
The Effect of Live Shopping and Online Customer Reviews on Purchase Intention That Impacts Purchase Decision Through The TikTok Shop Platform

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ABSTRACT

The purpose of this study is to analyse the direct and indirect effects of the variables Live Shopping, Online Customer Reviews, Purchase Intent, and Purchase Decision. This study uses a quantitative approach, with data collected through the distribution of questionnaires to 100 respondents from Garut Regency who use the TikTok Shop application, with purposive sampling used for sample selection. Data were analysed using Structural Equation Modeling – Partial Least Squares (SEM–PLS) with the assistance of SmartPLS 3.0 software. The findings of this study indicate that the variables Live Shopping and Online Customer Reviews have a significant direct effect on purchase intention. However, Live Shopping and Online Customer Reviews do not have a significant direct effect on purchase decision. Additionally, the purchase intention variable was able to significantly mediate the relationship between live shopping and online customer reviews on purchase decisions. Based on these results, it is hoped that businesses will focus on generating customer interest, as this can significantly influence purchasing decisions. This can be achieved by using experienced hosts who can attract customers and provide informative product information, as well as by adopting a personalized customer care approach to attract positive reviews from consumers.

Keywords: Live Shopping; Online customer reviews; Purchase Intention; Purchase Decision

1. INTRODUCTION

One of the most popular uses of the internet in society today is social media. Social media is a digital tool for communication and obtaining information. There are various definitions of social media. Some definitions focus on social media technology, which distinguishes it from conventional technology (Chen & Wang, 2021). One example of social media usage in Indonesia is TikTok. According to (Yao, 2021), the TikTok app is a new social networking platform where users can view, create, edit, and share 15-second video clips. The results of a survey conducted by Good Stats in July 2024 showed that Indonesia became the country with the most TikTok users, with 157.6 million users.

Due to the large number of users on the TikTok app, it has become a huge business opportunity for TikTok itself. This business opportunity arises from a new e-

commerce model known as social commerce, which combines e-commerce with social media (Putri et al., 2023). TikTok has introduced a feature for shopping and fulfilling needs online called TikTok Shop.

By the end of 2024, TikTok Shop had become the most popular and visited online shopping platform, surpassing its competitors such as Lazada and Blibli, which had been established earlier. This is evidenced by data provided by databoks.com, which shows that TikTok Shop, now part of Tokopedia, is expected to be the second most visited e-commerce site in 2024.

With the trend of online shopping, many people have been deceived when shopping online because the items they receive often far from their expectations (Putra et al., 2024). Sellers only display images and product descriptions, without customers knowing whether the actual product matches its original condition. Such issues can make consumers hesitant to make online purchases.

With these concerns in mind, the TikTok Shop platform has introduced a live streaming shopping feature, which is now part of an effective marketing strategy as it can build trust and convince consumers to make purchases (Nasikhin et al., 2024). Live streaming shopping has become an important marketing tool for companies and a key driver of e-commerce sales growth (Ma, 2021). Live shopping has limited shopping time, which can encourage potential buyers to be active on live shopping sites (Wang et al., 2022).

Once consumers demonstrate interest in a product presented during live shopping events, they are likely to seek additional information regarding the product they plan to acquire. Some consumers may still feel hesitant because they cannot see the physical product directly. Therefore, TikTok Shop has added an online customer review feature that can increase customer trust, as these reviews contain both positive and negative feedback from previous buyers' experiences.

This behavior underscores the importance of providing comprehensive details to facilitate informed purchase decision. Online reviews are an important and inevitable part of e-commerce. Since consumers cannot directly feel, touch, or know the quality of a product, online customer reviews have become an essential part of online shopping. These reviews have a significant influence on consumers' purchase decisions and the amount they spend (Wu et al., 2020).

Companies will employ various methods to encourage consumers to make purchases. A purchasing decision is a decision that consists of selecting certain goods or services from a company and preferring those products over those offered by competitors (Bachri et al., 2023). Before consumers make a purchase decision, the first behavior that emerges is an interest in buying, as they are attracted to a product. The intention to buy is part of the consumer decision-making process and is a prerequisite for their purchasing behaviour (Zhong et al., 2020).

