

The Influence of Live Streaming and Online Reviews on Purchase Intention Toward Luxcrime on TikTok Shop: The Mediating Role of Customer Trust

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Abstract. *Technological advancements have changed how customers use e-commerce platforms to engage with products. Live streaming is one of the most popular features, and it may affect consumers' intentions to make purchases. With consumer trust acting as a mediating variable, this study intends to examine how live broadcasting and online customer reviews affect consumers' intentions to buy Luxcrime products on TikTok Shop. This study employs a quantitative methodology, gathering primary data from 275 respondents via an online survey using purposive sampling. With the help of the SmartPLS program, structural equation modeling, or SEM, was used to analyze the data. The study's findings showed that consumer trust and purchasing intention are positively and significantly impacted by live broadcasting and online customer reviews. Additionally, it was shown that the relationship between live streaming, online customer reviews, and buy intention was mediated by consumer trust. Through the use of live streaming features and efficient customer review management on e-commerce platforms, these findings emphasize the significance of establishing consumer trust in order to increase buy intention.*

Keywords: *Live Streaming, Online Customer Review, Customer Trust, E-commerce*

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INTRODUCTION

The rapid growth of digital platforms has changed consumer purchasing behavior, especially in Indonesia, which has a high level of internet penetration and mobile phone usage. In this context, social commerce platforms such as TikTok Shop have become a new force in e-commerce because they combine entertainment and shopping activities in one interactive platform. This study aims to examine the influence of live streaming and online customer reviews on consumer purchase intention, with customer trust as a mediating variable, on the TikTok Shop Indonesia platform. The main focus of this study is on a local cosmetic brand, Luxcrime, which actively utilizes TikTok Shop features to influence consumer purchasing decisions in the Indonesian market. The cosmetics industry in Indonesia has seen significant growth, driven by increasing public awareness of self-care and evolving beauty trends. This industry generated revenues of USD 8.09 billion in 2023 and is projected to reach USD 9.17 billion in 2024. This rapid growth highlights the importance of the cosmetics industry in Indonesia, which is also influenced by the adoption of digital technology and changes in consumer behavior.

Data from Kementerian Perdagangan Republik Indonesia (2024) shows that the number of e-commerce users in Indonesia is projected to reach 99.1 million in 2029, a significant increase from 38.72 million users in 2020. TikTok Shop has emerged as one of the most influential marketing platforms, with live streaming features contributing up to 80% of total purchase transactions on TikTok Shop Indonesia. This shows the important role of live streaming in influencing consumer trust and purchasing decisions. Luxcrime, which was founded in 2015, has succeeded in building a strong image through quality cosmetic products. This brand actively utilizes TikTok Shop features, such as live streaming and customer reviews, to attract consumer interest. Despite its increasing use, the real impact of this strategy especially when mediated by consumer trust is still rarely studied in the Indonesian context.

Therefore, this study aims to fill this gap by examining how live streaming and online customer reviews influence purchase intention through customer trust in the context of the Luxcrime brand on TikTok Shop Indonesia. According to research by Hafizhoh et al. (2023), live streaming had a considerable impact on consumers' interest in making a purchase through the TikTok Shop app, both partially and simultaneously. According to the study (Yang et al., 2024), impulsivity and trust characteristics operate as a mediating factor between live streaming aspects and consumer purchase intention. While research by Juliana (2023) indicates that Live Streaming has no effect on consumer trust, while Live Streaming has a positive effect on Purchase Intention, and states that Consumer trust has a positive effect on Purchase Intention, other studies by Saputra & Fadhilah (2022) demonstrate that live streaming has a significant direct influence on online consumer trust. Research by Anjaya & Dwita (2023) demonstrates that trust positively influences purchase intention, online customer reviews positively influence purchase intention, and trust mediates the relationship between online customer reviews and purchase intention.

However, research findings indicate that online customer reviews directly effect trust rather than purchase intention (Permatasari & Wahyudi, 2024). Previous research results show differences in findings related to the influence of live streaming and customer reviews on purchase intention, both directly and mediated by other factors such as consumer trust. Therefore, research is needed that aims to further examine the influence of live streaming and online customer reviews on purchase intention with customer trust as a mediating variable, in the context of the local brand luxcrime on the TikTok Shop e-commerce platform in Indonesia.

