

Understanding Consumer Purchase Decisions on TikTok Shop: The Role of Digital Trust Mediation in Live Streaming and Customer Engagement

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ABSTRACT. The rapid growth of social commerce has encouraged Micro, Small, and Medium Enterprises (MSMEs) to adopt digital marketing strategies through live streaming platforms such as TikTok Shop. This study aims to analyze the effect of live streaming and customer engagement on purchase decisions with digital trust as a mediating variable among TikTok Shop users. This research employed a quantitative approach using explanatory research design. Data were collected through online questionnaires distributed to 150 respondents who had purchased MSME products through TikTok Shop live streaming. The sampling technique used purposive sampling. Data analysis was conducted using Structural Equation Modeling-Analysis of Moment Structure (SEM-AMOS) with AMOS 21 software. The results showed that live streaming and customer engagement had a positive and significant effect on purchase decisions. In addition, live streaming and customer engagement were also proven to significantly influence digital trust. Digital trust had a positive and significant effect on purchase decisions and successfully mediated the relationship between live streaming and customer engagement toward purchase decisions. These findings indicate that digital trust plays a strategic role in strengthening the effectiveness of social commerce marketing on TikTok Shop. This study contributes theoretically to the development of digital marketing and social commerce literature, particularly regarding the mediating role of digital trust in online consumer behavior. Practically, the findings provide recommendations for MSMEs to optimize interactive live streaming, increase customer engagement, and strengthen consumer trust to improve purchase decisions in digital commerce platforms.

Keyword: Live Streaming; Customer Engagement; Digital Trust; Purchase Decision; TikTok Shop

JEL Classification: MM2

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INTRODUCTION

The development of digital technology has driven changes in marketing patterns and consumer behavior when it comes to online purchasing. The integration of social media with e-commerce features has given rise to the concept of social commerce, allowing consumers to interact and transact within a single digital platform. One such rapidly growing platform is TikTok, with its TikTok Shop feature, which utilizes short video content and live streaming as an interactive marketing medium. This situation opens up significant opportunities for Micro, Small, and Medium Enterprises (MSMEs) to increase their competitiveness through more innovative and communicative digital marketing strategies. (Yuwono et al., 2024) explain that the use of information and communication technology can improve marketing effectiveness and the competitiveness of MSMEs in the digital era.

Live streaming is a rapidly growing digital marketing strategy in social commerce because it enables real-time communication between sellers and consumers. Through live streaming, consumers can obtain direct product information, view product demonstrations, and engage in two-way interaction with sellers before making a purchase decision. This interactivity can enhance the consumer shopping experience and influence online purchasing behavior. (J. Chen & Shen, 2015) explain that live streaming can increase product sales through trust transfer mechanisms and the quality of digital communication. Furthermore, research (Oktapianto et al., n.d.) shows that live streaming shopping has a positive influence on purchasing decisions among TikTok Shop users.

Beyond live streaming, customer engagement is also a crucial factor in the success of digital marketing. Customer engagement describes the level of consumer involvement with a brand through activities such as commenting, sharing content, liking posts, and participating in other digital communications. High consumer engagement can create an emotional connection between consumers and brands, thereby increasing the likelihood of making a purchase. (Dabbous et al., 2020) explain that consumer engagement in social commerce has a significant influence on consumer purchase intention. Recent research also shows that active consumer interaction on social media can increase purchase behavior by improving the quality of the relationship between consumers and digital platforms.

In social commerce, consumer purchasing decisions are influenced not only by digital marketing strategies but also by the level of consumer trust in the platform and digital sellers. Digital trust is consumer confidence in transaction security, platform reliability, seller credibility, and the accuracy of product information offered online. High digital trust will increase consumer confidence in making purchases on digital platforms. (Wang & Shahzad, 2024) explain that trust has a significant influence on purchase intention in social commerce. Other recent research also shows that trust is a key factor in building purchase intention and purchase decisions in social commerce and digital e-commerce.

Based on this phenomenon, digital trust not only plays a role as a factor directly influencing purchasing decisions but can also be a mediating variable in the relationship between live streaming and customer engagement on purchase decisions. Consumers who gain interactive experiences through live streaming and are highly engaged with a brand tend to develop higher levels of trust before making online product purchases. (Dabbous et al., 2020) explain that trust can mediate the relationship between consumer engagement and purchase intention in social commerce.