In light of the preceding discussion and considering the advancements of the TikTok Shop platform, this study was conducted to investigate whether the variables of live shopping and online customer reviews can effectively generate consumer purchasing interest, which subsequently influences purchase decision. Therefore, this study aims to identify the application of digital strategies, particularly in the context of live shopping, which is currently growing in popularity across various e-commerce platforms. This study will also explore the role of online customer reviews in influencing purchasing decisions on the TikTok Shop platform. It is hoped that the insights gained from this study will help business owners reach a wider market, especially amid increasingly fierce competition.

Research on live shopping, online customer reviews, purchase intention, and purchase decision has been conducted by (Yulinda et al., 2024), (Alvionita et al., 2021), (Kusuma, 2023), and (Hidayat et al., 2025). The results show that there is a significant influence of the independent variables in this study on purchase intention and purchase decision. However, different results were found in studies conducted by (Nurrokhim & Widyastuti, 2021) and (Saputra & Fadhillah, 2022), which showed no significant influence of the independent variables in this study on purchase decision.

Based on the explanations and differences in the results of previous studies mentioned above, the researcher aims to re-examine the relationship between live shopping, online customer reviews, purchase intention, and purchase decision, differentiated by the combination of variables used, research objects, population, research time, and methods employed.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Live shopping and online customer reviews are the dependent variables in this study. These two variables will influence the independent variable, namely purchase decision. The purchase intention variable is used as a variable that mediates the relationship between live shopping and online customer reviews on purchase decision.

(Song & Liu, 2021) define live shopping as the process of buying and selling on e-commerce platform through live streaming, which provide a virtual space with highly interactive opportunities for both streamers and consumers. They mentioned several indicators that can represent live shopping variables, namely streamer credibility, media richness, and interactivity.

(Zhao et al., 2015) Online reviews allow customers to intuitively assess the quality and quantity of purchases based on online review content, which is often provided in written form and images. These online customer review indicators include source credibility, quality of opinion, valence reviews, perceived benefits, and number of reviews.

(Harli et al., 2021) Purchase intention encompasses everything related to the intention to buy a product, as well as the number of units required by consumers at a given time. Indicators of purchase intention include transactional interest, referral interest, preferential interest, and exploratory interest.

(Kotler & Keller, 2016) Purchasing decisions encompass the behaviours exhibited by consumers in relation to the selection, acquisition, and utilization of goods, services, ideas, or experiences. These decisions are made by individuals, groups, and organizations to fulfil their needs and desires. There are several indicators to represent the purchase decision variable, namely product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method.

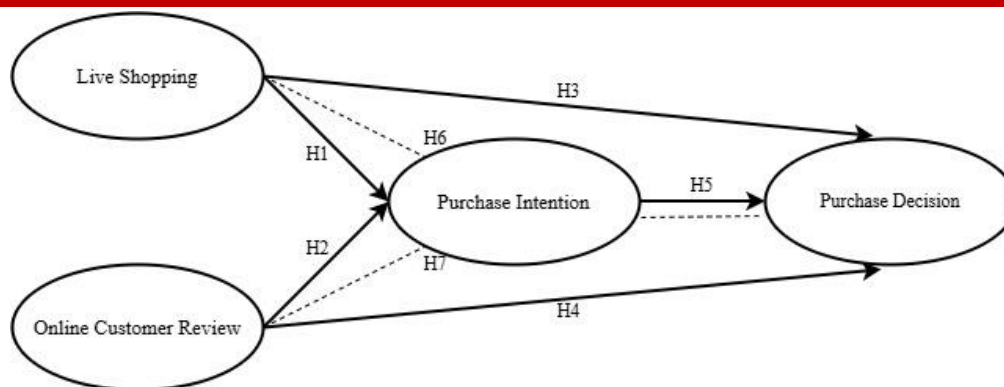


Figure 1: Conceptual Framework

Source: Processed by Author (2025)

The Effect of Live Shopping on Purchase Intention

(Rambe et al., 2024) describe live shopping as an event on a digital platform where sellers interact directly with potential customers, present products, provide detailed explanations, and answer questions in real-time. Live shopping offers sellers with the opportunity to showcase their faces and personalities and recreate the interpersonal interactions and sales techniques that occur between buyers and sellers offline in an online context (Wongkitrungrueng & Assarut, 2020). Streamers can expand on content related to the items being offered. Viewers typically interact with streamers and other viewers via text chat (Chandrruangphen et al., 2022). It is this text chat that makes consumers feel close to streamers through live shopping, which can generate desire or interest in the products being offered.

