavioral responses in the live shopping environment. Next, the Organism (O) component represents the internal cognitive and affective processes that mediate the relationship between external stimuli and behavioral responses. This group of factors plays a role in processing stimuli through evaluation, perception, interpretation, and emotional reactions before shaping consumer behavior. Hochreiter et al. (2023) explain that external stimuli generate activating and cognitive constructs that facilitate product awareness and decision-making. In this study, the organism component consists of Perceived Value, Product Satisfaction, and Product Trust. Perceived value reflects consumers' cognitive evaluation of a product's benefits, while product satisfaction captures affective evaluations based on a comparison between expectations and actual experiences. Furthermore, product trust develops through positive evaluations and satisfying experiences, reflecting consumers' confidence in the product's quality and reliability. Together, these internal variables transform external stimuli into favorable behavioral responses within the TikTok Shop Live environment.

Finally, Response (R) represents the behavioral outcomes that occur after consumers process external stimuli through their internal cognitive and affective states. Responses are formed from individuals' conscious information processing and subsequent decision-making. It typically manifests as an approach or avoidance behavior toward a particular environment or product. In this study, the response component consists of

Purchase Intention and Continuous Watching. Purchase intention reflects consumers' willingness to buy a product after evaluating their perceived value, satisfaction, and trust, making it a direct behavioral outcome of the internal evaluation process. Meanwhile, Continuous Watching represents consumers' intention to remain engaged with TikTok Shop Live, reflecting continued interaction with the platform. These two variables capture observable consumer behavioral responses, demonstrating how positive psychological evaluations translate into purchase intentions and continued engagement in a live commerce environment according to the S-O-R framework.

The novelty of this study lies not in the individual constructs themselves, but in the proposed sequential psychological mechanism through which live-commerce stimuli are transformed into behavioral responses via perceived value, product satisfaction, and product trust. Furthermore, focusing on TikTok Shop live users in Indonesia provides a relevant context for examining this mechanism amidst the rapidly growing live commerce landscape. Based on the existing theoretical and empirical gaps, this study aims to examine the determinants of purchase intention and the continuity of viewing activities among TikTok Shop live users in Indonesia, as well as to investigate the mediating roles of perceived value, product satisfaction, and product trust. Specifically, this study examines the extent to which interface quality, information quality, requirement consistency, and time pressure influence consumer behavioral responses through a sequential psychological process represented by perceived value, product satisfaction, and product trust.

METHOD

This study employs a quantitative explanatory research design using a cross-sectional survey to examine the hypothesized relationships among the research variables. Primary data were collected through an online questionnaire distributed to TikTok Shop Live users in Indonesia who had participated in live broadcasts and made purchases. Data collection was conducted online to improve efficiency and broaden reach, targeting TikTok Shop Live users active on digital media. This study is based in Indonesia and has no geographical limitations, as data collection was conducted online and not limited by the respondents' location. Indonesia is relevant due to its large TikTok user base. A non-probability sampling technique, in the form of purposive sampling, was employed because respondents were required to meet specific experience-based criteria. Finally, this study collected data from 243 eligible respondents, which will be analyzed using SEM with SmartPLS software to test the relationships among variables according to the conceptual model, along with descriptive and statistical analysis.

RESULT AND DISCUSSION

This study successfully obtained 243 respondents for further analysis. Respondent profiles are grouped by gender, occupation, age, and weekly frequency of watching

TikTok Shop Live, as summarized in Table 1. All data tests, both measurement and structural model, will be presented in the results and explained in the discussion.

