

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Live Streaming on Purchase Decisions through Purchase Interest as A Mediation for Fashion Products in Tiktok Shop

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ABSTRACT

The development of social commerce in Indonesia, particularly the TikTok Shop platform, has transformed how fashion businesses market their products through live streaming features (pp. 1, 14). This study aims to analyze the effect of live streaming on purchasing decisions, both directly and indirectly through purchase intention as a mediating variable for fashion products on TikTok Shop (pp. 1, 20). The research method used is a quantitative approach with descriptive and verification methods (p. 7). Data collection was conducted by distributing questionnaires to TikTok Shop users in Indonesia (pp. 7, 11). The data analysis technique employed in this study is Structural Equation Modeling-Partial Least Squares (SEM-PLS) to test the structural relationships between variables (p. 7). Descriptive analysis results are used to determine the general overview of live streaming, purchase intention, and purchasing decision variables (pp. 7, 20). Through outer model and inner model analysis, this study evaluates validity, reliability, and both direct and indirect effects between variables (pp. 8-9). The hypothesis testing results are expected to prove the significant contribution of live streaming in stimulating consumer purchase intention, which ultimately drives the actual action of making a purchasing decision for fashion products (pp. 8, 19). This study provides practical contributions for TikTok Shop sellers in designing more effective interactive digital marketing strategies.

Keywords: Live Streaming, Purchase Intention, Purchasing Decision, TikTok Shop, Fashion Products.

I. Introduction

The development of information and communication technology in the digital era has transformed consumer transaction behavior, moving from conventional to digital-based methods through e-commerce and social commerce platforms. According to Turban et al. (2018), e-commerce is the process of buying and selling products and services via the internet, accompanied by the exchange of information. This development is driven by advances in the internet, increasing digital literacy, and the high prevalence of smartphones, making online shopping an integral part of the modern lifestyle. Statista Market Insights data shows that the number of e-commerce users in Indonesia is projected to continue increasing until 2027, while Bank Indonesia notes that transaction values also continue to grow year after year. This growth encourages companies to develop more innovative and effective marketing strategies. Facing increasingly fierce business competition, businesses are beginning to utilize live streaming features on social commerce platforms as a more interactive promotional medium. Live streaming is an internet-based live broadcast technology that



enables real-time interaction between sellers and consumers through comments or live chat features. Unlike traditional video content, which is one-way, live streaming allows consumers to obtain detailed product information, watch live demonstrations, and receive attractive offers such as discounts, vouchers, and flash sales during the session. Goodstats 2026 data shows that the percentage of live streaming usage continues to increase in line with the high demand for interactive digital content on various platforms such as TikTok, Instagram, YouTube, and Shopee.

One of the fastest-growing platforms in Indonesia is TikTok Shop, a social commerce feature that integrates entertainment, social interaction, and shopping activities in one application. According to Kompas Tekno data from 2024, Indonesia has the largest number of TikTok users in the world, reaching 157.6 million, surpassing the United States in second place. The majority of users are from the productive age group who are active on social media and have a high propensity for online shopping. This makes TikTok Shop a highly potential marketing medium, especially since users can directly make transactions through the shopping cart feature within content or live streaming sessions without switching applications. One of the product categories most widely marketed through TikTok Shop is fashion. Fashion products have strong visual characteristics, requiring a real-world display so consumers can clearly see the model, color, material, size, and product details. Live streaming is a highly effective medium because it allows for direct product visualization, including how to wear it, color combinations, and how it looks when worn. Direct interaction during live streaming sessions also creates a closer emotional connection between sellers and consumers, increasing trust, reducing doubts about product quality, and ultimately encouraging consumers to purchase.

