

Live Streaming and Purchasing Decisions: The Mediating Role of Information Quality and Social Proof

Sailla Agnesia Citra^{1*},
(saillacitra@gmail.com)

Management, University of Islam Nahdlatul Ulama', Jepara, Indonesia

Ali Ali²

(ali@unisnu.ac.id)

Management, University of Islam Nahdlatul Ulama', Jepara, Indonesia

(Submit: 10th January 2026, Revised: 4th February 2026, Accepted: 6th February 2026)

ABSTRACT

The growth of live streaming commerce on TikTok Shop has changed consumer purchasing behavior, particularly in regional markets such as Jepara Regency. This research investigates the effects of live streaming on purchasing decisions with information quality and social proof as mediating variables. Purposive sampling was used in this study's quantitative, cross-sectional approach of 100 TikTok Shop consumers in Jepara, and Partial Least Squares–Structural Equation Modeling (PLS-SEM) was used to examine the data. The findings indicate that live streaming has a positive and significant effect on information quality, social proof, and purchasing decisions, while information quality significantly mediates the connection between purchases and live streaming. However, social proof demonstrates a positive but insignificant mediating effect, indicating that consumers rely more on the clarity and accuracy of information delivered during live streaming than on social cues such as comments or viewer numbers. These findings contribute to live commerce literature by highlighting the dominant role of information quality and provide practical implications for TikTok Shop sellers to prioritize informative and interactive live streaming techniques to improve consumer confidence and purchase choices.

Keywords: Live Streaming; Information Quality; Social Proof; Purchase Decision, Tiktok-Shop.

1. INTRODUCTION

The development of digital technologies has profoundly changed many facets of daily life, particularly consumption behavior and modern trading systems. One of the most prominent developments is the rapid growth of e-commerce, where digital platforms no longer function merely as transactional media but also provide interactive and engaging shopping experiences. TikTok, which was initially recognized as a short-video sharing platform, has undergone a substantial transformation into an integrated e-commerce platform through the TikTok Shop feature, enabling live streaming for buyers and sellers to communicate in real time.

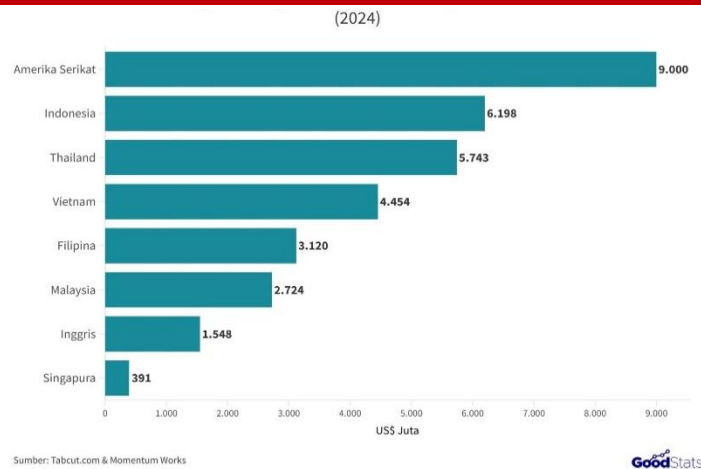


Figure 1: Gross merchandise value in 2024

Source: goodstats.id (2025)

One key indicator commonly used to evaluate the performance of e-commerce platforms is Gross Merchandise Value (GMV), which is the total monetary value of goods sold through a platform within a specific period. Figure 1 presents the global TikTok Shop GMV in 2024. Based on these data, Indonesia ranks second globally after the United States, with a GMV of US\$6,198 million or approximately IDR 98.9 trillion (goodstats.id). This achievement places Indonesia ahead of countries such as Thailand, Vietnam, the Philippines, Malaysia, the United Kingdom, and Singapore. These figures indicate that TikTok Shop plays a substantial role in shaping digital consumption patterns and influencing consumer purchasing behavior, not only in major metropolitan areas but also in regional contexts such as Jepara Regency.

TikTok Shop offers various digital marketing features that create significant opportunities for online business development (Putri et al., 2025). Among these features, live streaming has emerged as one of the most rapidly growing tools, allowing sellers to interact directly with potential buyers. The innovative use of live streaming has been shown to enhance market attractiveness and consumer engagement by enabling real-time interaction and product demonstration (Ali, 2023). Through live streaming, sellers can demonstrate products, explain product specifications, respond to consumer inquiries in real time, and showcase product authenticity, thereby creating a more transparent shopping experience (Aini et al., 2024). Empirical research regularly demonstrates that live streaming can significantly influence purchase intentions by increasing interactivity, transparency, and consumer involvement (Qin et al., 2023).

Despite its advantages, live streaming commerce also presents several challenges. Some consumers experience dissatisfaction after purchasing products through live streaming due to discrepancies between the product descriptions delivered during broadcasts and the products they receive. Issues such as incomplete information, exaggerated claims, and misleading demonstrations may reduce consumer trust and lead to post-purchase disappointment (Febriyani et al., 2024). Recent evidence suggests that consumers become more cautious in live commerce environments when information clarity is low, particularly in emerging markets (Chen et al., 2023).

Information quality and social proof are two critical elements that affect consumer purchasing decisions in live streaming commerce. The term "information quality" describes the precision, comprehensiveness, clarity, and reliability of the information sellers present during live streaming sessions. High-quality information reduces consumer risk and boosts confidence when making purchases, especially in

online settings where physical inspection is impossible. (Arman et al., 2024). Social proof, including customer reviews, testimonials, the number of buyers, viewer engagement, and influencer recommendations, also has a significant effect on how clients trust and want to make purchases in live commerce environments (Panjaitan & Sarkum, 2024) (Qin et al., 2023). However, empirical findings regarding these factors remain mixed. Some studies indicate that information quality is the dominant determinant of purchasing decisions, while others emphasize the stronger influence of social and interactional cues in live streaming environments (Jin & Zhang, 2025).