This aligns with the theory of live shopping, which suggests that live shopping can make consumers desire for an item (Riandi & Sarah, 2024). Another study by (Daud et al., 2024) observed that live shopping has a considerable impact on consumers' purchase intentions. This relationship underscores the effectiveness of live shopping as a tool for influencing consumer behavior in the marketplace. (Suparwo et al., 2025) and (Rosa & Huda, 2025) found that live shopping has a positive influence on consumers perceived purchase intention.

H₁: Live Shopping has a significant effect on Purchase Intention.

The Effect of Online Customer Reviews on Purchase Intention

(Wen et al., 2021) online reviews provide consumers with a representative experience that helps reduce uncertainty and avoid purchase risk. Customer reviews hold significant relevance as they are provided voluntarily by individuals who have previously purchased the product. This first-hand feedback not only reflects the experiences of actual users but also serves as a valuable resource for potential buyers in their decision-making process (Hariyanto & Trisunarno, 2020). If the online reviews for an item are positive, it will make consumers more confident to buy it. That's where the purchase intention felt by consumers arises. The amount of information that consumers receive through personal judgment assessments can help increase consumer purchase intention because the better the reviews given, the higher the purchase intention generated (Nurrokhim & Widyastuti, 2021).

The theory is supported by (Jennedy & Maupa, 2025) and (Waluyo & Trishananto, 2022), who explain that there is a significant influence between online customer reviews and purchase intention.

H₂: Online Customer Reviews has a significant effect on Purchase Intention.

The Effect of Live Shopping on Purchase Decision

Live streamers shopping demonstrate related looks, functionality, and product introductions that take place in real-time and are highly interactive with consumers (Lee & Chen, 2021). (Barta et al., 2023) Live shopping allows sellers to answer questions from potential customers, providing them with a more personalized and focused understanding of the product. Live streaming shopping can be a factor to support consumer purchase decision because it can be easier to interact with sellers because sellers usually provide discounts or vouchers at certain times (Usman et al., 2024). An entertaining and interactive shopping experience can indirectly enhance the mood, facilitating a more positive purchasing product decision process (Islami & Susanto, 2024).

This theory is supported by (Fatihah & Ratnasari, 2024), which indicates a positive and significant influence of live streaming shopping on purchase decision. (Pitaloka et al., 2025) examine the effect of live shopping on purchase decision.

H₃: Live Shopping has a significant effect on Purchase Decision

The Effect of Online Customer Reviews on Purchase Decision

Online reviews can directly indicate a mismatch between actual consumer preferences and the preferences stated in the review, which can affect their usefulness (Schoenmueller et al., 2020). The function of online customer reviews is intended to facilitate potential buyers in making purchase decision on a product, the assessment that someone gives to someone is done on their own will and is part of the advertisement (Yanti et al., 2022). Online customer reviews can be a consideration for consumers to make purchases, where these reviews contain information for consumers whether the product is useful as needed or not (Rahmawati, 2021)

This theory is supported by research from (Maulan & Edastama, 2022) and (Laila et al., 2025), which claim that decisions to buy are significantly influenced by internet consumer reviews.

H₄: Online Customer Reviews has a significant effect on Purchase Decision

The Effect of Purchase Intention on Purchase Decision

Purchase intention is typically defined as a precursor that influences and motivates consumers to proceed with the actual purchase of products and services (Zhuang et al., 2021). When a need arises, consumers seek to re-evaluate and recall the brands they considered as solutions based on their own experiences and perceptions (Mustafa & Al-Abdallah, 2020). Purchase intention can determine consumers in purchasing activities, as interest in a particular item increases, the probability of its eventual purchase correspondingly rises. This relationship suggests that cultivating consumer interest represents a crucial factor in driving conversion rates within retail environments. Purchase intention refers to a consumer's inclination to engage in activities related to buying, which can be quantified by assessing the probability of consumers completing a purchase. This concept serves as a critical indicator of consumer behaviour in the context of marketing strategies (Solihin, 2020).

This theory is supported by research from (Fasha et al., 2022) and (Mukarromah et al., 2022). The results of their research showed in that purchase intention has a significant effect on purchasing decision.

H₅: Purchase intention has a significant effect on purchasing decision.