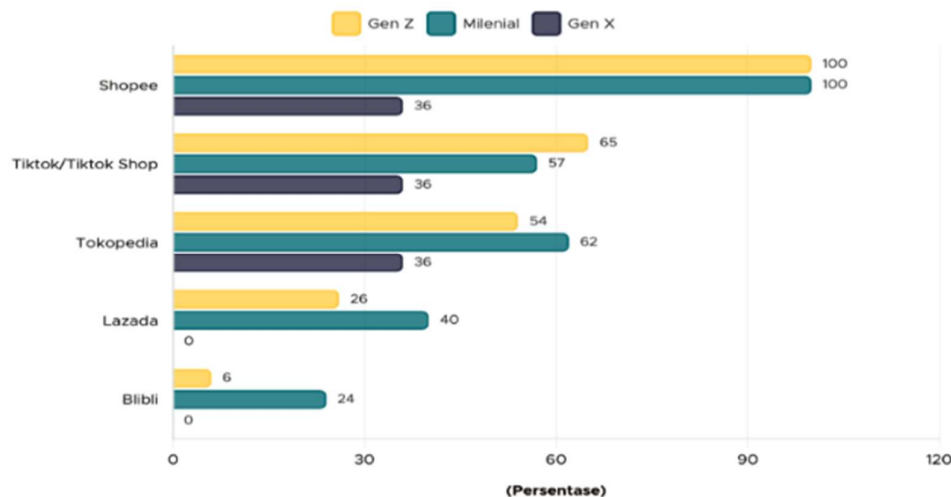


Figure 1. Live Streaming Percentage

In the context of consumer behavior, live streaming not only directly influences purchasing decisions but also through purchase intention as a mediating variable. Purchase intention is a consumer's tendency or desire to purchase a product after gaining information and developing an interest in it—emerging in response to marketing stimuli through direct interaction, clear product visualization, special discounts, and a sense of urgency created by live streaming. Meanwhile, according to Kotler & Keller (2016), a purchasing decision is the process consumers go through—from need recognition, information search, and evaluation of alternatives—before finally deciding to purchase a product or service. In many cases, consumers first experience purchase intention before making a purchase decision, so purchase intention acts as a mediating variable between the influence of live streaming and the actual purchase decision. Based on the above description, this research is crucial to analyze the influence of live streaming on purchasing decisions through purchase intention as a mediating variable for fashion products on TikTok Shop. The results are expected to fill a gap in research and

provide business owners with a basis for developing more effective digital marketing strategies through the use of live streaming.

II. Literature Review and Hypothesis Development

2.1. Live Streaming

According to Chuling & Yu-Li, (2021), live streaming is an interactive way to convey content to the audience directly that allows real-time interaction between broadcasters and viewers through various communication features, such as comments and live chat. Through this feature, consumers can obtain more detailed product information, ask questions directly, and receive quick responses from sellers or streamers. The first dimension is streamer credibility. Streamer credibility indicates the level of consumer confidence in the streamer's ability to convey product information clearly, accurately, and convincingly. The higher the credibility of a streamer, the greater the consumer trust in the product being promoted. Streamer credibility is measured through the streamer's ability to explain the product well as his ability to provide reliable information to consumers. The second dimension is media richness. This dimension illustrates the ability of live streaming media to convey product information in a complete and easily understandable manner by consumers. Through a combination of visual, audio, and direct communication elements, live streaming is able to provide a more real experience than other promotional media. This dimension is measured through the ability of live streaming to help consumers understand the product and provide complete product information.

2.2. Buying Interest

The third dimension is interactivity. Interactivity indicates the level of two-way communication that occurs between streamers and consumers during a live streaming session. High interactivity allows consumers to get direct answers to questions asked, thereby increasing consumer engagement and confidence in the products offered. This dimension is measured through the streamer's ability to respond to consumer questions and deliver information in real-time during live streaming. According to Ferdinand, (2014), buying interest is a person's tendency to make a purchase action for a product that appears in response to an object that shows the consumer's desire to own the product. Buying interest describes the level of consumer interest in a product before a purchase decision is actually made. According to Ferdinand (2014), buying interest consists of four dimensions. First, transactional interest reflects a consumer's tendency to actually purchase a product, indicated by the desire to buy the product and the intention to make a purchase in the near future. Second, referential interest reflects a consumer's tendency to recommend the product to others, indicated by willingness to recommend the product and to advise others to buy it. Third, preferential interest reflects a consumer's tendency to make the product their primary choice over competing alternatives, indicated by preferring the product over competitors' products and treating it as the main choice. Fourth, exploratory interest reflects a consumer's tendency to actively seek additional information about the product, indicated by searching for supplementary product information and following updates about the product.

