



The Influence of Live Streaming and Online Customer Reviews on Purchase Decisions on Tiktok Shop

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Abstract

The development of social media-based e-commerce is driving changes in customer behavior when shopping. One example is TikTok Shop, which relies on live streaming and online customer reviews. However, differences remain in the level of consumer confidence when making purchasing decisions. Therefore, this study aims to analyze the influence of Live Streaming and Online Customer Reviews on Purchase Decisions on TikTok Shop. This study uses a quantitative approach with the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS). The research sample consisted of 120 respondents who were TikTok Shop users and had purchased products, watched live streams, and read product reviews. SmartPLS was used to analyze data collected through questionnaires using a Likert scale. The results of the study show that Live Streaming has a positive and significant effect on purchase decisions, with a coefficient of 0.572. In addition, Online Customer Reviews have a positive and significant effect, with a coefficient of 0.370 on purchase decisions. Both variables simultaneously account for 78.8% of the variation in purchase decisions. The results indicate that the interactive experience provided through live streaming and the information derived from consumer reviews are important factors in purchase decisions on TikTok Shop. This study is expected to help businesses and platform developers improve their digital marketing strategies, particularly by managing consumer reviews and optimizing live-streaming features.

INTRODUCTION

In today's era, where everyone is used to digital, one of them is e-commerce. The online market is growing, which aims to make it more efficient and economical by reducing time and effort in shopping. In the face of fierce competition in the industry, many online shopping apps in addition to offering a wide range of services also display advertisements for products that are not boring, such as attractive and entertaining promotions for users (Lutz et al., 2019). One example is TikTok Shop.

TikTok Shop was first available in Indonesia on April 17, 2021 as an additional feature of the TikTok application. This feature is designed to help many people, from buyers to sellers, use an easier online shopping system (Hair et al., 2021). TikTok Shop is different from other e-commerce because it allows us to view marketing content videos rather than the usual product ads and promotions (Nurivananda & Fitriyah, 2023).

TikTok Shop continues to improve its features in addition to viral content by offering a live streaming feature, which attracts users. Because live streaming allows buyers to communicate directly with sellers to determine the products they want (Kotler et al., 2021). Live streaming can be defined as a form of delivering content directly and simultaneously that

provides an interactive and personalized experience for the audience (Putri Marlinton et al., 2025). This is in line with the principle of the experience economy, which focuses on creating added value through unforgettable experiences.

Table 1 Marketplace live streaming total awareness 2023

No.	Marketplace	Total Awareness (%)
1.	Shopee	96%
2.	Tiktok	87%
3.	Lazada	71%
4.	Tokopedia	62%

Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.bola.net%2Flain_lai_n%2Fini-dia-e-commerce-pilihan-mayoritas-brand-lokal-dan-umkm-di-akhir-tahun-2023-0853c7.html&psig=AOvVaw2MNnYXu8nybieaGFM2iOl4&ust=1729566506317000&source=images&cd=vfe&opi=89978449&ved=2ahUKewilqoi7v56JAxXbnmMGHT8ZPV0QjRx6BAgAEBc

According to the data sources above, TikTok got the second place with a score of 87% but the main position is still quasi-shopee at 96%, Lazada in third place with 71% and Tokopedia with 62%. The second rank of TikTok Shop is considered reasonable considering that TikTok Shop only arrived in 2021.

However, to support the live streaming and online customer review factors also have an important role to play in making consumer purchase decisions (Batubara & Phannata, 2025). Online Customer Review is information that consumers share about a product from all aspects of what they have purchased. With the reviews provided by the customers, buyers can find high-quality products from previous buyer surveys (Umma & Nabila, 2023).

According to (Oktavani et al., 2025) Purchasing decisions are defined as the decision-making process through the identification of problems and evaluation of those issues, so that consumers can make decisions about which products best suit their needs. In addition, consumers can exchange Information on whether or not the products they use on a daily basis are suitable for them. With the exchange of information, it will also have an impact on the product and the company will also build trust with consumers (Febriyanti Nur Fitria & Dwijayanti Renny, 2022).