Although many studies have examined the relationships between live streaming, information quality, social proof, and purchasing decisions, most prior research has analyzed these variables separately or focused on national and metropolitan contexts (Amin & Fikriyah, 2023). Empirical studies that simultaneously examine the mediating roles of information quality and social proof, particularly at the district or regional level, such as Jepara Regency, remain limited. This gap indicates a lack of comprehensive understanding of how live streaming influences purchasing decisions through multiple mediating mechanisms in emerging local e-commerce markets.

Based on this research gap, this study's objective is to investigate how live broadcasting affects TikTok Shop purchase decisions, and to examine how social proof and information quality function as mediators in this relationship. This study's innovation is found in the simultaneous examination of information quality and social proof as mediating variables within a live streaming commerce framework, with a specific focus on TikTok Shop consumers at the district level, namely Jepara Regency. By integrating these two mediators into a single analytical model, this investigation is anticipated to make a theoretical contribution to the advancement of live commerce and digital marketing literature. Practically, the results are anticipated to provide managerial insights for TikTok Shop sellers on improving information delivery and managing social proof during live streaming events to increase customer confidence and drive purchasing decisions.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Purchase Decision

Purchase decision refers to the stage at which consumers decide to buy a product after evaluating available information, alternatives, and perceived benefits (Rahayu, 2021) (Martianto et al., 2023). In digital commerce, purchase decisions are impacted by more than just the product attributes but also by psychological and social elements embedded in the platform environment. (Ismawati, 2020) explains that purchase decisions can be observed through several behavioral indicators, including confidence in product choice, repeat purchase intention, willingness to recommend, and purchasing frequency. These indicators are widely applied in e-commerce research and remain relevant for analyzing consumer behavior in digital platforms.

In the live streaming business, (Aini et al., 2024) state that live streaming commerce enhances consumers' confidence in purchase decisions through real-time interaction, product visualization, and direct communication with sellers. This finding is consistent with (Panjaitan & Sarkum, 2024), who argue that consumers' purchase decisions in online marketplaces are increasingly shaped by trust, perceived convenience, and interaction quality. According to Trust–Risk Theory, customers are more likely to decide what to buy when perceived trust exceeds perceived risk. Online transactions inherently involve uncertainty due to the lack of physical product inspection. Live streaming reduces this uncertainty by enabling consumers to directly

observe products, verify seller claims, and interact in real time, thereby increasing trust and lowering perceived risk (Aini et al., 2024).

Information Quality

Information quality is defined as consumers' perceptions of the accuracy, completeness, relevance, and usefulness of information provided about a product or service (Susanto et al., 2021). In online shopping contexts, information quality is a critical factor because consumers rely heavily on available information to compensate for the absence of direct product inspection. High-quality information enables consumers to understand product attributes better, compare alternatives, and reduce uncertainty during the decision-making process, which ultimately supports consumers in forming confident purchase decisions (Ismawati, 2021)

From the standpoint of information processing theory, consumers actively process information to reduce cognitive load and uncertainty when making purchase decisions. Live streaming enhances information quality by integrating visual demonstrations, verbal explanations, and real-time interaction, which facilitate deeper cognitive processing and improve consumer comprehension (Desky et al., 2022). The presence of interactive and detailed information in live streaming environments allows consumers to evaluate products more effectively, thereby strengthening trust and reducing perceived risk during the purchasing process (Nurmalasari & Latifah, 2023). Recent international studies confirm that high information quality in live streaming commerce significantly increases consumer trust and purchase intention while reducing perceived risk (Sun et al., 2023). These results show that information quality plays a central role in shaping consumers' cognitive evaluations and acts as an important mediating factor between purchase decisions.

Social Proof

Social proof refers to individuals' tendency to rely on others' opinions and observable behaviors when making decisions under conditions of uncertainty (Nikmah & Zaidah, 2022) (Ervina et al., 2023). In live streaming commerce, research (Yuswanto et al., 2024) states that the number of reviews, ratings, likes, buyers, and celebrity endorsements can increase consumer trust in a product, especially when the information comes from a competent source. These indicators function as social signals that convey collective approval and perceived product credibility, thereby reducing uncertainty and perceived risk in online purchasing situations (Panjaitan & Sarkum, 2024). From the perspective of Social Influence Theory, social proof operates as an informational cue that enables individuals to infer product quality and trustworthiness from others' responses rather than solely on personal evaluation. Prior research in the social commerce context has discussed the role of social proof in shaping consumer trust and decision-making processes within digital purchasing environments (Christiana et al., 2025).

Live Streaming

Live streaming is a real-time online broadcasting activity that enables sellers to present products and interact directly with consumers through audiovisual communication. (Misbakhudin & Komaryatin, 2023) explains that live streaming allows consumers to observe product demonstrations and obtain information instantly, thereby creating a more dynamic shopping experience compared to conventional online media. Furthermore (Sin & Susanto, 2025) state that live streaming facilitates two-way interaction between sellers and consumers, which increases consumer involvement during the purchasing process. (Amin & Fikriyah, 2023) emphasizes that live streaming

provides experiential value by enabling consumers to feel more engaged and emotionally connected to product presentations, while (Wicaksana & Nuswantoro, 2024) highlights that the credibility and communication ability of the streamer have a significant impact on shaping consumer perceptions. The indicators of live streaming, according to (Pranadewi & Hildayanti, 2024) are: Immersion, Presence, Social Presence, Telepresence, and Expertise.