2.3. Purchase Decision

According to Kotler & Keller, (2016), purchasing decisions are consumer decisions regarding preferences for brands in the collection of choices and intention to buy the most preferred brands. The decision is influenced by various factors, both internal and external factors related to consumer characteristics and the marketing environment. A purchase decision is a decision made by consumers regarding the product to be purchased, the brand chosen, the time of purchase, the amount of purchase, and the payment method used. According to Kotler & Keller (2016), purchase decisions comprise six dimensions. First, product choice

reflects the consumer's decision on the type of product to purchase, indicated by whether the product matches the consumer's needs and provides tangible benefits. Second, brand choice reflects the consumer's decision to select a particular brand, indicated by trust in and preference for the brand. Third, channel choice reflects the consumer's decision on where to buy, indicated by ease of obtaining the product and ease of purchase access. Fourth, purchase timing reflects the decision on when to buy, indicated by the timeliness of the purchase and willingness to buy when the need arises. Fifth, purchase amount reflects the decision on how much to buy, indicated by the quantity of products purchased and purchase frequency. Sixth, payment method reflects the decision on how to pay, indicated by the ease and suitability of the available payment method relative to the consumer's needs.

The hypothesis development in this study is grounded in a combination of complementary theoretical perspectives rather than a single framework. Media Richness Theory (Daft & Lengel, 1986) explains why the audio-visual and real-time characteristics of live streaming reduce information ambiguity and enable more effective communication between streamers and consumers, providing the theoretical basis for the streamer-credibility and media-richness dimensions. Social Presence Theory and the concept of parasocial interaction further explain why real-time, two-way communication in live streaming (the interactivity dimension) generates a sense of closeness and trust that lowers consumers' perceived risk toward the product being offered. Consistent with the Stimulus-Organism-Response (S-O-R) framework commonly applied in online consumer behavior research, live streaming functions as an environmental stimulus that shapes consumers' internal psychological state (buying interest) as the organism, which subsequently drives the purchase decision as the behavioral response. This layered theoretical foundation, which integrates media richness, social presence/trust, and the S-O-R model of consumer behavior, underlies the following hypotheses. Based on the framework of thought that has been prepared, the hypothesis in this study is formulated as follows:

- H1: Live streaming affects consumers' buying interest in fashion products on TikTok Shop.*
- H2: Buying interest affects consumers' purchasing decisions on fashion products on TikTok Shop.*
- H3: Live streaming affects consumers' purchasing decisions on fashion products on TikTok Shop.*
- H4: Buying interest is able to mediate the influence of live streaming on consumer purchase decisions on fashion products on TikTok Shop.*
- H5: Live streaming affects purchasing decisions through buying interest as a mediating variable for fashion products on TikTok Shop.*

III. Research Method

This research uses a quantitative approach with descriptive and verifiable methods. A quantitative approach was chosen to objectively test the relationship between variables through statistical analysis, while a descriptive method was used to describe the conditions of live streaming variables, buying interest, and purchase decisions based on respondents' responses. The verification method aims to test the hypothesis regarding the influence of live streaming on purchase decisions, either directly or through buying interest as a mediating variable. The research data was obtained through the distribution of questionnaires to TikTok Shop users in Indonesia who had watched live streaming and purchased fashion products. Data analysis was carried out using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS software. The analysis stage includes testing the measurement model (outer model) through validity and reliability tests, structural model testing (inner model), as well as direct effect testing, indirect effect, and mediation effects to test research hypotheses empirically. Respondents were selected using a purposive (non-probability) sampling technique, with the inclusion criteria that respondents (1) were TikTok Shop users domiciled in Indonesia, (2) had watched at least one live-streaming session promoting a fashion product, and (3) had made at least one purchase of a fashion product through TikTok Shop within the preceding six months. The questionnaire was structured into two sections: respondent demographic data (age, gender, frequency of TikTok Shop use, and purchase frequency) and the research-variable items, which were measured using a

five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument was distributed electronically through an online form shared via social media and TikTok Shop user communities, and responses were screened for completeness and attention-check consistency prior to analysis. Convergent validity was assessed using the outer loading value (threshold > 0.70) and Average Variance Extracted (threshold > 0.50), discriminant validity was evaluated through the cross-loading criterion, and construct reliability was examined using Cronbach's Alpha and Composite Reliability (threshold > 0.70 and > 0.60, respectively), following the procedure recommended by Ghazali (2021).