As stated in (Ahn & Lee, 2024), reviews function as an important source of information for consumers, they identify two types of reviews, namely positive and negative reviews which each have a different impact on purchasing decisions, positive reviews can increase consumer confidence while negative reviews can reduce buying interest.

Several previous studies have examined the relationship between digital promotional features and consumer purchasing behavior. Liu et al. (2022) found that live streaming marketing can increase consumer purchase intention through direct interaction, trust formation, and real-time communication. Shahnaz and Zumrotul (2023) also reported that live streaming positively affects purchase decisions on TikTok because it creates a more convincing and engaging shopping experience for consumers. In addition, Marlinton et al. (2025) showed that live streaming contributes to consumer purchase decisions by strengthening experiential marketing aspects. On the other hand, studies on online customer reviews also indicate significant effects on consumer decision-making. Putri and Lestari (2022) found that online customer reviews positively influence purchase decisions in marketplace settings because reviews provide relevant product information and support consumer confidence. Umma and Nabila (2023) further confirmed that online customer reviews are important in shaping trust and encouraging purchasing behavior. Moreover, Diany and Yuliyanti (2024) found that live

streaming and online customer reviews simultaneously influence consumer purchase decisions on e-commerce platforms.

Although previous studies have demonstrated the importance of live streaming and online customer reviews, several limitations remain (Zalfa et al., 2024). First, many earlier studies were conducted on other marketplaces such as Shopee or on general e-commerce settings, so the empirical context of TikTok Shop as a social commerce platform with a content-driven ecosystem still requires further investigation. Second, some studies focus more on purchase intention rather than actual purchase decision, even though purchase decision reflects a more concrete consumer response. Third, the integration of live streaming and online customer reviews in one analytical model specifically on TikTok Shop remains relatively limited, particularly in the Indonesian context where TikTok Shop has developed rapidly and displays distinct consumer interaction patterns. This condition indicates a research gap in understanding how interactive promotional features and user-generated reviews simultaneously shape consumer purchase decisions on TikTok Shop.

Based on this gap, the novelty of this study lies in its effort to simultaneously examine the influence of live streaming and online customer reviews on purchase decisions in the specific context of TikTok Shop, a platform that combines entertainment, social interaction, and e-commerce in one digital environment. Unlike prior research that often focused on one variable, different platforms, or purchase intention, this study offers a more specific perspective by positioning TikTok Shop as a social-commerce-based marketplace where consumer decisions are strongly influenced by real-time interaction and peer-generated information. Thus, this study contributes to enriching the discussion on consumer behavior in emerging social commerce platforms.

In line with this novelty, this study aims to analyze the effect of live streaming on purchase decisions, the effect of online customer reviews on purchase decisions, and the simultaneous effect of both variables on purchase decisions on TikTok Shop. Through these objectives, this study seeks to provide empirical evidence regarding the extent to which interactive promotional communication and consumer-generated reviews contribute to purchasing decisions in digital commerce.

This research is expected to provide both theoretical and practical benefits. Theoretically, the study is expected to enrich the literature in marketing management, consumer behavior, and digital commerce, particularly in relation to live streaming, online customer reviews, and purchase decisions in the context of social commerce. Practically, the results of this study are expected to serve as useful input for sellers, businesses, and platform developers in designing more effective digital marketing strategies through the optimization of live streaming features and the management of consumer reviews. In addition, this study may also become a reference for future researchers who wish to examine consumer decision-making in increasingly dynamic and interactive e-commerce environments.

METHOD

This study used a quantitative approach with the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) (Sugiyono, 2019). This approach was chosen to test the causal relationships between Live Streaming (X1), Online Customer Review (X2), and Purchase Decision (Y), which were measured using observed indicators. The SEM-PLS method was selected because it allowed simultaneous testing of measurement and structural models and was suitable for predictive analysis (Hair et al., 2017).

The population of this study consisted of consumers who had purchased products through TikTok Shop. Since the total number of buyers was not publicly available, the population size could not be determined. This study applied a non-probability sampling technique, namely purposive sampling, in which respondents were selected based on specific criteria: at least 17

years old, having purchased products on TikTok Shop, having watched live streaming sessions, and having read online reviews prior to making a purchase. Based on Hair et al. (2017), the sample size was determined using a multiplier of indicators, resulting in 120 respondents.