These indicators represent consumers' level of absorption in live sessions, perceived presence and social interaction, the sense of being virtually present, and the perceived competence of the streamer in delivering product information. From a theoretical perspective, immersive and interactive live streaming experiences enhance consumers' cognitive and affective processing, making live streaming an effective medium for influencing consumer evaluations. Prior literature on live streaming commerce explains that immersive interaction and streamer expertise function as credibility cues that guide consumer trust and purchasing decisions in real-time online environments (Chen et al., 2023).

Live Streaming's Impact on Information Quality

Live streaming provides sellers with an interactive platform to deliver product information in real time through visual demonstrations and two-way communication, such as live explanations and question-and-answer sessions. This format enables consumers to receive clearer, more detailed, and more transparent information compared to static product descriptions, thereby enhancing perceived information accuracy and completeness. (Aini et al., 2024) show that live streaming improves perceived information quality because hosts can explain product attributes directly and respond immediately to consumer inquiries. In line with this finding, (Panjaitan & Sarkum, 2024) argue that active interaction during live streaming increases information credibility, while (Febriyani et al., 2024) confirm that observing the actual condition of products in real time strengthens consumers' perceptions of information quality. Furthermore, Immersion and interaction quality in live streaming e-commerce have a beneficial impact on customer's information processing and perceptions of information quality, supporting the function of live streaming as a rich information medium (Wang, 2024).

H₁: Live streaming has a positive effect on information quality

The Effect of Live Streaming on Social Proof

Live streaming creates a real-time interactive environment in which social proof cues, such as the number of viewers, live comments, spontaneous testimonials, and visible purchasing activity, are displayed simultaneously during the broadcast. These cues allow consumers to observe other users' reactions and behaviors directly, thereby shaping collective perceptions of product popularity and acceptance. (Panjaitan & Sarkum, 2024) explain that increased interaction intensity and participant numbers during live streaming strengthen social proof signals perceived by potential buyers. Similarly, (Syahidin et al., 2025) find that social information emerging during live streaming, including real-time purchase indicators, enhances consumer trust formation. Supporting this view, (Yuswanto et al., 2024) state that social proof elements on digital platforms serve as evidence of high product demand, which influences consumer perceptions and judgments. From a social influence perspective, observable behaviors of other users function as informational cues that guide individual evaluations and reduce uncertainty, thereby reinforcing the function of live streaming in generating social proof (Chen et al., 2023).

H₂: Live streaming has a positive effect on social proof

The Effect of Live Streaming on Purchasing Decisions

Live streaming offers an immersive and real-time shopping experience that enables consumers to evaluate products through live demonstrations and interactive communication, thereby increasing confidence in purchasing decisions. (Aini et al., 2024) show that live streaming features enhance purchase decision because consumers can communicate directly with vendors and obtain immediate clarification of product attributes. In line with this finding, (Amin & Fikriyah, 2023) report that live streaming increases purchasing decisions, as consumers can observe tangible product evidence and reduce uncertainty before buying. Furthermore, (Febriyani et al., 2024) conclude that live streaming is one of the most influential digital marketing features affecting purchasing decisions among TikTok Shop consumers. From a consumer decision-making perspective, real time interaction and apparent involvement in live streaming strengthen purchase confidence and positively influence purchasing decisions, as evidenced by open-access research on live commerce (Sun et al., 2023).

H₃: Live streaming has a positive effect on purchasing decisions

The Influence of Information Quality on Purchasing Decisions

Customers' purchasing Decisions are heavily impacted by the quality of the information they receive, as accurate, complete, and relevant information increases confidence and reduces perceived risk during online transactions. High-quality information to enables consumers to evaluate products better and facilitates faster and more effective decision-making. (Arman et al., 2024) explain that complete, accurate, and relevant information encourages consumers to make purchasing decisions more confidently in online environments. Similarly, (Ismawati, 2021) finds that the quality of information is a dominant factor influencing purchasing decisions on digital platforms, as consumers rely heavily on the information provided when evaluating products. In addition, (Nurmalasari & Latifah, 2023) prove that better information quality on digital platforms significantly increases consumers' purchasing decisions. From a decision-making perspective, improved information quality reduces uncertainty and enhances consumers' perceived efficacy, which ultimately strengthens purchasing decisions.

H₄: Information quality has a positive effect on purchasing decisions

The Influence of Social Proof on Purchasing Decisions

Social proof, such as online reviews, ratings, comments, and visible purchasing behavior, serves as an external cue that affects consumers' trust and decisions to buy in online marketplaces. Based on social influence logic, customers typically rely on the opinions and experiences of other users as heuristic cues when facing uncertainty in online purchasing situations. (Panjaitan & Sarkum, 2024) argue that social proof strengthens consumer confidence prior to purchasing products on e-commerce platforms. (Yuswanto et al., 2024) dicover that consumers frequently use the experiences of other buyers as a reference in their purchasing decisions. (Christiana et al., 2025) Further suggest that social proof, although not always dominant, still significantly affects purchasing decisions, particularly among younger consumers. Consistent with this view, (Rachmiani et al., 2024) demonstrate that online reviews and ratings, as key forms of social proof, have a significant positive impact on consumers' purchasing decisions in e-commerce platforms. They have a major favorable influence on customers' decisions to buy on e-commerce platforms.

H₅: Social proof has a positive effect on purchasing decisions

How the Impact of Live Streaming on Purchase Decisions Is Mediated by Information Quality

Buying decisions can be indirectly influenced by live broadcasting, which enhances the quality of information delivered to consumers. Through real-time explanations, visual demonstrations, and interactive communication, consumers obtain clearer and more comprehensive product information. Implicitly, information quality acts as a cognitive mediator that translates live streaming stimuli into informed evaluations during the purchasing decision-making process. (Arman et al., 2024) Demonstrate how important it is to have high-quality information while making decisions about purchases in digital transactions. (Aini et al., 2024) Confirm that information conveyed directly during live streaming improves consumer understanding, which subsequently encourages purchasing decisions. (Febriyani et al., 2024) Also identify information quality as an important pathway through which live streaming affects consumer decisions. In line with this mechanism, (Sukma et al., 2023) indicate that improved information quality enhances consumers' evaluation processes, thereby strengthening the influence of marketing stimuli on purchasing decisions, supporting its mediating role in online commerce contexts.