The Effect of Live Shopping on Purchase Decision Through Purchase Intention

Retrieved from (Suwaji et al., 2025), live streaming or live shopping can generate purchase intention that consumers feel to encourage purchasing behavior. Live shopping enables effective two-way communication so that it can attract consumers to make purchases based on their interest in an item (Lubis, 2025). The live shopping method in marketing is considered effective enough to increase the purchase intention of consumers who are likely to make purchases. This statement is supported by research from (Salim et al., 2024), which indicates that purchase intention can mediate the influence between live shopping and purchase decisions.

H₆: Live Shopping has a significant impact on Purchase Decision through Purchase Intention.

The Effect of Online Customer Reviews on Purchase Decision Through Purchase Intention

Through online customer reviews, consumers can exchange information about the type and authenticity of products (Putra & Setiawan, 2021). Since consumers cannot see, hold, or feel the product directly, their reference point for online shopping is to look at reviews from customers who have already purchased the product. Online reviews may help customers in determining their product choices (Salsabilla & Handayani, 2023). The number of positive online reviews increases customers desire to purchase a product (Listyaningsih & Launi, 2024). This is supported by research from (Virawati & Samsuri, 2020), which suggests that purchase intention can mediate the relationship between online customer reviews and purchase decision.

H₇: Online Customer Reviews has a significant impact on Purchase Decision through Purchase Intention.

3. RESEARCH METHOD

This study uses a quantitative approach. The quantitative method is known as the discovery method. Allowing new science and technologies to be identified and developed based on research data represented by numerous figures and statistical analysis (Balaka, 2022). The object of this study is a new e-commerce or s-commerce platform, namely TikTok Shop. The data used are both primary and secondary data. Primary data is generated through the online distribution of questionnaires use Google Forms while secondary data was taken from literature studies.

The population in this study consisted of the entire community of Garut Regency, which users of the TikTok application, but the exact number is unknown. Therefore, sampling is calculated using the unknown population formula, where the population size is not precisely known, use this formula (Eltonia & Hayuningtias, 2021).

$$n = Z^2 / (4\mu^2)$$

Description:

n = sample size

z = the confidence level at the 5% level or degree of confidence is determined to be 95%, so z = 1.96.

μ = margin of error, tolerable error rate 10%

Number of samples that can be determined:

$$n = 1,96^2 / (4(0,1)^2)$$

$$n = 96,04$$

From the calculation using this formula, the number of samples required for this study was 96 respondents, rounded up to 100 respondents. According to (Bougie & Sekaran, 2019) the number of good samples is reduced from 30 to 500 samples.

The samples in this study were obtained from an online questionnaire distributed via social media applications to the residents of Garut Regency. They were selected using a purposive non-probability sampling method based on specific criteria, namely being residents of Garut Regency, users of the TikTok application, and having made at least one purchase on the TikTok Shop platform.

The analysis tool used is Partial Least Square (PLS), which is one of the techniques in Structural Equation Modeling (SEM), and the calculation process is performed using SmartPLS 3.0 software. The stages in this analysis use an outer model test, which consists of outer loading testing, validity, and reliability testing. After that, an internal model test will be carried out using the Bootstrapping method, consisting of R-Square, Direct Effect (direct influence), and Indirect Effect (indirect influence) testing.

4. RESULTS AND DISCUSSION

Outer Model

The model serves to evaluate the reliability and validity of the constructs associated with the research instruments employed in this study. Validity was determined by analysing the values of outer loadings and Average Variance Extracted (AVE). In addition, reliability was assessed through the use of composite reliability values and Cronbach's alpha (Ghozali & Kusumadewi, 2023).

a. Outer Loadings

In this first test, a convergent validity test was carried out, which can be seen based on the value of the outer loading factor, which must be higher than 0.7 in order to be considered valid. At this stage, the results of the loading factor will be presented in the following image.