Data were collected from both primary and secondary sources. Primary data were obtained through questionnaires distributed to respondents using a five-point Likert scale, while secondary data were gathered from relevant previous studies. The questionnaire measured the three main variables: Live Streaming (X1), Online Customer Review (X2), and Purchase Decision (Y).

Data analysis was conducted using SmartPLS software. The analysis included evaluation of the measurement model (outer model) and the structural model (inner model). The measurement model was assessed by examining indicator validity, convergent validity, construct reliability, and discriminant validity using established criteria such as outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), Cronbach's Alpha (CA), and the Fornell–Larcker and HTMT methods (Hair et al., 2017). The structural model was evaluated using the coefficient of determination (R^2), effect size (f^2), and hypothesis testing through a bootstrapping procedure, with decisions based on t-statistics and p-values at a 5% significance level (Hair et al., 2017).

RESULTS AND DISCUSSION

This section presents a discussion related to the research findings along with the analysis of the data collected through the results of filling out the questionnaire that has been distributed.

Research Results

Questionnaires filled out by 120 respondents were used as the main data source to gather the information needed for this study. The following are the results of the analysis related to the characteristics of the respondents:

Table 2. Characteristics of Respondents

Characteristics	Quantity
Gender	
Male	25
Women	95
Total	120
Age	
17-20	31
20-25	89
Total	120
Have you made purchases more than 3 times on Tiktok Shop?	
Yes	97
No	23
Total	120
Which social media platforms do you use most often to interact or see reviews of a product?	
Tiktok	102
Posted on Instagram	18
Total	120

Source: Primary data processed by the author (2026)

The results show that the majority of respondents are women with an age range between 20 and 25 years, and most have made purchases more than three times, indicating a significant level of experience and transaction habits, as shown by the data of table 4.1. TikTok is also

used by most respondents as the main platform to interact and see product reviews before making a purchase.

Overall, this characteristic illustrates that the most dominant TikTok Shop users are young consumers who are used to digital content, utilizing live streaming and online customer reviews as the basis for decision-making. This behavior is supported by research (Shofa Qosidatul Ghautsiyyah, 2025) which suggests that live streaming and digital reviews can influence consumer engagement as well as purchase decisions on the TikTok Shop platform.

- **Testing Measurement Model (Outer Model)**

The data was analyzed using the SmartPLS 4.0.9.9 analysis tool, the results of the loading factor based on the measurement model test (outer model) can be observed below.

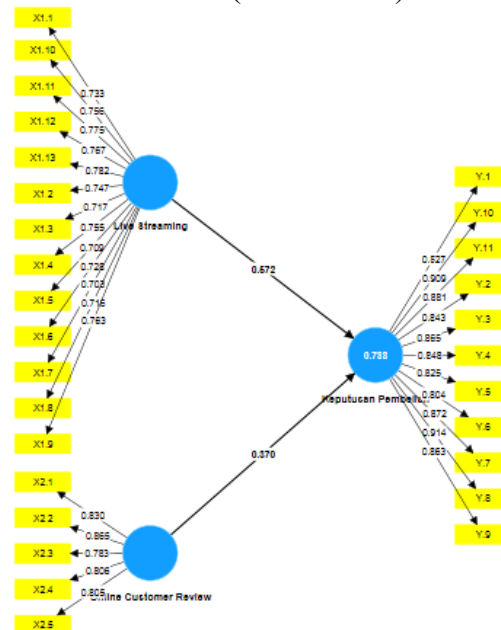


Figure 1 Loading Factor Results with SmartPLS 4.0.9.9

Source : SmartPLS Output Results 4.0.9.9

The results of the analysis using SmartPLS 4.0.9.9 show that the majority of indicators on each variable have a loading factor exceeding 0.70, as shown in figure 4.1. The results show that the indicators have a good level of validity and accurately indicate the constructed variables being measured. In other words, the established convergent validity criteria have been met by indicators with a loading factor exceeding 0.70.