H₆: Information quality mediates the influence of live streaming on purchasing decisions

How Social Proof Mediates the Influence of Live Streaming on Purchasing Decisions

Live streaming generates various forms of social proof, including real-time comments, viewer engagement, reviews, and observable purchasing activity, which may indirectly influence consumers' purchasing decisions. From a social influence perspective, these social cues function as normative signals that shape consumer confidence and behavioral intentions in digital commerce environments. (Panjaitan & Sarkum, 2024) explain that social proof elements appearing during live streaming can influence consumer confidence prior to purchasing. (Syahidin et al., 2025) Find that social proof strengthens the connection between purchasing decisions and live streaming, although the effect may vary across contexts. (Yuswanto et al., 2024) Also highlight that consumers often rely on social proof to evaluate product credibility before making a purchase. Supporting this indirect mechanism, (Rachmiani et al., 2024) show that social proof indicators, such as reviews and ratings significantly influence purchasing decisions, indicating that social proof can function as a mediating pathway in digital purchasing behavior.

H₇: Social proof mediates the influence of live streaming on purchasing decisions

Conceptual Framework

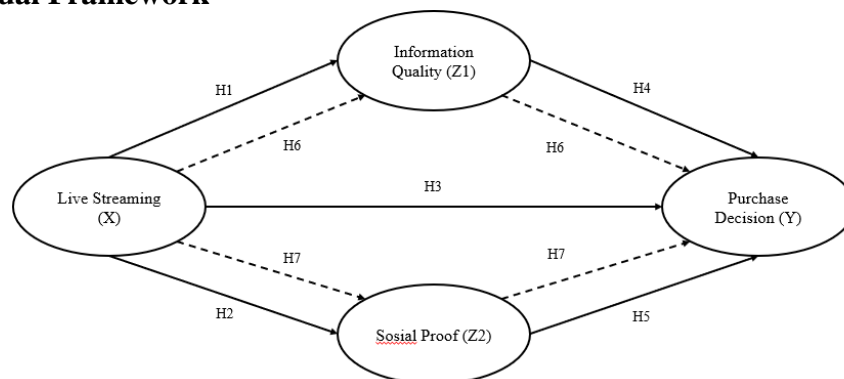


Figure 2: Conceptual framework
Source: processed by Author (2025)

3. RESEARCH METHOD

This research employs a quantitative, cross-sectional design to examine the effects of live streaming on information quality, social proof, and purchasing decisions on the TikTok Shop. The data were analyzed using SmartPLS and partial least squares–structural equation modeling (PLS-SEM), as these method are appropriate for prediction-oriented research, accommodate relatively small sample sizes, and enable the testing of complex mediation models (Sugiyono, 2021). The study's population comprises TikTok Shop users domiciled in Jepara Regency who have experience purchasing products through live streaming features. A purposive sampling method was employed, with the following requirements for inclusion: respondents must be domiciled in Jepara, have made at least one purchase via TikTok Shop live streaming, and have used TikTok Shop for at least 3 months. Respondents were recruited through online questionnaire distribution, ensuring that the sample represents active TikTok Shop consumers in Jepara and is not limited to students from a single educational institution. Since the size of the entire population was unknown, the minimum sample size was determined using the Lemeshow formula:

$$n = \frac{p(1-p)\left(\frac{Z\alpha}{2}\right)^2}{D^2}$$

$$n = \frac{0,5(1-0,5)1,96^2}{0,1^2}$$

$$n = 96.04$$

This calculation resulted in a minimum sample size of 96 respondents, which was rounded up to 100 respondents. The study tool was measured using a five-point Likert scale, which was created based on the indicators of each construct from 1 (strongly disagree) to 5 (strongly agree). To guarantee clarity, questionnaire items were modified from earlier research and translated into Indonesian, and reviewed to confirm their relevance to the research objectives (Sugiyono, 2021).

4. RESULTS AND DISCUSSION

Results



Figure 3: Outcome framework

Source: data processed by Author (2025)

Table 1: Descriptive statistics results

Respondent Characteristics	Frequency	Percentage
Age		
1. 17 – 20 years old	45	45%
2. 21 – 27 years old	55	55%
Gender		
1. Female	96	96%
2. Male	4	4%
Work		
1. Student	93	93%
2. Teacher	1	1%
3. Entrepreneur	4	4%
4. PNS	0	0%
5. Housewife	0	0%
6. Others	2	2%
How many times have you purchased products on TikTok Shop?		
1. Less than twice	1	1%
2. More than twice	99	99%

Source: processed by Author (2025)

Based on the data analysis of a sample of 100 respondents, a summary of the demographic traits of the research subjects was obtained, showing that the respondents were predominantly aged 21–27 years (55%), followed by those aged 17–20 years (45%). This finding indicates that most responders are concentrated in the age range of productivity, which tends to be active on social media and e-commerce platforms, especially TikTok Shop. In terms of gender, female respondents dominated (96%), indicating that women are more active in purchasing activities through TikTok Shop than men.

The majority of those surveyed were students (93%), reflecting that TikTok Shop is widely used by young and educated people. Additionally, 99% of respondents were identified as having made repeat transactions with an intensity of more than twice on TikTok Shop, indicating that respondents have sufficient competence and empirical experience in the context of shopping through the platform, so their assessments of live streaming, information quality, and social proof can be considered relevant and credible.

