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Research Article

The Influence of Live Streaming Shopping on Trust and Repurchase Intention on the TikTok Shop Platform

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ABSTRACT

This study aims to analyze the influence of live streaming shopping on trust and repurchase intention among the people of Pontianak City on the TikTok Shop platform. This research uses an associative quantitative approach with a total of 100 respondents selected through purposive sampling techniques. Data were collected using a questionnaire. Data analysis was carried out using the Structural Equation Modeling method with Partial Least Squares (SEM-PLS). The R-square test results show a coefficient of determination of 46.2% for the Trust variable and 66.4% for Repurchase Intention, which means that the variation in Trust and Repurchase Intention can be explained by the Live Streaming Shopping variable. The test results show that Live Streaming Shopping has a positive and significant effect on Trust, Trust has a significant effect on Repurchase Intention, and Live Streaming Shopping also has a significant direct effect on Repurchase Intention. The indirect effect test shows that Live Streaming Shopping significantly influences Repurchase Intention through Trust as an intervening variable. In conclusion, Live Streaming Shopping plays an important role in building trust and increasing consumers repurchase intention on TikTok Shop. The practical implication is that sellers are advised to maximize real-time interaction and information transparency during live streaming sessions. Future research is expected to include additional variables such as product quality or promotion and expand the research area so that the results are more comprehensive and applicable.

Keywords: Live Streaming Shopping; Trust; Repurchase Intention

1. INTRODUCTION

E-commerce, or online stores, has transformed the way people sell and shop, making it much easier for both sellers and buyers. For sellers, online stores help them reach more customers from various regions without having to open physical stores. This reduces business costs because they do not need to rent space or hire many employees. Sellers can also operate their shops at any time without having to close. Another advantage is that sellers can easily observe what buyers like and communicate directly with them through chat or messages. In this way, sellers can provide better services tailored to buyers' needs.

For buyers, online stores make shopping very practical because it can be done anytime and anywhere via a smartphone or computer. Buyers do not have to go to physical stores or spend time on the road. They can easily find information about the products they want to buy, read comments from other buyers, and compare prices from various online shops to get the best deals. Online stores also frequently offer discounts and attractive promotions. In addition, buyers can purchase items from anywhere, make payments easily via transfer or e-wallets, and track the status of their shipments. All these conveniences make online shopping an enjoyable option for many people.

Nowadays, online shopping activities have become increasingly varied and innovative. They are no longer limited to conventional e-commerce platforms such as Shopee or Tokopedia but have expanded to social media platforms like TikTok. Originally known as a platform for sharing short videos, TikTok now features TikTok Shop, which makes transactions easier for users. Sellers can promote their products through engaging video content, live streaming sessions, and creatively packaged product reviews. This method has proven effective because potential buyers can see directly how products are used, such as makeup demonstrations, clothing reviews, or usage tutorials. Shopping on TikTok provides an entertaining experience as users feel like they are enjoying entertainment content while shopping. When browsing TikTok's feed, users often discover interesting products that are viral or trending. They can also make purchases instantly without leaving the application. Furthermore, TikTok Shop frequently offers attractive promotions and discounts, especially when sellers hold live streaming sessions. Potential buyers can also consider product reviews from other TikTok users who have previously purchased the products.

TikTok became widely known in Indonesia in 2018 when ByteDance Inc. realized that Indonesian youth have a high level of creativity and self-expression, similar to the emergence of digital professions such as YouTubers, Instagrammers, Vloggers, and Bloggers. In its early days, TikTok's presence was met with rejection by the Minister of Communication and Information, Rudiantara. However, over time, TikTok's popularity increased rapidly in Indonesia due to the abundance of creative and educational video content shared on the platform. Despite initially being controversial because most of its users

were children aged 7–15 at that time, TikTok continued to grow and now Indonesia is recorded as one of the countries with the largest number of TikTok users in the world.