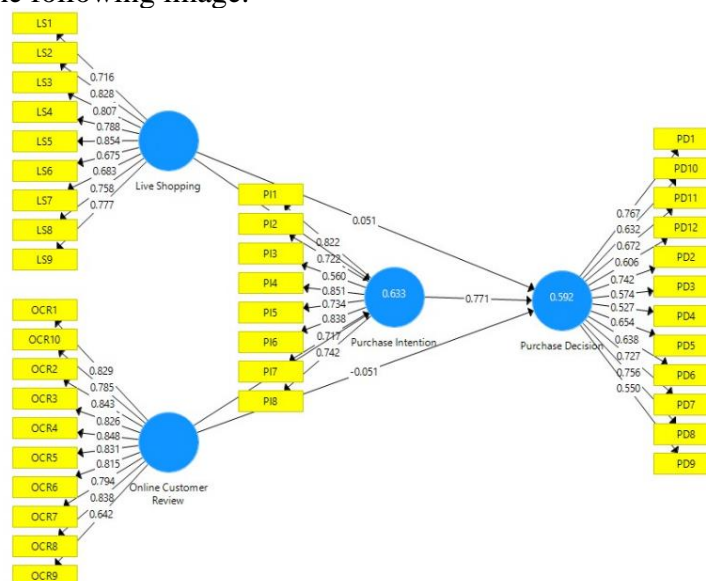


Figure 2: Model and Outer Loading First Order

Source: data processed (2025)

After calculating the data in the first stage, several statement items were found to be invalid (<0.7) and therefore could not represent the variables in this study.

Table 1: Outer Loading Values

Construct	Outer Loading Value	AVE	Information
LS1	0,716		
LS2	0,828		
LS3	0,807		
LS4	0,788		
LS5	0,854	0,651	Valid
LS6	0,675		
LS7	0,683		
LS8	0,758		
LS9	0,777		
OCR1	0,829		
OCR2	0,843		
OCR3	0,826		
OCR4	0,848		
OCR5	0,831	0,589	Valid
OCR6	0,815		
OCR7	0,794		
OCR8	0,838		
OCR9	0,642		
OCR10	0,785		
PI1	0,822		
PI2	0,722		
PI3	0,560		
PI4	0,851	0,567	Valid
PI5	0,734		
PI6	0,838		
PI7	0,717		
PI8	0,742		
PD1	0,767		
PD2	0,742		
PD3	0,574		
PD4	0,527		
PD5	0,654		
PD6	0,638	0,433	Invalid
PD7	0,727		
PD8	0,756		
PD9	0,550		
PD10	0,632		
PD11	0,672		
PD12	0,606		

Source: data processed (2025)

The table reveals that several indicators demonstrate values below the 0.7 threshold, suggesting potential areas requiring further examination in terms of their measurement properties, namely Live shopping on indicators LS.6 (0.675) and LS.7 (0.683), Online Customer Review on the OCR.9 (0.642), Purchase intention on the indicator PI.3 (0.560) and Purchase Decisions on indicators PD.3 (0.574), PD.4

(0.527), PD.5 (0.654), PD.6 (0.638), PD.9 (0.550), PD.10 (0.632), PD.11 (672) and PD.12 (606). Indicators with a loading factor value of less than 0.7 should be omitted as they are not eligible for further testing.

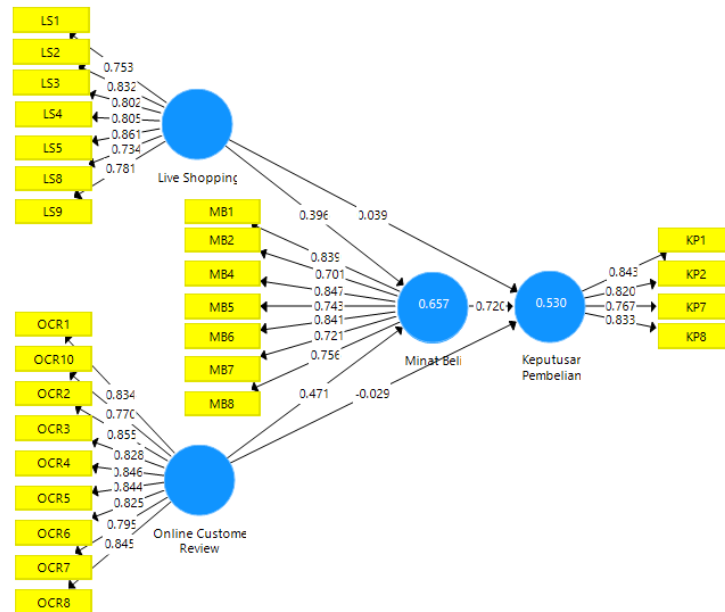


Figure 3: Model and Outer Loading Second Order
 Source: data processed (2025)