Furthermore, research (Wahyuningjati & Purwanto, 2024) shows that trust can mediate the relationship between electronic word of mouth and purchase decisions in digital marketplaces. Therefore, the following research model can be defined:

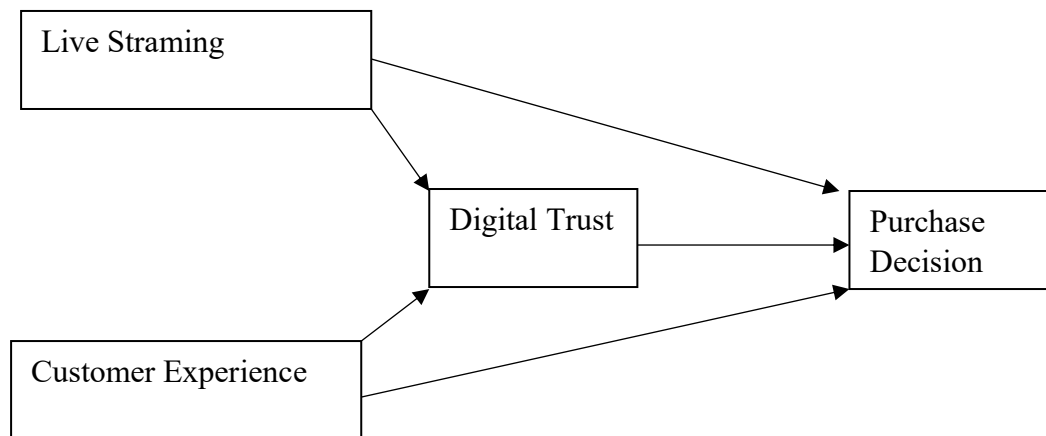


Figure 1 Research Model

METHODS

This study uses a quantitative approach with an explanatory research design. The aim is to analyze the influence of live streaming and customer engagement on MSME product purchasing decisions on TikTok Shop, with digital trust as a mediating variable. This quantitative approach was chosen because this study focuses on examining the relationships between variables through statistical analysis to obtain objective and measurable conclusions. According to Hair Jr. et al., 2014, a quantitative approach in Structural Equation Modeling (SEM) is used to simultaneously test causal relationships between latent constructs.

The population in this study was all TikTok Shop users who had purchased MSME products through live streaming. The sampling technique used purposive sampling with the following respondent criteria: (1) having purchased MSME products on TikTok Shop at least once, (2) having watched a seller's live streaming on TikTok Shop, and (3) being at least 17 years old. The sample size for this study was 150 respondents. The sample size was determined based on (Hair Jr. et al., 2014), which states that the sample size in SEM-AMOS analysis should be at least five to ten times the number of research indicators for optimal model analysis.

The data used in this study were primary data obtained directly from respondents through an online questionnaire using Google Forms. The research instrument used a five-point Likert scale with response categories ranging from strongly disagree (1) to strongly agree (5). The live streaming variable was measured using indicators of interactivity, information quality, host attractiveness, and product demonstration, referring to research by Chen et al. (2020). The customer engagement variable was measured using indicators of consumer participation, interaction intensity, emotional involvement, and digital communication activity, based on research by Dabbous et al., 2020. The digital trust variable was measured using indicators of transaction security, seller credibility, platform reliability, and trust in product information, based on research by Wang & Shahzad, 2024. Meanwhile, the purchase decision variable was measured using indicators of purchase confidence, decision accuracy, need suitability, and repurchase intention.

Validity and reliability tests were conducted to ensure the quality of the research instruments. Validity testing was conducted using Confirmatory Factor Analysis (CFA) with a standardized loading factor value of ≥ 0.50 and a Critical Ratio (CR) of ≥ 1.96 . Reliability testing used Construct Reliability (CR) with a value of ≥ 0.70 and Average Variance Extracted (AVE) of ≥ 0.50 (Hair et al., 2021). Furthermore, this study maintained respondent privacy by not including personal

identification in the questionnaire and ensuring that all data obtained was used solely for academic purposes.

The data analysis technique used was Structural Equation Modeling-Analysis of Moment Structure (SEM-AMOS) with the aid of AMOS 21 software. The SEM-AMOS method was chosen because it can analyze relationships between latent variables simultaneously, including testing direct and indirect influences through mediating variables. Data analysis was conducted in two stages: the measurement model and the structural model. The measurement model is used to test the validity and reliability of the construct through Confirmatory Factor Analysis (CFA), while the structural model is used to test the causal relationship between research variables based on the regression weight value, Critical Ratio (CR), probability value (p-value), and goodness of fit models such as Chi-square, RMSEA, CFI, TLI, GFI, and AGFI.