Along with this growth, the use of live streaming has also expanded. Initially, live streaming was only used for general content such as entertainment, news, online gaming, education, and other information. Now, the concept of live streaming has evolved into live streaming shopping. Live streaming shopping aims to promote and sell products directly to audiences through e-commerce platforms or social media. This concept introduces a new, more interactive way of shopping, where sellers or hosts broadcast their products live while providing detailed explanations about features, materials, uses, and even special discounts during the session. In live streaming shopping sessions, viewers can also interact directly, ask questions, and make purchases immediately within one engaging and dynamic broadcast. In general, live streaming shopping is a business model that sells products directly to consumers through live broadcasts on e-commerce or social media platforms (Dai & Cui, 2022). By combining live streaming and shopping, TikTok creates an interactive and enjoyable shopping experience for its users. TikTok live streaming shopping is an interactive marketing approach that allows sellers to market their products directly to the TikTok audience (Lenggihunusa et al., 2024).

Consumer trust is a crucial aspect in the practice of live streaming shopping. Building trust with customers can be achieved through transparent communication, personalized interactions, and reliable customer service (Kumalasari et al., 2024). This trust influences purchasing decisions because consumers who have confidence in a product, brand, or seller believe that the product will deliver the promised benefits. Consumers with high trust are also more likely to make purchase decisions quickly without much hesitation. A high level of trust also affects repurchase behavior. When consumers are satisfied with the products they buy and have confidence in the seller, they tend to make repeat purchases of the same product or other products from the same seller. Moreover, consumers who already have strong trust are less likely to be influenced by competitor offers and remain loyal to their choices.

Several studies have shown a relationship between live streaming shopping and trust. Live streaming shopping has a positive and significant effect on trust (Deva, Azazi, Pebrianti, Christiana & Fahruna, 2024); live streaming shopping on Instagram has a direct and significant impact on online consumer trust, making live streaming shopping an alternative strategy for businesses to enhance consumer trust (Saputra & Fadhilah, 2022). Other studies have also shown a relationship between live streaming and repurchase intention. Live streaming on TikTok has a positive and significant effect on consumers' repurchase intention (Fajriah & Sarma, 2025). Live streaming has a positive and significant effect on repurchase intention; the more frequently consumers watch live streaming, the higher their intention to make repeat purchases (Marlina, Rizan & Wibowo, 2024). Repurchase intention is not only influenced by live streaming conducted by influencers but is also affected by trust. Trust has a positive and significant influence on repurchase intention on TikTok Shop (Katampanan, Pongtuluran & Biringkanae, 2023). Trust has a positive and significant effect on repurchase intention (Permatasari, Ariningsih & Prasaja, 2023; Utaminingsih & Sumiyati, 2024). Consumer trust positively and significantly influences repurchase intention, because when consumers trust, especially after a previous purchase and feeling satisfied, they are more likely to make repeat purchases on the marketplace (Dwijayanthi, Meryawan, Rusmayanthi & Nurakmalia, 2025).

Based on the background described above, this study aims to examine the extent to which live streaming shopping influences trust and repurchase intention on the TikTok Shop platform. Thus, the research problem can be formulated in the question: Does live streaming shopping have an impact on consumer trust and their decision to make repeat purchases on TikTok Shop? The findings of this study are expected to provide deeper insights into how live streaming activities can build consumer trust and encourage their loyalty in shopping online through social media.

2. RESEARCH METHOD

Type of Research
This research is associative in nature. According to Siregar (2020, p. 15), associative research aims to identify the relationship between two or more variables. Through this method, it is expected that a theory can be developed to explain, predict, and control the phenomena being studied. Therefore, this study aims to determine the effect of Live Streaming Shopping on Trust and Repurchase Intention among the people of Pontianak City on the TikTok Shop platform.

Data Collection Techniques
The data used in this study consist of primary and secondary data. Primary data were collected directly through the distribution of questionnaires to respondents who met the research criteria. According to Siregar (2020, p. 37), primary data are data collected directly by the researcher from the first source. In line with Sugiyono (2023, p. 199), a questionnaire is a data collection technique by providing a set of written questions or statements to respondents to answer. In this study, questionnaires were distributed to people in Pontianak City who use TikTok Shop. Meanwhile, according to Siregar (2020, p. 37), secondary data are data published or used by an organization that is not the original processor. Secondary data in this study were obtained from relevant publications, such as data on the number of e-commerce users in Indonesia for the period 2020–2029, the number of active TikTok users globally from Q1/2023 to Q1/2024, as well as data on the countries with the largest TikTok users and TikTok GMV in 2024.

