

**THE INFLUENCE OF LIVE STREAMING, ONLINE
CUSTOMER REVIEWS, AND TRUST ON PURCHASE
INTENTION THROUGH PURCHASE DECISION AS AN
INTERVENING VARIABLE AMONG TIKTOK SHOP USERS**

Auora Bianca Syamsudin

10222381

ABSTRACT

In the era of rapid digital technology development, marketing activities have shifted from conventional methods to digital-based approaches, particularly through social commerce platforms such as TikTok Shop. Features such as live streaming and online customer reviews enable direct interaction between sellers and consumers while providing information that can influence consumer behavior in making purchasing decisions. This study aims to analyze the effect of live streaming, online customer reviews, and trust on purchase intention and purchase decisions, as well as to examine the role of purchase decisions as an intervening variable. The research method used is quantitative, with primary data obtained through the distribution of questionnaires to 150 TikTok Shop users aged at least 18 years. The data analysis technique employs the Partial Least Squares (PLS) approach, including convergent validity, discriminant validity, Average Variance Extracted (AVE), composite reliability tests in the outer model, as well as R-Square, hypothesis testing, path coefficient, and specific indirect effect in the inner model. The results show that live streaming has a positive and significant effect on purchase decisions, while online customer reviews and trust do not have a significant effect on purchase decisions. In addition, live streaming and online customer reviews have a positive and significant effect on purchase intention, whereas trust does not show a significant effect. Purchase decisions are proven to have a positive and significant effect on purchase intention. Furthermore, purchase decisions are able to mediate the influence of live streaming, online customer reviews, and trust on purchase intention.

*Keywords: live streaming, online customer review, trust, purchase intention,
purchase decision*

(xiv + 80 + Attachment)

References (2020-2026)