RESULTS

Table 1. Respondent's Profile

Characteristics		Frequency	%
Gender	Female	186	76.54
	Male	57	23.46
Occupation	Unemployed/Homemaker	10	4.12
	State-Owned Enterprise Employee	33	13.58
	Student	47	19.34
	Business Owner	1	0.41
	Private Employee	99	40.74
	Civil Servant/Military/Police	18	7.41
	Self-employed	35	14.40
Age	< 20 years	10	4.12
	21–25 years	104	42.80
	26–30 years	87	35.80
	31–35 years	33	13.58
	36–40 years	7	2.88
	> 40 years	2	0.82
Watching Frequency (per week)	< 2 hours	80	32.92
	2–4 hours	134	55.14
	> 4 hours	29	11.93

Source: Processed Data (2026)

Table 1 presents the demographic characteristics of the 243 respondents. The majority of respondents in this study were female (76.54%), worked as private employees (40,74%), and were aged 21-25 years (42,80%). The sample was predominantly composed of respondents aged 21–30 years, accounting for 78.60% of the total sample. Regarding the frequency of watching TikTok Shop Live, more than half of the respondents (55,14%) watched live broadcasts for 2-4 hours per week, while 32,92% watched less than 2 hours and 11,93% watched more than 4 hours, indicating relatively high engagement with the platform.

Validity & Reliability Test**Table 2. Validity and Reliability Test**

Variables	Item	Outer Loading	Cronbach's Alpha	Composite Reliability
Consistency of Requirements	CR1	0,845	0,720	0,843
	CR2	0,722		
	CR3	0,833		
Continuous Watching	CW1	0,897	0,835	0,901
	CW2	0,823		
	CW3	0,879		
Interface Quality	IQ1	0,814	0,824	0,877
	IQ2	0,699		
	IQ3	0,774		
	IQ4	0,753		
	IQ5	0,787		
Purchase Intention	PI1	0,841	0,775	0,856
	PI2	0,756		
	PI3	0,858		
Provided Information Quality	PIQ1	0,800	0,831	0,881
	PIQ2	0,698		
	PIQ3	0,782		
	PIQ4	0,782		
Product Satisfaction	PS1	0,835	0,727	0,846
	PS2	0,741		
	PS3	0,761		
	PS4	0,756		
	PS5	0,768		
Product Trust	PT1	0,821	0,765	0,850
	PT2	0,754		
	PT3	0,837		
Perceived Value	PV1	0,800	0,754	0,860
	PV2	0,753		
	PV3	0,783		
	PV4	0,754		
Time Pressure	TP1	0,888	0,916	0,937
	TP2	0,826		
	TP3	0,897		
	TP4	0,855		
	TP5	0,855		

Source: Processed Data (2026)

Table 2 shows that all outer loading indicators exceed the recommended threshold of 0,50, indicating good convergent validity. The reliability of each construct was then

assessed using Cronbach's alpha and composite reliability with a threshold of 0,7 (Hair et al. (2021)). The data processing results indicate that all constructs meet this criterion, confirming good reliability.