IV. Result and Discussion

4.1. SEM-PLS Analysis Results

a. Outer Model Analysis

External model testing was carried out to ensure that all indicators used in the study met the criteria of validity and reliability. Thus, these indicators are considered to be able to accurately represent and measure research constructs. The first stage in this test is to evaluate convergent validity through loading factor and Average Variance Extracted (AVE) values. Furthermore, discriminant validity testing was carried out by analyzing the cross loading value of each research variable (Ghozali, 2021).

1) Convergent Validity

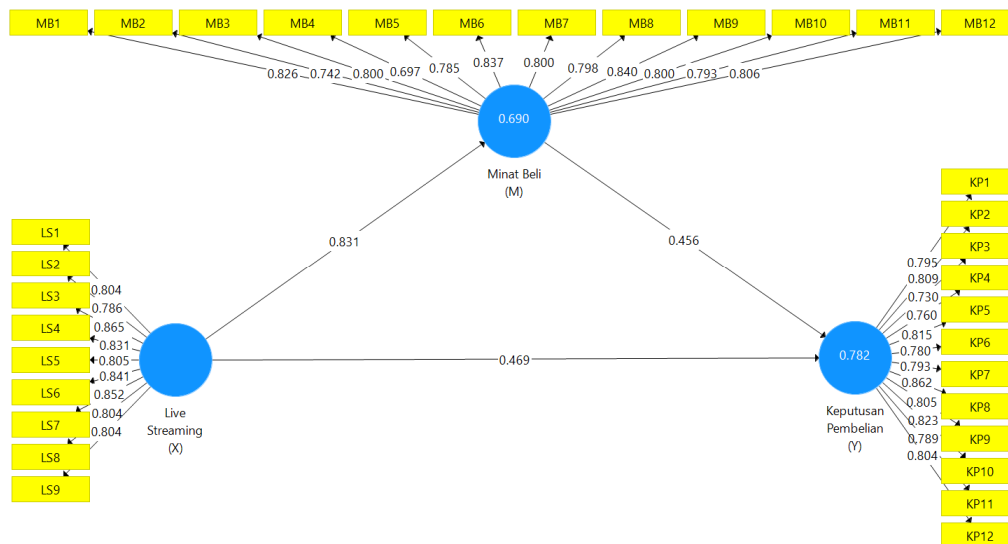


Figure 2. Loading Factor Value

The test results showed that all indicators had an outer loading value greater than 0.7. Thus, all indicators are declared valid and feasible to be used to measure each construct in the study.

2) Discriminant Validity

Table 1 shows the results of the discriminant validity of the research model on its cross loading value. Here are the values on each indicator:

Table 1. Cross Loading Value

	Purchase Decision (Y)	Live Streaming (X)	Buying Interest (M)
KP1	0,795	0,703	0,606

KP2	0,823	0,749	0,718
KP3	0,789	0,613	0,638
KP4	0,804	0,635	0,758
FP5	0,809	0,694	0,655
KP6	0,730	0,594	0,735
KP7	0,760	0,649	0,699
FP8	0,815	0,730	0,677
KP9	0,780	0,681	0,607
KP10	0,793	0,640	0,610
KP11	0,862	0,713	0,713
KP12	0,805	0,696	0,655
LS1	0,704	0,804	0,665
LS2	0,678	0,786	0,712
LS3	0,739	0,865	0,675
LS4	0,710	0,831	0,689
LS5	0,672	0,805	0,703
LS6	0,713	0,841	0,707
LS7	0,683	0,852	0,683
LS8	0,671	0,804	0,628
LS9	0,691	0,804	0,677
MB1	0,743	0,707	0,826
MB2	0,620	0,625	0,800
MB3	0,626	0,605	0,793
MB4	0,614	0,642	0,806
MB5	0,715	0,681	0,742
MB6	0,706	0,692	0,800
MB7	0,718	0,631	0,697
MB8	0,660	0,609	0,785
MB9	0,686	0,702	0,837
MB10	0,633	0,657	0,800
MB11	0,636	0,657	0,798
MB12	0,666	0,684	0,840

Based on Table 1. it is known that each indicator has a higher correlation value to the construct it represents compared to the other constructs. In addition, all indicators show a cross loading value above 0.70 in their respective constructs. These results indicate that all variables have met the discriminant validity criteria, so that the indicators used are able to distinguish the measured constructs and are suitable for use in the next analysis.

3) Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) value is used to measure the ability of the indicator to explain or represent the latent construct under study. Conceptually, AVE represents the average proportion of variance in the indicators that is accounted for by the underlying latent construct rather than by measurement error; a higher AVE therefore indicates that the indicators collectively provide a more accurate and convergent

representation of the construct they are intended to measure. The AVE values for each variable are presented in Table 2:

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Remarks
Purchase Decision (Y)	0,636	Valid
Live Streaming (X)	0,675	Valid
Buying Interest (M)	0,631	Valid

Based on the Average Variance Extracted (AVE) value presented in Table 2, the entire construct has an AVE value of > 0.50 . This indicates that the proportion of variance that can be explained by the indicator against the latent construct has met the set criteria, so that the entire construct is declared to be convergently valid.

4) Construct Reliability

The reliability of each construct is evaluated through Cronbach's Alpha and Composite Reliability values to ensure the internal consistency of the research instruments. Cronbach's Alpha estimates internal consistency based on the average inter-item correlation among indicators within a construct, whereas Composite Reliability provides a similar estimate while accounting for the differing outer loadings of each indicator; jointly, these two measures confirm whether the indicators of a construct consistently measure the same underlying concept. The results of the reliability measurement are presented in the following table:

Table 3. Cronbach's Alpha & Composite Reliability

	Cronbach's Alpha	Composite Reliability
Purchase Decision (Y)	0,948	0,954
Live Streaming (X)	0,940	0,949
Buying Interest (M)	0,947	0,953

Source: Processed Researcher, 2026

Based on the results of the reliability test, all constructs have Cronbach's Alpha and Composite Reliability values that exceed the set minimum limits, namely 0.70 and 0.60. These results show that each construct has a good level of internal consistency and meets the reliability criteria. Thus, the research instrument can be declared reliable and feasible for use in further analysis.

b. Inner Model Analysis

1) R-Square

To determine the extent of the ability of exogenous variables to explain endogenous variables, a test was carried out using the R-Square value. The test results are presented in the following table:

Table 4. R-Square

	R-Square
Purchase Decision (Y)	0,782
Buying Interest (M)	0,690

Based on the results of the R-Square test, a value of 0.782 was obtained on the purchase decision variable. This shows that the live streaming and buying interest variables were able to explain the variation in purchase decisions by 78.2%, while the remaining 21.8% were explained by other variables outside the

research model. This value shows that the model's ability to explain the variables of purchasing decisions is relatively strong. In addition, the R-Square value on the purchase interest variable of 0.690 indicates that the live streaming variable is able to explain the variation in buying interest by 69.0%, while the remaining 31.0% is influenced by other factors that were not studied in this study. This value shows that the live streaming variable has a fairly strong ability to explain changes in consumer buying interest.

2) F-Square

The F-Square test was performed to measure the contribution or magnitude of the influence of each exogenous variable on the endogenous variable in the research model. The results of the F-Square test are presented in the following table:

Table 5. F-Square

	Purchase Decision (Y)	Live Streaming (X)	Buying Interest (M)
Purchase Decision (Y)			
Live Streaming (X)	0,313		2,228
Buying Interest (M)	0,295		

Based on the results of the F-Square test in Table 5, the effect of live streaming on purchase decisions of 0.313 is included in the medium effect, thus showing that live streaming makes a strong contribution to the increase in consumer purchase decisions. The influence of live streaming on buying interest of 2,228 is included in the large effect category, which indicates that live streaming has a very strong influence in increasing consumer buying interest. Meanwhile, the effect of buying interest on purchase decisions of 0.295 is included in the medium effect, which shows that buying interest has a strong enough contribution in driving consumer purchase decisions. Thus, it can be concluded that live streaming is the most dominant variable in the research model, especially in influencing buying interest, which is indicated by the f^2 value of 2.228. In addition, both live streaming and buying interest make a strong enough contribution to purchase decisions, so that improving the quality of live streaming has the potential to increase purchase decisions both directly and indirectly through increasing consumer buying interest.