In the first test, several indicators were removed from the model because they were not qualified, which indicates a weak relationship between the constructs. In the second test, after removing the indicator <0.7 , the next test can be carried out because all loading factor values have been >0.7 .

b. Construct Reliability & Validity

Table 2: Reliability & Validity Value

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
LS	0,903	0,907	0,924	0,634
OCR	0,942	0,945	0,951	0,685
PI	0,892	0,899	0,916	0,609
PD	0,834	0,843	0,889	0,666

Source: data processed (2025)

Moreover, it is essential to examine the evidence of validity and the estimated reliability of the constructs. This can be assessed through a Cronbach's Alpha value greater than 0.7, as well as a Composite Reliability value exceeding 0.7, indicating that all variables in this study are deemed reliable. To evaluate the validity of a variable, the Average Variance Extracted (AVE) value is utilized. The AVE values presented in the table surpass the 0.5 threshold, leading to the conclusion that the research model meets the criteria for both validity and reliability. These findings further reinforce the robustness of the model within the context of the study.

Inner Model

At this stage, after all indicators are declared valid and reliable, then analyze Bootstrapping to determine the direct and indirect influences between variables.

According (Ghozali & Kusumadewi, 2023), structural model testing, it is carried out with an R-square value that is used to assess the predictive strength of the structural model. The t-statistic value and P-Value are used to approximate the relationship in the structural model. For significant results, P-Value must be less than 0.05 (5% significance), and the statistical t-values must be more than the t-table (1.66).

a. R-Square Test

Table 3. R-Square Test

	R Square	R Square Adjusted
Purchase Intention	0,657	0,650
Purchase Decision	0,530	0,515

Source: data processed (2025)

According to the R Square value presented in the table, the Purchase intention variable (M) has a value of 0.657. This indicates that the Purchase Intention (M) variable is influenced by Live Shopping (X1) and online customer reviews (X2) to the extent of 65.7%. Consequently, the remaining 34.3% of the variance is attributed to other variables or factors that are not accounted for within the model.

Additionally, the R Square value for the Purchase Decision variable (Y) is 0.530. This indicates that Live Shopping (X1) and online customer reviews (X2) account for 53% of the variance in the Purchase Decision variable (Y). Consequently, the remaining 47% is influenced by other variables or factors that are not incorporated within the model.

b. Estimate for Path Coefficients Test (Direct Effect)

Table 4. Direct Effect Test

Hypothesis	Variable	Original Sample	Sample Mean	Std. Dev	T Statistic	P Values
H1	LS -> PI	0,396	0,385	0,138	3,879	0,004
H2	OCR -> PI	0,471	0,490	0,129	3,641	0,000
H3	LS -> PD	0,039	0,069	0,207	0,189	0,850
H4	OCR -> PD	-0,029	-0,025	0,150	0,191	0,848
H5	MB -> PD	0,720	0,691	0,199	3,626	0,000

Source: data processed (2025)

Based on the calculations presented in the Path Coefficients table, which is utilized to examine the direct influence among variables for each hypothesis, the following explanations can be provided.

Hypothesis 1 (H₁)

There was a t-statistic value of 3.8795 > t table (1.66) and a P-value of 0.004 < 0.05. This means that H₁ is accepted. These findings align with the proposed hypothesis, leading to the conclusion that live shopping significantly effect purchase intention among TikTok Shop users in Garut Regency. This suggests that the live shopping feature within the TikTok Shop application enhances prospective customers' understanding of the products they intend to purchase. The interactive communication facilitated by this feature enables consumers to gain a clearer and more comprehensive understanding of the products.

This finding aligns with previous research, which shown that (Radhitya et al., 2022) Live shopping has a significant effect on purchase intention, because the

Live shopping feature can help customers reduce uncertainty about product quality arising from the information provided during online shopping, thereby increasing interest in shopping in-person. (Maulana & Asytuti, 2024) state that Live shopping is a good way to sell products and interact with potential buyers. Thanks to this function, consumers have the opportunity to see the product directly in real-time.

Hypothesis 2 (H₂)

There was a t-statistic value of $3.641 > t$ table (1.66) and a p-value of $0.000 < 0.05$, meaning that H₂ was accepted, and it can be concluded that Online Customer Review has a significant effect on Purchase intention in TikTok Shop users in Garut Regency. The online review feature from previous customers on the TikTok Shop application helps potential customers avoid the risk of purchase and also assess whether it is in accordance with what is advertised. A good review of the feature automatically gives a positive impression of a product that will have a greater chance of being purchased.