Table 3. Cross Loading Discriminant Validity

Item	CR	CW	IQ	PV	PSI	PT	PIQ	PI	TP
CR1	0,845	0,534	0,662	0,655	0,699	0,593	0,644	0,635	0,398
CR2	0,722	0,439	0,558	0,585	0,625	0,539	0,599	0,543	0,361
CR3	0,833	0,492	0,609	0,614	0,630	0,613	0,623	0,607	0,319
CW1	0,570	0,897	0,605	0,605	0,580	0,553	0,526	0,617	0,411
CW2	0,469	0,823	0,477	0,559	0,501	0,457	0,373	0,565	0,323
CW3	0,543	0,879	0,466	0,591	0,490	0,507	0,412	0,559	0,286
IQ1	0,623	0,490	0,699	0,545	0,570	0,513	0,568	0,574	0,441
IQ2	0,556	0,420	0,774	0,653	0,523	0,471	0,659	0,509	0,323
IQ3	0,564	0,420	0,753	0,577	0,564	0,554	0,626	0,532	0,296
IQ4	0,531	0,433	0,787	0,587	0,518	0,545	0,661	0,488	0,389
IQ5	0,651	0,532	0,631	0,643	0,699	0,634	0,601	0,841	0,431
PI1	0,567	0,531	0,541	0,587	0,621	0,569	0,547	0,756	0,322
PI2	0,607	0,585	0,568	0,606	0,660	0,609	0,600	0,858	0,225
PI3	0,596	0,446	0,678	0,621	0,607	0,635	0,800	0,578	0,501
PIQ1	0,559	0,338	0,603	0,565	0,562	0,585	0,698	0,486	0,367
PIQ2	0,606	0,397	0,646	0,631	0,630	0,574	0,782	0,542	0,327
PIQ3	0,618	0,373	0,635	0,569	0,627	0,540	0,782	0,573	0,326
PIQ4	0,695	0,496	0,620	0,621	0,835	0,645	0,654	0,684	0,462
PS1	0,601	0,464	0,517	0,579	0,741	0,576	0,575	0,605	0,302
PS2	0,601	0,529	0,604	0,675	0,761	0,643	0,604	0,609	0,308
PS3	0,621	0,434	0,567	0,581	0,756	0,555	0,603	0,567	0,307
PS4	0,625	0,410	0,547	0,574	0,768	0,642	0,623	0,648	0,340
PS5	0,602	0,475	0,594	0,611	0,645	0,821	0,647	0,596	0,440
PT1	0,512	0,437	0,508	0,525	0,611	0,754	0,571	0,531	0,318
PT2	0,634	0,499	0,594	0,604	0,660	0,837	0,620	0,649	0,331
PT3	0,666	0,550	0,645	0,800	0,604	0,568	0,655	0,603	0,558
PV1	0,516	0,477	0,586	0,753	0,534	0,501	0,571	0,530	0,393
PV2	0,606	0,526	0,579	0,783	0,636	0,591	0,605	0,575	0,328
PV3	0,587	0,529	0,583	0,754	0,650	0,568	0,576	0,599	0,265
PV4	0,442	0,400	0,482	0,514	0,459	0,479	0,490	0,412	0,888
TP1	0,386	0,366	0,436	0,428	0,350	0,363	0,417	0,361	0,826
TP2	0,359	0,330	0,398	0,411	0,381	0,364	0,409	0,303	0,897
TP3	0,337	0,287	0,408	0,410	0,364	0,357	0,398	0,308	0,855
TP4	0,402	0,306	0,400	0,385	0,358	0,366	0,423	0,325	0,855
TP5	0,654	0,537	0,814	0,598	0,667	0,622	0,686	0,621	0,455

Source: Processed Data (2026)

Table 3 shows the results of the cross-loading test for discriminant validity. The results indicate that each indicator has a higher loading value on its corresponding construct than on other constructs in the model. Therefore, the measurement model is discriminant valid.

Structural Model (Inner Model)

This study also evaluated the inner model to examine the relationships between the research variables. The model was assessed using the R-squared (R^2) and Q-squared (Q^2) values. Furthermore, the path coefficient results in the form of directions and hypotheses are summarized in Table 4.

The R-squared and Q-squared values for the endogenous constructs are shown in Appendix Table A2. The results indicate that perceived value has the highest explanatory power ($R^2 = 0.706$). This value indicates that perceived value is well explained by the variables that influence it (70.6%), with the remaining 29.4% explained by other variables outside this study. Furthermore, all Q-squared values are greater than zero, indicating that the structural model has satisfactory predictive relevance.

Table 4. Path Coefficient

Hypotheses	β	t-value	p-value	Results
Direct Effects				
IQ $\rightarrow$ PV	0.257	2.515	0.012	Supported
PIQ $\rightarrow$ PV	0.261	3.175	0.002	Supported
CR $\rightarrow$ PV	0.330	3.813	0.000	Supported
TP $\rightarrow$ PV	0.097	2.530	0.012	Supported
PV $\rightarrow$ PS	0.786	18.369	0.000	Supported
PS $\rightarrow$ PT	0.794	24.170	0.000	Supported
PT $\rightarrow$ PI	0.738	18.029	0.000	Supported
PT $\rightarrow$ CW	0.585	11.146	0.000	Supported

Source: Processed Data (2026)

Table 4 shows the results of the path coefficient analysis obtained through the bootstrapping procedure. The findings indicate that all hypotheses were supported ($p < 0.05$). These results highlight the relationship between Perceived Value (PV) and Product Satisfaction (PS), which then increases Product Trust (PT). Finally, Product Trust (PT) significantly influences Purchase Intention (PI) ($\beta = 0.738$) and Continuous Watching (CW) ($\beta = 0.585$).