3) Hypothesis Testing

Hypothesis testing in this study is carried out through path analysis to test the relationship between variables and answer the formulation of the research problem. In the SEM-PLS method, the decision on the hypothesis is determined based on the t-statistical and p-value obtained from the bootstrapping process. The hypothesis is accepted if the t-statistic value is greater than 1.96 and the p-value is less than 0.05 at a significance level of 5%. The results of hypothesis testing in this study are presented in the following table:

a) Direct Effect

Table 6. Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Live Streaming (X) -> Purchase Decision (Y)	0,469	0,467	0,069	6,809	0,000
Live Streaming (X) -> Buying Interest (M)	0,831	0,832	0,029	28,685	0,000
Buy Interest (M) -> Purchase Decision (Y)	0,456	0,456	0,065	7,056	0,000

Based on the results of the direct effect test, the hypothesis test can be explained as follows:

- (1). Based on the results of data processing, it is known that the value of the channel coefficient (original sample) of the live streaming variable to the purchase decision is 0.469 which is positive, as well as the p-values $(0.000) < \alpha (0.05)$ which states that H_0 is rejected or H_1 is accepted. So that the results are obtained that live streaming has a positive effect on purchase decisions. This means that the better the implementation of live streaming that consumers feel, the higher the purchase decision made. Live streaming that is informative, interactive, and supported by the streamer's credibility is able to encourage consumers to make purchasing decisions.
- (2). Based on the results of data processing, it was known that the value of the line coefficient (original sample) of the live streaming variable to buying interest was 0.831 which was positive, as well as the p-values $(0.000) < \alpha (0.05)$ which stated that H_0 was rejected or H_1 was accepted. So that the results were obtained that live streaming had a positive effect on buying interest. This means that the better the quality of live streaming displayed, the higher the consumer's buying interest in the products offered. These results show that live streaming is able to attract consumers' attention, increase interest in products, and encourage the desire to make a purchase.
- (3). Based on the results of data processing, it is known that the value of the path coefficient (original sample) of the purchase interest variable to the purchase decision is 0.456 which is positive, as well as the p-values $(0.000) < \alpha (0.05)$ which states that H_0 is rejected or H_1 is accepted. So that the results are obtained that buying interest has a positive effect on the purchase decision. This means that the higher the buying interest that consumers have, the higher the likelihood of consumers to make a purchase decision. Consumers who have a strong interest, desire, and intention for a product are likely to continue the process to the actual purchase stage.

b) Indirect Effect

Table 7. Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Live Streaming (X) -> Buying Interest (M) -> Purchase Decision (Y)	0,378	0,379	0,055	6,834	0,000

Based on the results of data processing, it is known that the value of the path coefficient (original sample) of the indirect influence of the live streaming variable on the purchase decision through buying interest is 0.378 which is positive, as well as the p-values $(0.000) < \alpha (0.05)$ which states that H_0 is rejected or H_1 is accepted. So that the results were obtained that buying interest was able to mediate the influence of live streaming on purchasing decisions positively. This means that the better the implementation of live streaming that consumers feel, the higher the buying interest formed, which will ultimately increase consumer purchase decisions. These results show that live streaming not only has a direct effect on purchase decisions, but also has an indirect effect through increased buying interest. Thus, buying interest acts as a mediating variable that bridges the relationship between live streaming and purchase decisions, so that the success of live streaming strategies in driving purchase decisions is greatly influenced by their ability to increase consumer buying interest.

4.2. Discussion

a. The Influence of Live Streaming on Purchase Decisions

The results of the first hypothesis test show that live streaming has a positive effect on purchasing decisions. This is shown by the path coefficient value of 0.469 with a p-value of $0.000 < 0.05$, so the hypothesis

is accepted. In addition, the results of the descriptive analysis showed that the live streaming variable was in the high category with an average score of 779, while the purchase decision variable was in the high category with an average score of 794. This means that the better the implementation of live streaming that consumers feel, the higher the purchase decision made. The findings of this study show that live streaming is an effective medium in helping consumers make purchasing decisions. Through live streaming, consumers can see products directly, get more detailed explanations from streamers, and interact in real-time to ask questions related to the products offered. This condition is able to reduce consumer uncertainty about products and increase confidence in making purchases.

The findings of this study refer to the results of descriptive analysis, where the most dominant dimension of live streaming is interactivity with an average score of 790, while in the purchase decision variable, the most dominant dimension is product choice with an average score of 818. This shows that the interaction established during live streaming is able to help consumers understand the product more deeply so that consumers are more confident that the product chosen is in accordance with their needs and expectations. Theoretically, the results of this study support the concept of Media Richness Theory which explains that media with a high level of information richness is able to reduce information ambiguity and increase communication effectiveness. Live streaming allows the delivery of information through a combination of audio, visual, and direct interaction so that consumers get more complete information than other promotional media. More specifically, the audio channel allows streamers to verbally clarify product attributes as questions arise, the visual channel enables consumers to directly observe product appearance, fit, and texture rather than relying on static photographs, and the real-time, two-way nature of the interaction allows ambiguous cues to be clarified immediately through live questions and answers. Together, these three characteristics of live streaming reduce the information ambiguity that typically accompanies online fashion purchases and thereby strengthen consumers' confidence in their product evaluation, which is consistent with the mechanism proposed by Media Richness Theory.