These findings are corroborated by research conducted by (Jamilah et al., 2021), which indicates that consumer interest in purchasing rises in accordance with the quality of reviews provided by previous customers. Additionally, a study by (Rohmatulloh & Sari, 2021) found that online customer reviews exert a positive and significant influence on purchase intention.

Hypothesis 3 (H₃)

There is a t-statistic value of $0.189 < t$ table (1.66) and a P-value of $0.850 > 0.05$, meaning that H₃ is rejected, leading to the conclusion that live shopping does not have a significant effect on purchase decision among TikTok Shop users in Garut Regency. This finding contrast with the proposed hypothesis in this study. Although live shopping can provide interactive direct communication with the audience, this has not been optimally achieved in this study. The lack of quality in live shopping, which may be uninteresting to the audience, uninformative, and characterized by a monotonous communication style from the streamer, may have failed to attract the audience and motivate them to make purchases.

In this study, in addition to being influenced by the quality of the streamer, the audience also considers several other aspects when making a purchase. First, the suitability between product needs and the products offered is an important factor. In addition, brand reputation also plays a significant role for some consumers. The availability of discounts during live shopping events is also a common consideration for consumers before making a purchase. From these various factors, it can be concluded that consumer purchasing decisions are influenced by many elements as live shopping is one of the key factors that serves as a tool or medium to help increase product sales.

This finding aligns with research conducted by (Hidayat et al. ,2025), which suggest that live shopping does not have a significant influence on purchase decision. This result is because the products offered do not meet customer expectations or the services provided are inadequate, so consumers may be reluctant to make purchases even though live shopping appears attractive. Similar research was conducted by (Wicaksana & Nuryanto, 2024), which found that Live Streaming Shopping did not have a significant effect on purchase decision.

Hypothesis 4 (H₄)

There is a t-statistic value of $0.191 < t$ -table (1.66) and a P-value of $0.848 > 0.05$, which means that H₄ is rejected. This finding contradicts the hypothesis

proposed in the study, leading to the conclusion that online customer reviews do not significantly effect purchase decision among TikTok Shop users in Garut Regency. Supporting this conclusion, a similar study conducted by (Ariyani et al., 2024) found that online customer reviews had a negative or insignificant effect on purchase decision. Furthermore, research by (Utami & Istiyanto, 2024) also demonstrated that online customer reviews do not exert a significant influence on purchase decision.

A lack of trust in product reviews can be a determining factor in purchasing behaviour. The prevalence of fake reviews and review manipulation by sellers has resulted in potential buyers to tend to ignore reviews in their decision-making process. Additionally, there are other factors that consumers use to make purchases besides online reviews. Since some people do not rely on online reviews as their primary source of information, many of them place greater trust in their own experiences or recommendations from trusted friends and family. Some consumers also consider whether the product's functionality and features suit their needs. In addition, price factors can also influence consumers' purchasing decisions. Although this study found that online reviews do not yet influence consumers to make a purchase, online reviews still need to be developed by e-commerce platforms to assist consumers in making better purchase decision.

Hypothesis 5 (H₅)

There is a t-statistic value of 3.626 > t table (1.66) and a P-value of 0.000 < 0.05, which means H₅ is accepted. Therefore, it can be concluded that Purchase intention significantly effect Purchase Decisions among TikTok Shop users in Garut Regency. This shows that as customer interest in purchasing a product increases, their tendency to make a purchase also increases. This relationship highlights the importance of consumer interest in driving purchasing behaviour. Before consumers decide to buy, the first thing that comes to minds is the desire/interest to purchase. Similar tests have been conducted by (Solihin, 2020), which indicated that purchase intention significantly influences purchase decision. Additionally, a study conducted by (Purwati & Cahyanti, 2022) revealed that purchasing interest has a positive and significant impact on purchase decision.

c. Specific Indirect Effect Test (Indirect Effect)

Table 5: Indirect Effect Test

Hypothesis	Variable	Original Sample	Sample Mean	Std. Dev	T Statistic	P Values
H6	LS -> PI -> PD	0,285	0,254	0,102	2,794	0,003
H7	OCR -> PI -> PD	0,340	0,349	0,162	2,090	0,037

Source: data processed (2025)

Based on the calculations in the Specific Indirect Effects table to test the indirect effects between variables for each hypothesis, the results are explained as follows.