DISCUSSION

The findings of this study indicate that Interface Quality has a positive and significant influence on Perceived Value among TikTok Shop Live users. Interface Quality encompasses visual appearance, ease of navigation, ease of use, and the clarity of features available on the digital platform. In the context of TikTok Shop Live, interface quality is evident in how easily users can access live broadcasts, view product details, read descriptions, interact in the comment section, and complete transactions. These

findings align with Afrinza et al. (2025), who stated that design elements that significantly impact user satisfaction and engagement include ease of navigation, visual appeal, speed of application access, and ease of content personalization.

The results of this study reveal that Interface Quality is a crucial factor in shaping the perceived value of users. When users feel that the app is easy to use, has an attractive design, and offers simple navigation, they will consider that the platform provides significant benefits. Therefore, users not only rate the products offered, but also evaluate the overall convenience of the app's user experience. These findings reinforce the view that the live stream feature on TikTok Shop offers a real-time visual experience that reduces consumer concerns, so hedonic value (including visual comfort) can increase perceived value (Sidik & Roostika, 2024).

Provided Information Quality refers to the level of clarity, completeness, accuracy, relevance, and ease of understanding of the information conveyed to users. In the context of TikTok Shop Live, information can be in the form of product descriptions, usage demonstrations, product benefits, prices, promos, or reviews delivered directly by the host or seller.

In this study, it was found that Provided Information Quality had a positive and significant effect on Perceived Value in TikTok Shop Live users. Good quality information helps consumers understand the characteristics of the product more deeply. When users get clear and reliable information, they feel more confident in the products offered (Abdilah & Muslim, 2026). The results of this study reveal that the information conveyed during live streaming is one of the key factors that affect users' perception of the value of a platform. TikTok Shop Live that can provide clear and informative information has the potential to increase consumer confidence in making purchasing decisions.

Consistency of Requirements has a positive and significant influence on Perceived Value in TikTok Shop Live users. The results of the study revealed that consistency is one of the crucial elements in creating perceived value. Users not only pay attention to the quality of the visuals or information presented, but also evaluate whether the platform is able to meet their expectations consistently at every opportunity of use. The ability of service providers to meet these expectations can be seen from the consistency of the provision of facilities, completeness of products, quality of service, and the creation of a sense of security during the transaction process (Effendi et al., 2021). In line with research by Salleh, et al., consistency of requirements plays a role in increasing perceived value because the process of prioritizing needs and aligning stakeholder value proposition helps ensure that the system developed is in accordance with the needs and expectations of users (Salleh et al., 2023).

Time Pressure has a positive and significant effect on Perceived Value in TikTok Shop Live users. Time pressure is a stimulus that can create a sense of urgency in consumers. When users feel that the opportunity to get a product at a certain price is only available for a short period of time, then they tend to value the offer as having a higher value. So that this stimulus in the form of time pressure can encourage users to make purchase decisions faster (Fuad et al., 2026).

However, the relatively small coefficient suggests that the impact of time pressure is not as strong as other factors such as information quality or system consistency. This shows that although time pressure can increase perceived value, users still consider rational factors such as information quality and convenience in use (Yapp & Yeap, 2023). With live shopping, consumers can more easily connect with the products offered, thus encouraging them to make purchases (Putri, 2025). So, when consumers feel that products purchased through TikTok Shop Live provide comparable benefits or even exceed expectations, their satisfaction level will increase.