Population and Sample
The population in this study comprises people in Pontianak City who use TikTok Shop as a means of online shopping. According to Sugiyono (2023, p. 126), a population is a generalization area consisting of objects or subjects with certain characteristics determined by the researcher to be studied and from which conclusions are drawn. The sample in this study was determined using the Purba formula in Sujarweni (2019, p. 155) since the total population is unknown. Sujarweni (2019,

p. 81) states that a sample is a subset of the population possessing characteristics relevant to the study. Based on calculations, the minimum sample size is 96 respondents. The researcher decided to collect data from 100 respondents. The sampling technique used is purposive sampling, which is a sampling technique based on specific criteria (Sujarweni, 2019, p. 88). The sampling criteria for this study are: (1) aged at least 18 years, (2) owning a TikTok Shop account, and (3) having made at least two online purchases on TikTok Shop.

Research Variables & Measurement Scale

The variables in this study consist of independent, intervening, and dependent variables. The independent variable is Live Streaming Shopping (X1). The intervening variable is Trust (Y1). The dependent variable is Repurchase Intention (Y2). This study uses a Likert scale to measure respondents' attitudes, opinions, and perceptions. According to Sugiyono (2023, p. 146), the Likert scale is used to measure social phenomena through several alternative answers with specific scoring. The answer choices provided range from Strongly Agree (5) to Strongly Disagree (1).

Data Analysis Technique

Data were analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the help of Smart-PLS software. SEM-PLS was chosen because it can simultaneously estimate complex relationships between variables. The SEM-PLS analysis consists of two stages: the measurement model and the structural model (Juliandi, 2018, pp. 22–25). The measurement model is used to test the validity and reliability of indicators, while the structural model is used to test the relationships between latent variables through direct effects and indirect effects.

The direct effect test aims to examine the direct influence between variables with the following criteria: if the P-Values < 0.05, the effect is significant; if P-Values > 0.05, the effect is not significant (Juliandi, 2018, p. 84). The hypotheses for direct effects in this study are:

H1: Live Streaming Shopping influences Trust

H2: Trust influences Repurchase Intention

H3: Live Streaming Shopping influences Repurchase Intention

Meanwhile, the indirect effect test aims to examine the indirect influence mediated by the intervening variable with the same criteria as the direct effect test (Juliandi, 2018, p. 87). The hypothesis for indirect effects in this study is:

H4: Live Streaming Shopping influences Repurchase Intention through Trust as an intervening variable.

Variable Indicators

According to Song & Liu (2021), there are three main dimensions of live streaming shopping: Streamer's Credibility, Media Richness, and Interactivity. Juniwati & Sumiyati (2020) state that the indicators of trust include: Honesty, Opportunistic actions, Fulfil promises, and 3Trustworthiness. According to Priansa (2017, p. 168), purchase intention can be measured by four key dimensions: Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

Convergent validity test is used to evaluate the extent to which indicators in a construct are significantly correlated with each other, reflecting consistency in measuring the same construct This test is conducted by looking at the loading factor value of each indicator on the latent construct. Indicators are considered to meet the convergent validity criteria if they have a loading factor value above 0.7. The results of the convergent validity test for each variable in this study are presented in **Table 1**.

Table 1. Convergent Validity Test Results

Variable	Indicators	Loading Factor	Description
Live Streaming Shopping (X1)	X1.1	0.873	Valid
	X1.2	0.825	
	X1.3	0.797	
	X1.4	0.858	
	X1.5	0.824	
	X1.6	0.826	
Trust (Y1)	Y1.1	0.894	Valid
	Y1.2	0.778	
	Y1.3	0.780	
	Y1.4	0.763	
	Y1.5	0.816	
	Y1.6	0.853	
	Y1.7	0.814	
	Y1.8	0.807	
	Y2.1	0.870	
	Y2.2	0.724	
	Y2.3	0.801	

	Y2.4	0.753	
Repurchase Intention (Y2)	Y2.5	0.726	Valid
	Y2.6	0.768	
	Y2.7	0.840	
	Y2.8	0.824	

Source: Processed Data, 2025

Based on the results of the convergent validity test presented in **Table 1**, it is known that all indicators in each variable of Live Streaming Shopping, Trust, and Repurchase Intention show loading factor values in the original sample that exceed 0.7. This value indicates that all indicators have met the convergent validity criteria. Thus, all indicators are considered valid because they are able to represent latent constructs that are measured accurately and consistently.