Table 2: Outer loading

	Purchase Decision	Information Quality	Live Streaming	Sosial Proof
PD1		0.842		
PD2		0.802		
PD3		0.782		
PD4		0.863		
PD5		0.842		
IQ1	0.839			
IQ2	0.787			
IQ3	0.791			
IQ4	0.778			
LS1			0.874	
LS2			0.872	
LS3			0.751	
LS4			0.853	
LS5			0.854	
SP1				0.868
SP2				0.872
SP3				0.793
SP4				0.868

Source: processed by Author (2025)

External loadings are used to evaluate convergent validity in measurement models, where a value of 0.70 or higher indicate that an indicator adequately represents its latent construct. The results show that all indicators in each construct meet the recommended threshold. The Purchase Decision Indicators (KI1–KI5) have external loadings ranging from 0.782 to 0.863, showing that each indicator consistently reflects consumer purchase decision behavior. The Information Quality Indicators (KP1–KP4) show external load values between 0.778 and 0.839, indicating that these indicators accurately capture the perceived quality of information provided to consumers.

In addition, the Live Streaming (LS1–LS5) construct has external load values ranging from 0.751 to 0.874, confirming that live streaming activities effectively represent the construct as conceptualized in this study. The Social Proof indicators (SP1–SP4) also show strong external loadings, ranging from 0.793 to 0.872, indicating that social influence factors are well measured. Overall, these findings show that every indicator meets the requirements for convergent validity and is appropriate for an additional structural model study.

Table 3: Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)	VIF
Purchase Decision	0.812	0.816	0.876	0.638	1.870 – 1.522
Information Quality	0.884	0.885	0.915	0.684	2.278 – 2.228
Live Streaming	0.897	0.900	0.924	0.709	3.220 – 2.553
Sosial Proof	0.873	0.875	0.913	0.724	2.502 – 2.437

Source: processed by Author (2025)

The table that follows shows the construct reliability and validity test findings, including composite reliability (ρ_a and ρ_c), variance inflation factor (VIF), Cronbach's alpha, and average variance extracted (AVE). These procedures are employed to assess convergent validity, internal consistency, and multicollinearity of the measurement model. The findings demonstrate that all constructs have good internal consistency reliability, with Cronbach's alpha values over 0.70. In addition, the composite reliability values (ρ_a and ρ_c) for all constructs also surpass the suggested cut-off point of 0.70, indicating that the indicators reliably assess the corresponding latent constructs. Furthermore, the AVE values for Purchase Decision (0.638), Information Quality (0.684), Live Streaming (0.709), and Social Proof (0.724) were all above 0.50, demonstrating that more than half of the variance in each construct's indicators can be explained. These findings support the idea that convergent validity is adequately established.

Regarding multicollinearity, the VIF values for all constructs ranged from 1.522 to 3.220, which is less than the crucial 5.00 level. This suggests that the measurement model does not take multicollinearity into account. In general, these findings verify that the measurement model satisfies the requirements for convergent validity, reliability, and collinearity, and is therefore suitable for further structural model analysis.

Table 4: Fornell-Larcker

	Purchase Decision	Information Quality	Live Streaming	Social Proof
Purchase Decision	0,799			
Information Quality	0,810	0,827		
Live streaming	0,784	0,843	0,842	
Social Proof	0,719	0,781	0,694	0,851

Source: processed by Author (2025)

The results demonstrate that for each construct, Purchase Decision the square root of the Average Variance Extracted (AVE) (0.799), Information Quality (0.827), Live Streaming (0.842), and Social Proof (0.851) is greater than its associations with other constructs. This suggests that every construct has a stronger relationship with its own indicators than with other latent variables, verifying sufficient discriminant validity. Notably, Information Quality demonstrates relatively high correlations with both Live Streaming (0.843) and Purchase Decision (0.810), suggesting a strong conceptual linkage between these constructs. However, Information Quality's square root of AVE (0.827) is still higher than its inter-construct correlations, demonstrating the construct's empirical uniqueness. All things considered, these findings confirm that the measurement model meets the requirements for discriminant validity, allowing for reliable interpretation of the structural relationships in subsequent hypothesis testing.

Table 5: Hypothesis testing (total effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Information Quality -> Purchase Decision	0.385	0.392	0.111	3.459	0.001
Live Streaming -> Purchase Decision	0.325	0.321	0.108	3.009	0.003
Live Streaming -> Information Quality	0.843	0.845	0.029	28.852	0.000
Live Streaming -> Sosial Proof	0.694	0.696	0.056	12.287	0.000
Sosial Proof -> Information Quality	0.193	0.191	0.099	1.943	0.052

Source: processed by Author (2025)

Using a path coefficient of 0.385, a t-value of 3.459, and a p-value of 0.001, information quality significantly and favorably influences customer purchase decisions. The coefficient of 0.325, the t-value of 3.009, and the p-value of 0.003 all show that live streaming activities have a positive and significant impact on purchase decisions. More significantly, utilizing a coefficient of 0.843, a t-value of 28.852, and a p-value of 0.000, live streaming exhibits the highest positive influence on information quality, suggesting that it significantly raises customers' perceptions of information quality. Live Streaming further shows a positive and significant effect on Social Proof, utilizing a coefficient of 0.694, a t-value of 12.287, and a p-value of 0.000, indicating that direct interaction and audience engagement strengthen social influence cues. Conversely, the effect of Social Proof on Information Quality is positive but not statistically significant, as indicated by a coefficient of 0.193, a t-value of 1.943, and a p-value of 0.052.