These findings are in line with research Febriah & Febriyantor, (2023) who found that live streaming had a positive effect on purchasing decisions. The same results were also found by Imron et al., (2024), Najichah & Widarta, (2025), Stuart & Astuti, (2024), and Netrawati et al., (2022) which shows that live streaming is able to improve consumer purchasing decisions. The similarities between this study and previous research lie in the results that show that live streaming is an important factor in driving purchase decisions. The difference lies in the object of the research and the use of the purchase interest variable as a mediating variable, so this study provides a deeper understanding of the mechanism of influence of live streaming on purchase decisions.

b. The Effect of Live Streaming on Buying Interest

The results of the second hypothesis test show that live streaming has a positive effect on buying interest. This is shown by the path coefficient value of 0.831 with a p-value of $0.000 < 0.05$, so the hypothesis is accepted. The value of this coefficient is the largest compared to the relationship between other variables, thus showing that live streaming has a very strong influence on the formation of consumer buying interest. Based on the results of the descriptive analysis, the live streaming variable obtained an average score of 779 in the high category, while the buying interest variable obtained an average score of 747 in the high category. These results show that good quality live streaming is able to create consumer interest in the products offered.

The findings of this study show that the most dominant dimension of live streaming is interactivity, while in the variable of buying interest, the most dominant dimension is exploratory interest with an average score of 798. This condition shows that the interaction that occurs during live streaming encourages consumers to look for additional information about products, read other users' reviews, and follow the development of product information before making a purchase. The results of this study are in line with the concept of AIDA (Attention, Interest, Desire, Action) which explains that a promotional activity must be able to attract attention and build consumer interest before finally encouraging purchase action. Live streaming is able to create attention and interest through direct and interactive product presentations, thus generating

buying interest in consumers. These findings are in line with research Widaningsih & Nugroho, (2024) which shows that live streaming has a significant effect on purchase intent. The similarity of this study with previous research lies in the positive influence of live streaming on buying interest. Meanwhile, the difference lies in the context of the research, the object of the research, and the use of buying interest as a mediating variable that connects live streaming with purchase decisions.

c. The Influence of Buying Interest on Purchase Decisions

The results of the third hypothesis test show that buying interest has a positive effect on purchasing decisions. This is shown by the path coefficient value of 0.456 with a p-value of $0.000 < 0.05$, so the hypothesis is accepted. This means that the higher the consumer's buying interest, the higher the purchase decision made. Based on the results of the descriptive analysis, the purchase interest variable obtained an average score of 747 in the high category, while the purchase decision obtained an average score of 794 in the high category. These results show that consumers who have a strong interest and desire for a product are more likely to continue it to the purchase stage. The findings of this study show that the dimension of exploratory interest is the most dominant dimension in the variable of buying interest. This indicates that consumers who actively seek information about products have higher confidence in making purchasing decisions. The more information consumers get, the greater the confidence in choosing products that suit their needs. The results of this study support the theory of consumer behavior which states that buying interest is one of the important stages before a purchase decision occurs. Buying interest reflects the tendency of consumers to make purchases after going through an evaluation process of the information received. These findings also support the results of previous research that conceptually explains that purchase intention is the main predictor of purchase decisions. Thus, the results of this study further strengthen the view that buying interest is a very important factor in determining consumer purchase decisions.

d. Buying Interest Mediates the Influence of Live Streaming on Purchase Decisions