3.1.2 Discriminant Validity

Discriminant validity test is conducted using the Fornell-Larcker criteria to evaluate whether each construct could be clearly distinguished from other constructs. A construct is considered to have adequate discriminant validity if its AVE value is higher than the correlation between other constructs. If this criterion is met, it can be concluded that the indicators in that construct are stronger in representing the measured variable than other constructs. The results of the discriminant validity test in this study are shown in **Table 2**.

Tabel 2. Discriminant Validity Test Results

Variable	Live Streaming Shopping	Repurchase Intention	Trust
Live Streaming Shopping	0.834		
Repurchase Intention	0.779	0.790	
Trust	0.679	0.705	0.814

Source: Processed Data, 2025

Based on the results of the discriminant validity test presented in **Table 2**, it can be seen that each construct has a higher Fornell-Larcker criterion value than its correlation value with other constructs. This indicates that these indicators are stronger in measuring their own constructs than other constructs. Therefore, it can be concluded that each construct has good discriminant validity, as it can clearly distinguish itself from other constructs in the model, since each model has a Fornell-Larcker value greater than 0.7.

3.1.3 Average Variance Extracted (AVE)

Another method that can be used to assess the validity of a construct is by looking at the Average Variance Extracted (AVE) value. A construct is considered to have good validity if the AVE value obtained is greater than 0.5. The AVE value in this study can be seen in **Table 3.**

Table 3. Average Variance Extracted (AVE)

Construct	AVE
Live Streaming Shopping (X1)	0.696
Trust (Y1)	0.663
Repurchase Intention (Y2)	0.624

Source: Processed Data, 2025

Based on the Average Variance Extracted (AVE) test results presented in **Table 3**, it is known that all variables in this study show AVE values exceeding 0.5. These results indicate that each construct in the model has met the discriminant validity criteria. Thus, the indicators used in this study can be considered valid in measuring each latent variable they represent.

3.1.4 Reliability Test

The composite reliability test in the measurement model aims to assess the internal consistency of the construct in representing its variables. The construct is considered reliable if the composite reliability value is ≥ 0.7 and Cronbach's Alpha is ≥ 0.6. The reliability test results in this study are presented in **Table 4**.

Tabel 4. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Live Streaming Shopping (X1)	0.912	0.932
Trust (Y1)	0.927	0.940
Repurchase Intention (Y2)	0.913	0.930

Source: Processed Data, 2025

Based on the reliability test results presented in **Table 4**, it is known that all constructs in this research model have met the established reliability criteria. This is indicated by the Composite Reliability value, which is above 0.7, and the Cronbach's Alpha value, which exceeds 0.6. Thus, it can be concluded that all measurement items in each variable have an adequate level of reliability, making them suitable for use in this study.

3.1.5 Coefficient of Determination (R-Square)

In SEM-PLS, the R-square (R²) value is used to measure how much of the variation in the dependent variable is explained by the independent variables. The higher the R² value, the stronger the model's ability to explain the endogenous construct. The R² values from the analysis are shown in **Table 5**.