Table 6: Specific indirect effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Live Streaming -> Information Quality -> Purchase Decision	0.325	0.332	0.097	3.339	0.001
Live Streaming -> Sosial Proof -> Purchase Decision	0.134	0.133	0.072	1.848	0.065

Source: processed by Author (2025)

The results show that Information Quality significantly bridges the connection between purchase decisions and live streaming, as indicated by an indirect effect coefficient of 0.325, a t-value of 3.339, and a p-value of 0.001. This finding suggests that Live Streaming indirectly influences Purchase Decision by enhancing the quality of information provided to consumers. Conversely, the indirect effect of Live Streaming on Purchase Decision through Social Proof is positive but not statistically significant, with a coefficient of 0.134, a t-value of 1.848, and a p-value of 0.065. Therefore, Social Proof does not significantly mediate the connection between live streaming and making a purchase. Overall, these results confirm that Information Quality functions as a

significant mediating variable, whereas Social Proof does not serve as a significant mediator in the effect of Live Streaming on Purchase Decision.

Discussion

The Effect of Live Streaming on Information Quality

Live streaming is found to significantly enhance information quality among TikTok Shop consumers in Jepara Regency. This relationship can be explained through Information Processing Theory, which posits that consumers actively seek and process information to reduce uncertainty and cognitive risk during decision-making. In online shopping environments, especially on live commerce platforms, consumers rely heavily on the accuracy, completeness, and clarity of information due to the absence of physical product inspection. Live streaming provides a rich information environment by integrating visual demonstrations, verbal explanations, and real-time interaction, enabling consumers to evaluate products more comprehensively than through static descriptions.

In Jepara, indicators of live streaming, such as immersion, presence, social presence, telepresence, as well as streamer expertise play a significant part in shaping consumers' perceptions of information quality. Consumers can view product details directly, ask questions, and receive immediate responses, which increases perceived transparency and the reliability of the information provided. This result validates previous research conducted by (Aini et al., 2024) and (Febriyani et al., 2024), which conclude that live streaming improves information quality by allowing consumers to assess real product conditions. Therefore, live streaming functions as an effective medium for delivering high-quality information in regional e-commerce settings.

The Effect of Live Streaming on Social Proof

According to the findings, live streaming positively influences social proof in TikTok Shop transactions. According to Social Influence Theory, individuals tend to rely on others' behaviors and opinions when making decisions under uncertainty. Live streaming environments visibly display social signals such as viewer numbers, real-time comments, testimonials, and purchasing activity, which collectively form perceptions of product popularity and acceptance. These cues serve as informational signals that help consumers assess product credibility during the evaluation stage. In Jepara Regency, where consumers often use live streaming as their primary source of product evaluation, these social proof indicators reinforce initial trust and reduce hesitation. This result aligns with (Panjaitan & Sarkum, 2024) and (Yuswanto et al., 2024), who argue that interactive digital platforms strengthen social proof by making collective responses observable. Although live streaming successfully generates social proof, its influence appears to be limited to supporting perceptions rather than directly determining purchasing decisions.

The Effect of Live Streaming on Purchase Decisions

Live streaming is shown to directly influence purchase decisions among TikTok Shop consumers in Jepara. This finding can be explained using Trust Risk Theory, which suggests that consumers are more likely to make purchase decisions when perceived trust exceeds perceived risk. Live streaming reduces uncertainty by allowing consumers to inspect products visually, interact with sellers, and verify product claims in real time. As a result, consumers experience greater confidence during the purchasing process. In the local context, live streaming provides a transparent shopping experience that bridges the information gap commonly found in online transactions. Consumers in Jepara benefit from real-time demonstrations and explanations that enable them to make

more informed decisions. This result supports prior studies by (Amin & Fikriyah, 2023) and (Sun et al., 2023), which find that live streaming enhances consumer confidence and encourages purchasing behavior by reducing perceived risk and increasing trust in sellers.

The Effect of Information Quality on Purchase Decisions

Information quality is identified as a key determinant of purchase decisions in TikTok Shop transactions. High-quality information, characterized by accuracy, completeness, relevance, and clarity, allows consumers to evaluate products more effectively and minimizes uncertainty associated with online shopping. In digital commerce environments, information quality becomes especially important because consumers cannot physically examine products before purchasing. In Jepara, where the majority of consumers are students, purchasing decisions tend to be more cautious due to limited financial resources. Consequently, consumers prioritize detailed and transparent product information when making decisions. This outcome aligns with (Arman et al., 2024) and (Nurmalasari & Latifah, 2023), who emphasize that information quality significantly enhances consumer trust and supports rational decision-making. Thus, information quality plays a dominant part in influencing purchases judgments in live streaming commerce.

The Effect of Social Proof on Purchase Decisions

Contrary to the proposed hypothesis, the findings indicate that social proof does not significantly affect buying decisions among TikTok Shop consumers in Jepara Regency. Although social proof indicators such as live comments, likes, viewer numbers, reviews, and visible purchasing activity are present during live streaming sessions, these cues do not appear to play a decisive role in consumers' final purchasing decisions. This result suggests that the mere presence of social validation signals is insufficient to trigger purchase behavior when consumers are already exposed to detailed product information. In the context of live streaming commerce, social proof may attract attention or stimulate initial interest, but it does not necessarily translate into actual purchase decisions.

This outcome can be explained using the Elaboration Likelihood Model (ELM), which distinguishes between core and peripheral channels of information processing. Customers with high involvement and motivation tend to rely on the central route, focusing on substantive information such as product specifications, functionality, and perceived usefulness rather than peripheral cues like popularity or social endorsement. In Jepara, where most respondents are students and experienced TikTok Shop users, consumers are likely to engage in deliberate evaluation before purchasing. This result supports (Christiana et al., 2025) and (Yuswanto et al., 2024), who argue that social proof often serves as a complementary cue rather than a dominant determinant of purchase decisions, particularly when consumers have access to sufficient and credible information.