The results of the fourth hypothesis test show that buying interest is able to mediate the influence of live streaming on purchase decisions. This is shown by the value of the indirect influence coefficient of 0.378 with a p-value of $0.000 < 0.05$, so the hypothesis is accepted. These results show that live streaming not only has a direct effect on purchase decisions, but also has an indirect effect through an increase in consumer buying interest. Based on the results of the study, the direct influence of live streaming on purchase decisions was 0.469, while the indirect influence through buying interest was 0.378. These findings show that buying interest plays a role as partial mediation because the direct and indirect influences are equally significant. In other words, consumers' purchasing decisions are not only influenced by the quality of live streaming, but also by the buying interest formed after consumers watch live streaming. Theoretically, the results of this study support a model of consumer behavior that explains that marketing stimuli do not always result in direct purchase decisions, but first form a psychological response in the form of buying interest. Once buying interest is formed, consumers will be more motivated to make a purchase action. These findings are in line with research Yusnandar & Nasution, (2024) which found that live streaming influenced purchasing decisions through the mediated variable of consumer trust. The similarity lies in the existence of a mediation variable that bridges the relationship between live streaming and purchase decisions. The difference lies in the mediation variables used, namely the previous research using consumer trust, while this study used buying interest. The results of this study show that buying interest is an important mechanism that explains how live streaming can improve consumer purchase decisions on TikTok Shop. Thus, the better the quality of live streaming displayed, the higher the buying interest formed and ultimately the higher the purchase decision made by consumers.

V. Conclusion

Based on the results of the research and discussions that have been carried out, it can be concluded as follows. Based on the descriptive analysis, it was concluded that the live streaming variable has high criteria, meaning that TikTok Shop consumers give a good assessment of the live streaming activities carried out, especially in the aspect of interactivity between streamers and consumers. The purchase interest variable has high criteria, meaning that TikTok Shop consumers have a high interest and desire to buy products offered through live streaming. The purchase decision variable has high criteria, meaning that TikTok Shop consumers have a high tendency to make purchases for products promoted through live streaming. Live streaming has a positive effect on purchase decisions, meaning that the better the implementation of live streaming that consumers feel, the more consumers' purchasing decisions on TikTok Shop will increase. Live streaming has a positive effect on buying interest, meaning that the better the quality of the live streaming displayed, the more consumer buying interest in the products offered will increase. Buying interest has a positive effect on purchase decisions, meaning that the higher the buying interest that consumers have, the more purchasing decisions made by consumers will also increase. Buying interest mediates the influence of live streaming on purchase decisions positively, meaning that the better the implementation of live streaming will increase consumer buying interest, which will ultimately encourage an increase in purchase decisions on TikTok Shop.

It is recommended for business actors or sellers who utilize the live streaming feature in TikTok Shop to continue to improve the quality of live streaming implementation, especially in the aspect of interactivity, because this dimension obtained the highest score in this study. Sellers can improve interaction with consumers through quick responses to questions, delivery of more detailed product information, and engaging and easy-to-understand product demonstrations. In addition, sellers also need to improve the credibility of streamers and the quality of information delivery in order to be able to build higher consumer buying interest and encourage optimal purchase decisions. For future research that will examine the scope of marketing management, especially regarding purchase decisions on e-commerce or social commerce platforms, it is recommended to add other variables that have the potential to affect buying interest and purchase decisions, such as online customer reviews, consumer trust, product quality, price, promotion, electronic word of mouth (e-WOM), brand image, and perceived value. More specifically, future studies are encouraged to include demographic and behavioral variables (e.g., age, income, and shopping frequency) as control variables, to apply longitudinal or experimental designs to strengthen causal inference, to broaden the sampling frame beyond Indonesian TikTok Shop users so as to improve generalizability, and to consider alternative estimation techniques or robustness checks (e.g., multi-group SEM-PLS analysis) to test the stability of the proposed model across different consumer segments and digital platforms.

This study is subject to several limitations that should be considered when interpreting its findings. First, the cross-sectional design captures respondents' perceptions at a single point in time and therefore cannot fully capture how live streaming's influence on buying interest and purchase decisions may change over repeated exposures. Second, the data were collected exclusively from TikTok Shop users purchasing fashion products in Indonesia, so the findings may not be directly generalizable to other product categories, other live-commerce platforms, or consumers in other cultural and market contexts. Third, the reliance on self-reported questionnaire data may be subject to common-method bias and social-desirability tendencies. Fourth, the research model did not control for potentially confounding factors such as price, promotion, prior brand trust, or product-review information, which may also influence purchase intention and purchase decisions independently of live streaming. These limitations indicate that the reported path coefficients and explained variance should be interpreted as indicative rather than universally generalizable, and they are addressed through the future-research directions outlined above.

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