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Trust (Y1)	0.462	0.456
Repurchase Intention (Y2)	0.664	0.657

Source: Processed Data, 2025

Based on the R-Square test results in **Table 5**, the results can be explained as follows:
1. The Adjusted R-Square value for the Trust variable (Y1) is 0.456, indicating that the Trust variable is simultaneously influenced by the Live Streaming Shopping variable (X1) by 45.6%, while the remaining 54.4% is influenced by factors outside the scope of this research model. Additionally, the R-Square value of 0.462 indicates that the influence of the exogenous construct Live Streaming Shopping on Trust falls into the Moderate category.
2. The Adjusted R-Square value for the Repurchase Intention variable (Y2) of 0.657 indicates that the Repurchase Intention variable is simultaneously influenced by the Live Streaming Shopping variable (X1) and Trust (Y1) by 65.7%, while the remaining 34.3% is influenced by factors outside the scope of this research model. In addition, the R-Square value of 0.664 indicates that the influence of the exogenous constructs of Live Streaming Shopping and Trust on Repurchase Intention falls into the Moderate category.

3.1.6 Goodness of Fit (GoF)

The Goodness of Fit (GoF) test in SEM-PLS aims to assess the overall suitability of the model, including the inner and outer models. The indicator used is Standardized Root Mean Square Residual (SRMR), which shows the average difference between observation and prediction covariance. An SRMR value < 0.08 indicates that the model is suitable. The GoF test results are presented in **Table 6**.

Tabel 6. Goodness of Fit Test Results

	Model Estimation
SRMR	0.058

Source: Processed Data, 2025

Based on the Goodness of Fit test results presented in **Table 6**, an SRMR value of 0.058 is obtained. This value is below the specified threshold of 0.08. This result indicates that the estimated model has a good overall fit, making it acceptable for this study.

3.2 Hypothesis Testing

3.2.1 Direct Effect Test

Direct Effect test is conducted to measure the direct effect of exogenous latent constructs or variables on endogenous latent variables. The path coefficient value obtained through the Bootstrapping process is used as the basis for interpreting the results of this test. The results of the Direct Effect test in this study can be seen in **Table 7**.

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Live Streaming Shopping —> Trust	0.761	6.750	0.000	Significant
H2	Trust —> Repurchase Intention	0.377	2.461	0.014	Significant
H3	Live Streaming Shopping —> Repurchase Intention	0.469	2.906	0.004	Significant

Source: Processed Data, 2025

Based on the results of the Direct Effect test shown in **Table 7**, the results of the Direct Effect can be explained as follows:
1. Live Streaming Shopping (X1) directly affect Trust (Y1). This is indicated by a T-statistic value of 6.750, which is greater than 1.96, and a P-value of 0.000, which is less than 0.05. Therefore, it can be concluded that the direct effect of Live Streaming Shopping on Trust is positive and significant.
2. Trust (Y1) directly affect Repurchase Interest (Y2). This is indicated by a T-Statistic value of 2.461, which is greater than 1.96, and a P-Value of 0.014, which is less than 0.05. Therefore, it can be concluded that the direct effect of Trust on Repurchase Intention is positive and significant.
3. Live Streaming Shopping (X1) directly affect Repurchase Intention (Y2). This is indicated by a T-statistic value of 2.906, which is greater than 1.96, and a P-value of 0.004, which is less than 0.05. Thus, it can be concluded that the direct effect of Live Streaming Shopping on Repurchase Intention can be considered positive and significant.

3.2.2 Indirect Effect Test

Indirect Effect is a test used to determine the indirect effect of an exogenous latent construct or variable on an endogenous latent variable through the role of a mediating variable. This test is conducted by referring to the indirect effect results displayed in the Bootstrapping output specifically. The Indirect Effect test in this study can be seen in **Table 8**.

Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H4	Live Streaming Shopping —> Trust —> Repurchase Intention	0.287	2.363	0.019	Significant