The Mediating Role of Information Quality

The results confirm that information quality plays a significant mediating role in the connection between purchasing decisions and live streaming. This finding indicates that live streaming not only influences purchasing behavior directly, but also indirectly by enhancing the quality of information received by consumers. Through real-time product demonstrations, structured explanations, and interactive question-and-answer sessions, live streaming enables consumers to acquire clearer, more complete, and more reliable product information. As a result, consumers are better able to evaluate product

attributes and reduce uncertainty before making purchasing decisions.

In the context of TikTok Shop in Jepara Regency, this mediating mechanism is particularly important because consumers rely heavily on information clarity to minimize perceived risk in online shopping. Live streaming transforms interactive experiences into meaningful product knowledge, which strengthens cognitive evaluation and builds consumer confidence. This result aligns with (Febriyani et al., 2024), who emphasize that information quality is a key pathway through which digital marketing features influence purchasing decisions. Similarly, (Sukma et al., 2023) highlight that high-quality information enhances consumer evaluation processes and facilitates decision-making. Therefore, information quality serves as a critical bridge that explains how live streaming ultimately leads to purchase decisions.

The Mediating Role of Social Proof

The results further reveal that social proof does not significantly mediate the relationship between live broadcasting and purchasing decisions. Even so, live streaming increases the visibility of social cues such as audience engagement, comments, and purchasing activity, these indicators do not substantially influence consumers' purchasing behavior when acting as a mediating mechanism. This suggests that the presence of social proof during live streaming sessions is not sufficient to convert live streaming exposure into purchase decisions through indirect social influence alone.

This outcome can be attributed to the dominance of information-based evaluation among TikTok Shop consumers in Jepara. When consumers receive adequate, transparent, and credible information through live streaming, they tend to rely more on personal judgment than on social signals. This finding supports (Christiana et al., 2025), who argue that the effect of social proof diminishes when consumers have direct access to reliable information. In line with this view, the present study indicates that information quality outweighs popularity cues in shaping purchase decisions. Consequently, social proof does not function as a key mediating factor in the association between live streaming and purchase decisions in the study setting.

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

This study concludes that live streaming on TikTok Shop has a significant effect on purchase decisions, both directly and indirectly through information quality. The most important factor affecting purchasing decisions is the quality of the information, indicating that consumers prioritize clear, accurate, and transparent information when shopping via live streaming. Although live streaming significantly increases social proof, purchase decisions are not significantly impacted by social proof, suggesting that consumers rely more on personal evaluation than on popularity cues.

Theoretically, these findings reinforce the role of information quality in reducing perceived risk and building consumer trust in live-streaming commerce. Practically, TikTok Shop sellers are encouraged to improve live-stream performance by training hosts in product knowledge and communication skills, preparing structured scripts to ensure clear information delivery, and selectively using credible customer testimonials. Given that most respondents are students, sellers can also target the student segment in Jepara by scheduling live streams at appropriate times and offering products aligned with student needs and budgets.

There are several limitations to this study. Future studies may employ

longitudinal designs because the cross-sectional design restricts the capacity to record shifts in consumer behavior over time. Response bias could be introduced by using self-reported data, suggesting that future studies combine surveys with behavioral or transaction data. In addition, the use of non-probability sampling and a limited geographic scope restricts generalizability; future research is encouraged to use probability sampling, larger samples, and broader regional coverage, as well as to incorporate other factors such as perceived danger, host credibility, and trust.

6. REFERENCES

- Aini, N., Nabhan, A. M., Filda, M. S., Nuraini, D. I., & Kustina, L. (2024). *Pengaruh Live Streaming, Influencer, Dan Online Customer Review Terhadap Keputusan Pembelian Pada Media Sosial Tiktok*.
- Ali, A. (2023). Meningkatkan Kinerja Pemasaran Melalui Customer Involvement: Pengembangan Service Domonag Logic. *JURNAL STIE SEMARANG*, 15.
- Amin, D. E. R., & Fikriyah, K. (2023). Pengaruh Live Straming dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Muslin (Studi Kasus Pelanggan TikTok Shop di Surabaya). *Edunomika*, 07, 01.
- Arman, F. M., Utami, R. F., Erny, R., & Rahmawati, Y. I. (2024). Pengaruh Harga, Kualitas Informasi, Dan Persepsi Risiko Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Jurnal Ekonomi, Akuntansi Dan Organisasi*, 01(03), 209–218.
- Chen, L. R., Chen, F. S., & Chen, D. F. (2023). Effect of Social Presence toward Livestream E-Commerce on Consumers' Purchase Intention. *Sustainability (Switzerland)*, 15(4). <https://doi.org/10.3390/su15043571>
- Christiana, I., Lubis, G. A. M., & Putri, L. P. (2025). *Keputusan Belanja Online: Dampak Social Proof, Harga dan Minat Beli Publishing Institution*.
- Desky, H., Murinda, R., & Razali, R. (2022). Pengaruh Persepsi Keamanan, Kualitas Informasi dan Kepercayaan terhadap Keputusan Pembelian Online. *Owner: Riset & Jurnal Akuntansi*, 6(2), 1812–1829. <https://doi.org/10.33395/owner.v6i2.772>
- Ervina, M., Pardiman, & Normaladewi, A. (2023). Pengaruh User-Generated Content, Social Proof dan Brand Image terhadap Keputusan Pembelian di Kota Malang (Studi pada Konsumen Produk Make Over). *Jurnal Riset Manajemen*, 14, 2.
- Febriyani, D., Utami, T., & Ahmadi, M. A. (2024). Pengaruh Fitur Live Streaming dan Content Marketing Terhadap Keputusan Pembelian Konsumen Pada TIKTOK SHOP 1*. In *Jurnal Manajemen Pemasaran* (Vol. 1, Number 2).
- Ismawati, A. (2021). Pengaruh Kualitas Informasi dan Pelayanan Terhadap Keputusan Pembelian Produk Online Pada Shopee. *Prisma (Platform Riset Mahasiswa Akuntansi)*.
- Jin, W., & Zhang, W. (2025). The Impact of E-Commerce Live Streaming on Purchase Intention for Sustainable Green Agricultural Products: A Study in the Context of Agricultural Tourism Integration. *Sustainability (Switzerland)*, 17(15). <https://doi.org/10.3390/su17156850>
- Martianto, I. A., Sri, S. I., & Witjaksono, A. D. (2023). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian. *JIMEA / Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 7(3), 03.
- Misbakhudin, A., & Komaryatin, N. (2023). *Content Marketing, Live Streaming, and Online Customer Riviws On Fashion Product Purchase Decision* (Vol. 12, Number 2).
- Nikmah, N., & Zaidah, N. (2022). Pentingnya Social Proof Dalam digital Marketing. *Jurnal DIALOGIKA : Manajemen Dan Administrasi*, 4(1), 26–32.