Indicator Validity Test

Table 3. Outer Loading

Live	Streaming	Online Customer	Review	Verdict	Purchase
X1.1	0.733	X2.1	0.830	Y.1	0.827
X1.2	0.747	X2.2	0.865	Y.2	0.843
X1.3	0.717	X2.3	0.783	Y.3	0.865
X1.4	0.755	X2.4	0.806	Y.4	0.848
X1.5	0.709	X2.5	0.805	Y.5	0.825
X1.6	0.728			Y.6	0.804
X1.7	0.703			Y.7	0.872
X1.8	0.716			Y.8	0.914
X1.9	0.763			Y.9	0.863

X1.10	0.756	Y.10	0.909
X1.11	0.775	Y.11	0.881
X1.12	0.767		
X1.13	0.782		

Source : SmartPLS Output Results 4.0.9.9

In table 3, each indicator for each construct variable has a loading factor value that exceeds the error variance value of 0.70. This shows that the indicators are valid and can function well as representations of measurement models for construct variables.

Convergent Validity Test

Table 4. Construct Reability and Validity

	Average variance extracted (AVE)
Purchase Decision	0.739
Live Streaming	0.552
Online Customer Reviews	0.670

Source : SmartPLS Output Results 4.0.9.9

All AVE values have met the criterion ≥ 0.50 , which means that each construct is able to explain more than 50% of the variance of the indicator, with Purchase Termination having the highest value of 0.739, followed by Online Customer Review with a value of 0.670 and Live Streaming with a value of 0.552.

Construct Reliability Test

Table 5. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Purchase Decision	0.965	0.965	0.969
Live Streaming	0.932	0.932	0.941
Online Customer Reviews	0.876	0.877	0.910

Source : SmartPLS Output Results 4.0.9.9

Purchase Decisions (0.965), Live Streaming (0.932), and Online (0.876) each had Cronbach's Alpha values above 0.70, as shown by the results of the reliability test, which can be seen in table 4.4. This indicates that all indicators pertaining to each variable are consistent and reliable.

In addition, the Composite Reliability values (rho_a and rho_c) on all variables also exceeded the minimum limit of 0.70, namely Purchase Decision (rho_a 0.965; rho_c 0.969), Live Streaming (rho_a 0.932; rho_c 0.941), and Online Customer Review (rho_a 0.877; rho_c 0.910). Thus, it can be concluded that all research variables have met the reliability criteria and are suitable for use in subsequent analysis.

Discriminating Validity Test

Table 6. Fornell Larcker Criterion

	Purchase Decision	Live Streaming	Online Customer Reviews
Purchase Decision	0.860		

Live Streaming	0.855	0.743	
Online Customer Reviews	0.808	0.765	0.818

Source : SmartPLS Output Results 4.0.9.9

Discriminant validity was evaluated using the Fornell-Larcker criteria. Based on Table 6, the square root value of AVE in each construct is greater than the correlation value between other constructs. This shows that each variable has different characteristics and that there is no overlap of measurements between constructs. Thus, the validity of the discrimination is declared fulfilled.

• Structural Model Test Results (Inner Model)

Structural model testing aims to determine the strength of the relationship between latent variables as well as the predictive ability of the research model.

Coefficient of Determination (R^2)

Table 7. R Square

	R-square	R-square adjusted
Purchase Decision	0.788	0.784

Source : SmartPLS Output Results 4.0.9.9

Based on table 7, the R-square value for the Purchase Decision variable is 0.788 with an adjusted r-square value of 0.784. This shows that the Purchase Decision variable can be explained by independent variables in the model of 78.8%, while the remaining 21.2% is explained by other variables outside the research model.

F Square (F^2)

Table 8. F Square

	Purchase Decision	Live Streaming	Online Customer Reviews
Purchase Decision			
Live Streaming	0.640		
Online Customer Reviews	0.267		

Source : SmartPLS Output Results 4.0.9.9

Based on table 8, the value of f-square indicates the magnitude of the influence of independent variables on the Purchase Decision. The Live Streaming variable has an f-square value of 0.640 which is included in the category of large influence, so it is the most dominant factor in influencing the Purchase Decision.