RESULT AND DISCUSSION

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Tabel 1 Hasil Analisis SEM

			Estimate	S.E.	C.R.	P	Label
Digital_Trust	<---	Live_Streaming	,474	,062	7,685	***	
Digital_Trust	<---	Customer_Engagement	,621	,066	9,421	***	
Purchase_Decision	<---	Live_Streaming	,303	,083	3,662	***	
Purchase_Decision	<---	Customer_Engagement	,253	,096	2,642	,008	
Purchase_Decision	<---	Digital_Trust	,522	,120	4,336	***	
X3	<---	Live_Streaming	1,000				
X2	<---	Live_Streaming	1,015	,060	16,956	***	
X1	<---	Live_Streaming	1,009	,060	16,764	***	
X6	<---	Customer_Engagement	1,000				
X5	<---	Customer_Engagement	,993	,061	16,156	***	
X4	<---	Customer_Engagement	1,004	,061	16,549	***	
X10	<---	Digital_Trust	1,000				
X9	<---	Digital_Trust	1,008	,069	14,601	***	
X8	<---	Digital_Trust	1,051	,067	15,738	***	
X11	<---	Purchase_Decision	1,000				
X12	<---	Purchase_Decision	,970	,063	15,310	***	
X7	<---	Customer_Engagement	1,005	,061	16,600	***	

Source: Processed Data (2026)

Based on the test results in Table 1, the Live Streaming variable has a positive and significant effect on Digital Trust, with an estimated value of 0.474 and a C.R. value of 7.685. This indicates that the better the quality of live streaming conducted by MSME sellers on TikTok Shop, the higher the level of digital consumer trust in the product and seller.

Customer Engagement also proved to have a positive and significant effect on Digital Trust, with an estimated value of 0.621 and a C.R. value of 9.421. These results indicate that consumer engagement in digital activities such as comments, interactions, and participation during live streaming can increase consumer trust in the platform and sellers.

Furthermore, Live Streaming had a positive and significant effect on Purchase Decision, with an estimated value of 0.303 and a C.R. value of 3.662. These results indicate that live streaming activities can improve consumer purchasing decisions because consumers obtain direct and more convincing product information.

Customer Engagement also had a positive and significant effect on Purchase Decision, with an estimated value of 0.253 and a probability value of 0.008. This indicates that the higher consumer engagement with MSME digital marketing content and activities, the greater their likelihood of purchasing products.

Furthermore, Digital Trust has a positive and significant influence on Purchase Decisions, with an estimate value of 0.522 and a C.R. value of 4.336. These results indicate that consumer trust in transaction security, seller credibility, and the reliability of product information are important factors in driving purchase decisions on TikTok Shop.

The results show that Digital Trust mediates the relationship between Live Streaming and Purchase Decisions, as well as the relationship between Customer Engagement and Purchase Decisions. This is evident from the significant influence of Live Streaming and Customer Engagement on Digital Trust, as well as the significant influence of Digital Trust on Purchase Decisions.

These findings suggest that improving the quality of live streaming and customer engagement not only directly impacts purchase decisions but also increases consumers' digital trust, ultimately strengthening MSME product purchase decisions on TikTok Shop. Thus, Digital Trust serves as a partial mediating variable in this study.

The research results show that live streaming has a positive influence on purchase decisions. These findings suggest that live streaming-based marketing activities can increase consumer confidence in purchasing MSME products on TikTok Shop. Consumers gain a more interactive shopping experience through live product demonstrations, real-time communication, and more detailed product explanations. These research findings align with those of Wongkitrungrueng & Assarut (2020), who stated that live streaming commerce can enhance the consumer shopping experience through social interaction and quality product information. This research also supports research by Wardoyo & Fatimah, n.d., which found that the use of live streaming can improve consumer purchasing decisions on digital platforms. Furthermore, research by Azidan et al., 2025 shows that interactive content-based digital marketing has a significant impact on improving MSME business performance.