- <https://doi.org/10.31949/dialogika.v4i1.7823>
- Noviandra, C. T. R., & Argo, J. G. (2023). Analisis Pengaruh Kualitas Informasi, Kemudahan Penggunaan dan Gaya Hidup Terhadap Keputusan Pembelian Generasi Z Pada e-commerce Shopee. *Jurnal Bina Bangsa Ekonomika*, 16, 2.
- Nurmalasari, N., & Latifah, L. (2023). Pengaruh Keamanan, Kualitas Informasi dan Kemudahan terhadap Keputusan Pembelian Online pada Konsumen Tiktok Shop. *Jurnal Perspektif*, 21(1), 45–52. <https://doi.org/10.31294/jp.v21i1.15285>
- Panjaitan, A. C., & Sarkum, S. (2024). *Pengaruh Social Proof bagi Generasi Milenial terhadap Keputusan Pembelian Konsumen pada Platform E-Commerce*.
- Pranadewi, A., & Hildayanti, S. K. (2024). *Pengaruh Live Streaming, Harga dan Personal Branding Terhadap Keputusan Pembelian Konsumen Pengguna Aplikasi Tiktok* (Vol. 5, Number 1).
- Putri, C., Hermina, T., & Setiawan, R. (2025). The Effect of Live Shopping and Online Customer Reviews on Purchase Intention That Impacts Purchase Decision Through The Tiktok Shop Platform. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 9(2), 118–136. <https://doi.org/10.25139/ekt.v9i2.10542>
- Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023). Do Live Streaming and Online Consumer Reviews Jointly Affect Purchase Intention? *Sustainability (Switzerland)*, 15(8). <https://doi.org/10.3390/su15086992>
- Rachmiani, R., Kintan Oktadinda, N., & Rachmat Fauzan, T. (2024). The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms. *International Journal of Management Science and Information Technology*, 4(2), 504–515. <https://doi.org/10.35870/ijmsit.v4i2.3373>
- Rahayu, S. (2021). Pengaruh Harga, Kepercayaan dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna E-commerce Tokopedia (Studi Kasus Pada Mahasiswa Manajemen Informatika Angkatan 2020 Universitas Mahakarya Asia PSDKU Baturaja). In *Journal Management* (Vol. 20, Number 1).
- Sin, V. M., & Susanto, A. (2025). The Effect of Using Tiktok Shop Live Streaming, Price Discounts and Free Shipping on Skintific Skincare Purchase Decisions. *Daengku: Journal of Humanities and Social Sciences Innovation*, 5(1), 45–56. <https://doi.org/10.35877/454ri.daengku3265>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif*.
- Sukma, A., Handayani, R., Oktaviani, D., Hapsari, A. Y., & Manajemen, A. S. (2023). Enrichment: Journal of Management The effect of product quality and information quality on buying decisions through purchase interest. In *Enrichment: Journal of Management* (Vol. 13, Number 3).
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2023). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37, 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Susanto, D., Fadhillah, M., Bagus, I., Manajemen, N. U., & Ekonomi, F. (2021). Pengaruh Persepsi Keamanan, Kualitas Informasi dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Kasus Pada Konsumen Shopee di Yogyakarta). *Jurnal Ilmu Manajemen*, 89.
- Syahidin, A., Habibi, A., & Sanjaya, V. F. (2025a). Pengaruh Affiliate Marketing dan Live Streaming Platform Social Media Tiktok Terhadap Keputusan Pembelian Konsumen Dimoderasi Dengan Social Proof Dalam Persfektif Bisnis Islam. *Indo-Fintech Intellectuals: Journal of Economics and Business*, 5(3), 6964–6978. <https://doi.org/10.54373/ifijeb.v5i3.4277>
-

- Wang, D. (2024). E-commerce Live Streaming Interaction Quality, Immersion Experience and Consumer Purchase Intention. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns-2024-1401>
- Wicaksana, A. H., & Nuswantoro, U. D. (2024). Pengaruh Viral Marketing, Influencer Marketing dan Live Streaming Shopping terhadap Keputusan Pembelian pada TikTok Shop di Kota Semarang. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(7), 69–78. <https://doi.org/10.61722/jiem.v2i7.1823>
- Yuswanto, D., Herwinsyah, H., & Fatwanto, A. (2024). Analisis Pengaruh Harga Jual dan Social Proof dalam Menentukan Keputusan Pembelian Barang Pada Website E-Commerce. *Jurnal Eksplora Informatika*, 12(2), 129–140. <https://doi.org/10.30864/eksplora.v12i2.1041>