Meanwhile, Online Customer Reviews have an f-square value of 0.267 which is included in the category of medium influence, so it still plays a role in influencing Purchase Decisions even though it is not as big as Live Streaming.

Hypothesis Testing (H1 & H2)

Table 9. Hypothesis Testing (H1 & H2)

	Original sample (O)	T statistics (O/STDEV)	P values
Live Streaming → Purchase Decision	0.572	8.824	0.000
Online Customer Review → Purchase Decision	0.370	5.711	0.000

Source : SmartPLS Output Results 4.0.9.9

Hypothesis Testing (H3)

Table 10. Hypothesis Testing (H3)

	R-square	R-square adjusted
Purchase Decision	0.788	0.784

Source : SmartPLS Output Results 4.0.9.9

H1 : The Influence of Live Streaming on Purchase Decisions

The test results showed that the Live Streaming variable had a positive and significant impact on purchase decisions on TikTok Shop. With a coefficient value of 0.572, a t-value of 8.824 greater than 1.96, and a p-value of 0.000 smaller than 0.05, it appears that consumer purchasing decisions are increasing along with better quality of live streaming. Consumers have an interactive shopping experience with live streaming because they can view items in person, get real-time explanations, and interact with hosts. Consumers can reduce uncertainty before buying by visually looking at the texture, how to use it, and the results of using the product. Responsive host interactions increase customer trust, which encourages them to make better purchasing decisions. These findings are in line with previous research (Setiawan et al., 2024) which states that live streaming is able to increase trust and buying interest because it creates a more personalized and convincing shopping experience than conventional promotions.

H2 : The Influence of Online Customer Reviews on Purchase Decisions

Research shows that Online Customer Reviews have a positive and significant impact on purchasing decisions on TikTok Shop. With a coefficient value of 0.370, a t-value of 5.711 greater than 1.96, and a p-value of 0.000 smaller than 0.05, consumer reviews play an important role in decision-making. Online Customer Reviews provide information based on real user experiences. Clear and informative reviews help consumers choose a product that suits their needs. Consumers rely more on customer experience than advertising, so the more positive reviews available, the more confident consumers will be to buy the goods. These findings are reinforced by research (Diany & Yuliyanti, 2024) which shows that both live streaming and online customer reviews have a positive and significant impact on consumer purchase decisions on e-commerce platforms.

H3 : The Influence of Live Streaming and Online Customer Reviews on Purchase Decisions

The results of simultaneous hypothesis testing on the structural model show that the Live Streaming and Online Customer Review variables simultaneously influence the purchase decision. This is reinforced by an R-square value of 0.788, which shows that both independent variables were able to explain the 78.8% variation in the Purchase Decision, while the remaining 21.2% was influenced by other factors not included in the research model. These results confirm that the factors that influence the purchase decision are not only one, but also a combination of the informative and engaging quality of live streaming and the existence of online customer reviews as a source of information for consumers. Thus, the hypothesis that Live Streaming and Online Customer Reviews simultaneously influence purchasing decisions are accepted. The results show that optimizing live streaming features and managing consumer reviews is essential to improve purchasing decisions on TikTok Shop.

CONCLUSION

The results of this study indicate that Live Streaming and Online Customer Reviews both have a positive and significant effect on Purchase Decisions on TikTok Shop. Live Streaming showed a stronger influence (coefficient = 0.572; $t = 8.824$; $p < 0.05$), suggesting that higher-

quality streams—characterized by clear information, engaging presentation, and effective host interaction—enhance consumers’ likelihood of purchasing. Online Customer Reviews also had a significant effect (coefficient = 0.370; $t = 5.711$; $p < 0.05$), indicating that informative and balanced reviews increase consumer confidence in making purchase decisions. Simultaneously, both variables explained 78.8% of the variance in Purchase Decisions ($R^2 = 0.788$), highlighting the combined importance of interactive experiences and peer-generated information. Based on these findings, sellers should improve live-streaming quality and actively manage customer reviews to build trust, while platform developers should enhance features that support interactivity and review transparency. Future research is recommended to include additional variables such as price, trust, product quality, or brand image, and to expand the study across different platforms, product categories, or larger samples for more comprehensive insights.

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