METHODS

The direct and indirect effects of live streaming and online customer reviews on purchase intention, mediated by customer trust, are examined in this study using a quantitative approach and a causal method. A questionnaire and online survey were used to gather information from TikTok Shop e-commerce consumers who had read online customer reviews for the brand Luxcrime and viewed live streaming.

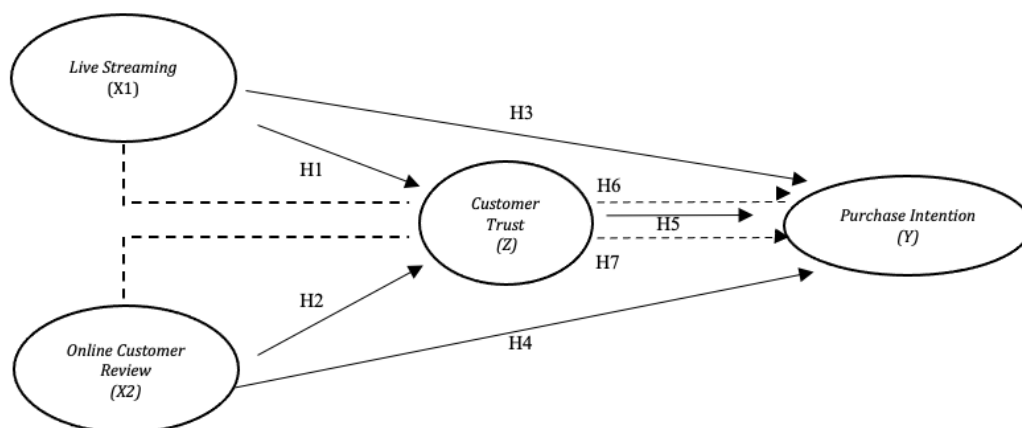


Figure 1. Research Model

Purposive sampling technique was used to ensure the relevance of respondents to the research context. The criteria used were (1) TikTok Shop e-commerce users, (2) Aged between 18 and 50 years, (3) have watched Luxcrime Brand Live Streaming at least 3 times, (4) Have read Luxcrime Brand Online Customer Review at least 3 times. Respondents were screened at the beginning of the survey to ensure these criteria were met. Efforts to reduce sample bias were made by sharing the survey link through various social media platforms, such as TikTok and Instagram, as well as through different beauty communities.

The survey was also distributed to Luxcrime's official social media followers to achieve demographic diversity. Screening was conducted at the beginning of the survey using control questions to ensure that respondents met the predetermined criteria, namely having watched live streaming and read Luxcrime's online customer reviews. These steps were designed to ensure that the respondents were relevant to the research topic and could provide representative data. The measurement items used in the questionnaire were adapted from previously validated studies to ensure construct validity.

The items for the Live Streaming variable were adapted from Lu et al. (2023) and Avaryl & Kusumawati (2023); the items for Customer Reviews were taken from Elwalda et al. (2016); the Customer Trust indicator refers to Zhang et al. (2024), Wu & Huang (2023), and Susanto et al. (2023); while the Purchase Intention item refers to Schiffman & Kanuk (2008) cited from Picaully (2018). Minor modifications were made to adjust the wording to the context of TikTok Shop and Luxcrime. These modifications were reviewed by experts to ensure clarity and cultural appropriateness. The final instrument used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Based on the 24 indicators used in the model, the minimum sample size required is 240 respondents based on the Hair (2010) A total of 275 valid respondents were successfully collected and analyzed using Structural Equation Modeling (SEM) operated with SmartPLS version 4.0.9.9.

RESULTS AND DISCUSSION

A total of 290 questionnaire responses were successfully gathered for this investigation. Fifteen responses were deemed ineligible following a screening process based on the predefined sample criteria. Thus, 275 respondents made up the total data evaluated in this study. Table 1 below displays the characteristics of the respondents according to control questions, gender, age, residence, income, occupation, and frequency of purchases.