Source: Processed Data, 2025

Based on the results of the Indirect Effect test in **Table 8**, the Indirect Effect results can be described as follows:
1. Live Streaming Shopping (X1) is indirectly related to Repurchase Intention (Y2) through the Trust (Y1) variable. This is evidenced by a T-statistic value of 2.363, which is greater than 1.96, and a P-value of 0.019, which is less than 0.05. Therefore, it can be concluded that Live Streaming Shopping has a significant effect on Repurchase Intention through the mediating role of Trust.
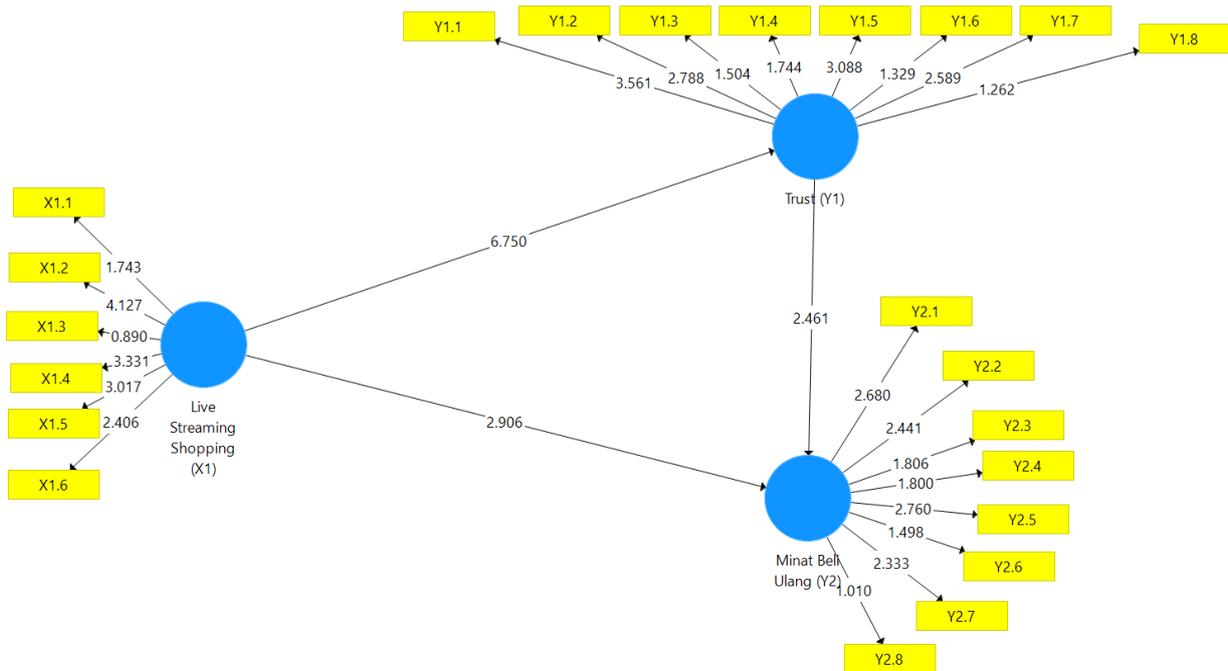

Figure 1. Inner Model Test Results
Source: SmartPLS output, 2025

4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Live Streaming Shopping has a positive and significant influence on Trust and Repurchase Intention among TikTok Shop users in Pontianak City. The coefficient of determination (R-square) test results show that Live Streaming Shopping is able to explain the Trust variable

by 46.2% and Repurchase Intention by 66.4%, indicating that the influence falls into the moderate category. The direct effect test results show that Live Streaming Shopping has a significant effect on Trust, meaning that the more actively sellers carry out engaging and informative live streaming sessions, the higher the consumers' trust will be. Trust also has a significant effect on Repurchase Intention, which means that the higher the consumers' trust, the greater their intention to make repeat purchases. In addition, Live Streaming Shopping also has a direct influence on Repurchase Intention, indicating that attractive live streaming activities can directly increase repurchase intention. The indirect effect test also shows that Live Streaming Shopping significantly affects Repurchase Intention through Trust as an intervening variable. Thus, Trust is proven to mediate the influence of Live Streaming Shopping on repurchase intention. These findings reinforce that Live Streaming Shopping not only provides an interactive shopping experience but is also effective in building trust, which in turn can increase consumer loyalty through repurchase intention. The practical contribution of this research is to provide input for sellers on TikTok Shop to make the most of live streaming by prioritizing real-time interaction, honest and detailed product explanations, and offering attractive promotions to enhance consumer trust and retention. As a suggestion, future research is recommended to add other variables such as product quality, promotions, or customer satisfaction, and to expand the research object to different regions or market segments so that the results become more comprehensive and can be generalized more widely.

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