Product Satisfaction has a positive and significant effect on Product Trust in TikTok Shop Live users. The results show that satisfaction has a very strong influence on the formation of trust. It means the more satisfied the user is with the product they buy, the greater their level of trust in the product. In line with previous research, product satisfaction shows consumer evaluation after using the product, where satisfaction arises when the product received is in accordance with consumer expectations. This satisfaction can form trust in the quality of the product and the seller, thus contributing to strengthening the purchase decision on the product (Natsir et al., 2026).

Product Trust has a positive and significant effect on Purchase Intention in TikTok Shop Live users. The results of the study revealed that product trust is a key factor that drives purchase intent. In other words, the higher the level of trust users have in the products promoted on TikTok Shop Live, the more likely they are to have an intention to buy. Trust is the most important foundation that must be built before consumers make purchases through shopping platforms (Puanda & Rahmidani, 2021). Product Trust also has a positive and significant effect on Continuous Watching. This finding suggests that trust does not only reduce consumers' uncertainty regarding purchasing decisions but may also encourage them to remain engaged with live-commerce content. When consumers perceive products presented during live streaming as reliable and credible, they may become more willing to continue watching future broadcasts because they expect the content and product recommendations to provide relevant and trustworthy value. Thus, product trust can function not only as a mechanism supporting transactional outcomes but also as a mechanism supporting continued engagement with live-commerce platforms. This finding is consistent with prior research that suggests consumer with high level of trust in a product feel more favorable when making purchase decision. Strengthening consumer trust can reduce perceived risk and thereby contribute to greater marketing effectiveness in the e-commerce industry (Baderi, 2025). With a sense of trust, customers become emotionally involved and perceive greater benefits, so that it will reduce the uncertainty and anxiety they feel (Rizqy & Hartono, 2025).

CONCLUSIONS

This study examined the relationships among Interface Quality, Provided Information Quality, Consistency of Requirements, Time Pressure, Perceived Value, Product Satisfaction, Product Trust, Purchase Intention, and Continuous Watching in the context of TikTok Shop Live. Based on SEM-PLS analysis of 243 respondents, all proposed

hypotheses were supported. The results indicate that interface quality, provided information quality, consistency of requirements, and time pressure positively influence perceived value. In turn, perceived value enhances product satisfaction, which strengthens product trust and, in turn, increases purchase intention and continued watching. These findings support the Stimulus–Organism–Response (S–O–R) framework in explaining consumer behavior in live-streaming commerce.

This study provides theoretical and practical contributions to the live commerce literature by demonstrating the mediating role of perceived value, product satisfaction, and product trust in interpreting on-platform stimuli into profitable consumer behavior. For practitioners, the study's findings highlight key factors that can increase purchase intention for TikTok Shop Live businesses. A user-friendly interface, clear information, and consistent features can enhance users' perceived value of the platform. Therefore, platform providers and sellers should prioritize intuitive interface design, accurate product information, consistent service quality, and well-designed promotional strategies to increase consumer engagement and purchase behavior.

This study is limited by its focus on TikTok Shop Live users in Indonesia, its cross-sectional quantitative design, and its limited number of variables. The use of purposive non-probability sampling may limit the generalizability of the findings. In addition, the sample was predominantly female, which may limit the applicability of the findings across gender groups. Because the study relies on self-reported cross-sectional data, common method and response biases cannot be completely excluded. Future research is recommended to investigate other live commerce platforms, adopt a longitudinal or mixed-methods approach, and incorporate additional variables, such as trust in the seller, social presence, perceived enjoyment, electronic word of mouth, and impulse buying, to provide a more comprehensive understanding of consumer behavior in live streaming commerce.

AUTHOR CONTRIBUTION

Amalia Bafadal : Conceptualization, Methodology, Data Curation, Formal Analysis, Investigation, Writing – Original Draft.

Ratna Roostika : Supervision, Validation, Writing – Review & Editing.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

SIMILARITY STATEMENT

The manuscript has been checked using plagiarism detection software and meets the similarity level requirements of the Ecogen Journal.

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