Hypothesis 6 (H₆)

There is a t-statistic value of 2.794 > t-table (1.66) and a p-value of 0.003 < 0.05, meaning that H₆ is accepted and it can be concluded that there is a significant influence between the live shopping variable and purchase decision, mediated by the purchase intention variable, among TikTok Shop users in Garut Regency. In this study, live Shopping does not have a direct effect on purchase decisions. However,

after the Purchase intention variable was included in the model, the results showed that Live Shopping has a significant effect on purchase decisions. This means that the Live Shopping feature on the TikTok app has not yet been able to directly influence consumers in Garut to make purchases. There must first be a purchase intention for a purchase decision to be made. The better a brand can persuade and influence consumers during live shopping activities, the higher the likelihood that consumers will make a purchase.

Hypothesis 7 (H₇)

There is a t-statistic value of $2.090 > t\text{-table} (1.66)$ and a p-value of $0.037 < 0.05$, which means that H₇ is accepted and it can be concluded that there is a significant effect between the online customer reviews have a significant influence on purchase decision through purchase intention among TikTok Shop users in Garut Regency. In this study, it was found that online customer reviews do not exert a direct effect on purchase decisions. However, once the purchase intention variable was incorporated into the model, the results indicated that online customer reviews positively and significantly influence purchase decisions. This suggests that the online customer reviews feature on the TikTok application does not directly effect consumers' purchase decision. Instead, the decision-making process occurs when consumers possess genuine confidence and a strong interest or intention to acquire the product. Consumers are likely to feel assured about a product when it is supported by authentic reviews, accompanied by accurate descriptions and clear photographic or video evidence.

Example of including tables and figures in writing:

Table 6: Elemental compositions of sampling sites

Site	TiO ₂ (wt%)	Al ₂ O ₃ (wt%)	MnO (wt%)	MgO (wt%)	Na ₂ O (wt%)
GIJ	0.5	16.4	0.19	2.74	3.00
GPW	0.78	19.0	0.18	4.57	2.55
GSR	0.62	16.3	0.17	3.09	3.09
KLB	0.67	15.7	0.14	5.07	2.59
KSG	1.90	17.1	0.15	3.79	3.33
PWH	0.58	20.9	0.12	1.55	3.00
SKP	0.68	17.8	0.16	3.12	2.75

Source: data processed (2025)

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATION OF THE RESEARCH

The results of this study lead to the conclusion that there is a significant influence between the variables of live shopping and online customer review on purchase intention. This proves that these two variables are able to create or encourage potential buyers to make purchases on the TikTok Shop platform. This is different from the purchase decision variable, where the live shopping and online customer review variables get insignificant results, because several factors can affect this. However, in this test, after entering the purchase intention variable, the results changed so that live shopping had a significant effect on purchase decision through purchase intention, and

online customer review had a significant effect on purchase decisions through purchase intention. These results explain that consumers must be confident and have an interest in the product. TikTok Shop must focus on encouraging consumers to make purchases because the greater the purchase intention felt by consumers, the higher the likelihood that consumers will make a purchase.

Based on the results of this study, it is recommended that brands and resellers, especially those marketing products through TikTok Shop, consider using experienced hosts with engaging presentation styles to increase consumer appeal. Additionally, it is important to offer limited-time discount promotions to encourage consumers further to make purchases. It is also important for businesses to communicate information to customers in a clear and informative manner to build consumer confidence in purchasing the products offered. To increase the number of positive reviews for products, brands or resellers can implement a 'customer care' approach. This involves proactive, empathetic, and personal interaction with customers who have made purchases. For example, they can check in with customers after a transaction to understand their experience. In this way, brands or resellers can politely ask customers to provide reviews of the products they have purchased. Such a personalized approach not only improves brand image but also has the potential to positively influence online reviews.

Several suggestions are also presented for future research to complement and improve the previous research that has been conducted. First, the next researcher is expected to use population with a wider scope, and the sampling carried out can be more extensive from this study in order to get more significant results. Second, the next researcher is expected not only to research TikTok Shop in general but also research various brands that can be used as research objects, so that the research results can be more significant. Third, the next researcher is expected to use other variables that are used as mediation variables to determine the influence of renewables.

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