Customer engagement has also been shown to have a positive effect on purchase decisions. High consumer engagement through comments, likes, shares, and participation during live streaming can create an emotional connection between consumers and sellers. Active interaction makes consumers feel closer to the brand, increasing their likelihood of making a purchase. The results of this study align with those of (Abuhjeeleh et al., 2023; Rozak et al., 2023), who explain that customer engagement in digital media can increase purchase intention and consumer loyalty. This research also supports the findings of (Wening & Business and Entrepreneurship, n.d.), which show that engagement in digital activities has a significant influence on the adaptation and performance of MSMEs in the digital era. Furthermore, research (Hasibuan et al., 2025) found that content marketing and customer engagement can improve MSME marketing performance through digital marketing.

Furthermore, Digital Trust is the variable with the greatest influence on Purchase Decisions. These results indicate that consumer trust in transaction security, seller credibility, and the reliability of product information are key factors in driving purchasing decisions on digital platforms. Consumers are more likely to make purchases if they feel confident that the transaction is secure and that the product received matches the information provided. This research also supports the findings of research (C.-D. Chen et al., 2022; Putri et al., 2024), which show that trust plays a crucial role in building loyalty and consumer behavior in digital services. Furthermore, research (Wang et al., 2022) explains that digital trust is a strategic factor in increasing the success of digital transformation and user behavior in digital services. The results also show that digital trust mediates the relationship between live streaming and customer engagement on purchase decisions. This finding provides new insights that live streaming and customer engagement strategies not

only directly influence purchasing decisions but also build consumer trust, ultimately strengthening MSME product purchasing decisions on social commerce platforms. This research reinforces the concept of social commerce, which places trust as a central factor in the relationship between digital marketing activities and consumer behavior. Research (Nabil et al., 2023; Rubedo et al., 2024) also confirms that the right digital marketing strategy can increase customer trust and consumer loyalty of MSMEs (Bagus Anggoro et al., 2025; Setiawan et al., 2025) shows that the use of social media and e-commerce can increase the competitiveness of MSMEs by increasing customer trust and consumer engagement.

CONCLUSION

This study aims to analyze the influence of Live Streaming, Customer Engagement, and Digital Trust on Purchase Decisions for MSME products on TikTok Shop. The results show that Live Streaming and Customer Engagement have a positive and significant effect on Purchase Decisions. Furthermore, Digital Trust has the greatest positive influence on consumer Purchase Decisions. The results also demonstrate that Digital Trust mediates the relationship between Live Streaming and Customer Engagement on Purchase Decisions. These findings suggest that the success of digital marketing in social commerce is determined not only by direct marketing interactions but also by consumers' level of trust in the platform and digital sellers. These findings align with research (Putri et al., 2024) which explains that trust is a key factor in shaping purchasing behavior on TikTok Shop.

This research provides theoretical contributions to the development of social commerce and digital marketing studies, particularly regarding the relationship between live streaming, customer engagement, digital trust, and purchase decisions in MSMEs. This research reinforces the concept that digital trust is a strategic factor in increasing the effectiveness of social commerce-based marketing. These findings also support research (Dabbous et al., 2020) which states that trust is a key factor in the success of social commerce on TikTok Shop.

Practically, this research provides managerial implications for MSMEs to maximize interactive and informative live streaming-based marketing strategies to increase consumer engagement. MSMEs also need to build customer engagement through active communication, rapid response to consumers, and the presentation of engaging and authentic content. Furthermore, increasing digital trust needs to be done through product information transparency, improving service quality, transaction security, and maintaining seller credibility on digital platforms. These strategies are important because consumers are more likely to make purchases if they have a high level of trust in the platform and digital sellers.

This research has several limitations. First, the study was conducted only on TikTok Shop users, so the results cannot be generalized to all other social commerce platforms. Second, the study only used the variables Live Streaming, Customer Engagement, and Digital Trust to explain Purchase Decisions, meaning other variables may influence consumer behavior in social commerce. Third, the study used a cross-sectional approach, thus not being able to describe long-term changes in consumer behavior.

Based on these limitations, future research is recommended to add other variables such as electronic word of mouth (e-WOM), influencer marketing, perceived value, and impulsive buying to the social commerce research model. Future research could also utilize other digital platforms, such as Shopee Live, Instagram Shop, or YouTube Shopping, to obtain more comprehensive

results. Furthermore, the use of longitudinal and mixed methods approaches could provide a deeper understanding of consumer behavior in social commerce activities in the digital era.

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