Table 1. Description of Respondent Characteristics

Characteristics	Frequency	Percentage	Characteristics	Frequency	Percentage
Control Questions			Income		
Yes	275	94,83%	< Rp1.000.000	68	24,73%
No	15	5,17%	Rp1.000.000-2.000.000	89	32,36%
Gender			Rp2.000.000-3.000.000	52	18,91%
Male	29	10,55%	Rp 3.000.000-4.000.000	37	13,45%
Female	246	89,45%	Rp4.000.000	29	10,55%
Age			Job		
18-25 years	163	59,27%	Student	166	60,36%
26-30 years	68	24,73%	Private Employee	54	19,64%
31-35 years	40	14,55%	Civil Servant	10	3,64%
36-40 years	2	0,73%	Others	45	16,36%
41-50 years	2	0,73%	Purchase Frequency		
Domicile			Rarely	28	10,18%

Padang	138	50,18%	Occasionally	94	34,18%
Outside Padang	137	49,82%	Frequently	105	38,18%
			Very Frequently	48	17,45%

Source: Primary Processed Data (2025)

During the validity test phase, two types of validity tests were conducted: Convergent Validity and Discriminant Validity. For Convergent Validity, the factor loading values were examined, with a threshold of >0.7. It was found that 6 items did not meet this criterion, so items with factor loading values <0.7 were eliminated. Table 2 presents the results of the validity test after the elimination process.

Table 2. Convergent Validity

ITEM	CT	LS	OCR	PI
CT1	0,800			
CT10	0,789			
CT11	0,750			
CT12	0,764			
CT13	0,745			
CT14	0,741			
CT15	0,740			
CT16	0,753			
CT2	0,793			
CT4	0,795			
CT5	0,811			
CT6	0,799			
CT7	0,794			
CT8	0,795			
LS1		0,787		
LS10		0,828		
LS11		0,838		
LS12		0,835		
LS13		0,846		
LS14		0,826		
LS15		0,811		
LS17		0,811		
LS18		0,841		
LS19		0,773		
LS20		0,865		
LS21		0,843		
LS22		0,848		
LS23		0,856		
LS24		0,812		
LS25		0,840		
LS26		0,834		
LS3		0,785		
LS4		0,812		
LS5		0,817		
LS6		0,797		
LS8		0,793		
LS9		0,843		
OCR1			0,836	

ITEM	CT	LS	OCR	PI
OCR10			0,850	
OCR11			0,839	
OCR12			0,836	
OCR2			0,832	
OCR3			0,840	
OCR4			0,839	
OCR5			0,808	
OCR6			0,826	
OCR7			0,836	
OCR8			0,836	
PI1				0,780
PI2				0,772
PI3				0,768
PI4				0,757
PI5				0,805

Source: Primary Processed Data (2025)

At the same time, Discriminant Validity was tested using the Fornell-Larcker criterion, where the value of each variable must be higher than those of the other constructs. Table 3 below presents the results of the validity test based on the Fornell-Larcker criterion.

Table 3. Discriminant Validity

Variabel	CT	LS	OCR	PI
CT	0,777			
LS	0,609	0,824		
OCR	0,562	0,519	0,834	
PI	0,629	0,565	0,517	0,777

Source: Primary Processed Data (2025)

Following elimination, all items with factor loadings greater than 0.7 satisfied the requirements for convergent validity, according to the validity test results. Furthermore, the Discriminant Validity test satisfied the Fornell-Larcker criterion, guaranteeing the validity of the remaining items. Reliability testing was then carried out to see how consistent the research tool would be if measurements were made again in comparable circumstances. Two techniques were used in this study to measure reliability: Combined Reliability with Cronbach's Alpha.

Table 4. Cronbach's Alpha dan Composite Reliability

Variabel	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>
CT	0,950	0,956
LS	0,978	0,979
OCR	0,956	0,957
PI	0,836	0,839

Source: Primary Processed Data (2025)

Based on the results of the reliability test in Table 4, all variables in this study meet the reliability criteria. A Cronbach's Alpha value greater than 0.6 and a Composite Reliability value greater than 0.7 indicate that all indicators in this research instrument consistently and reliably measure the intended variables.

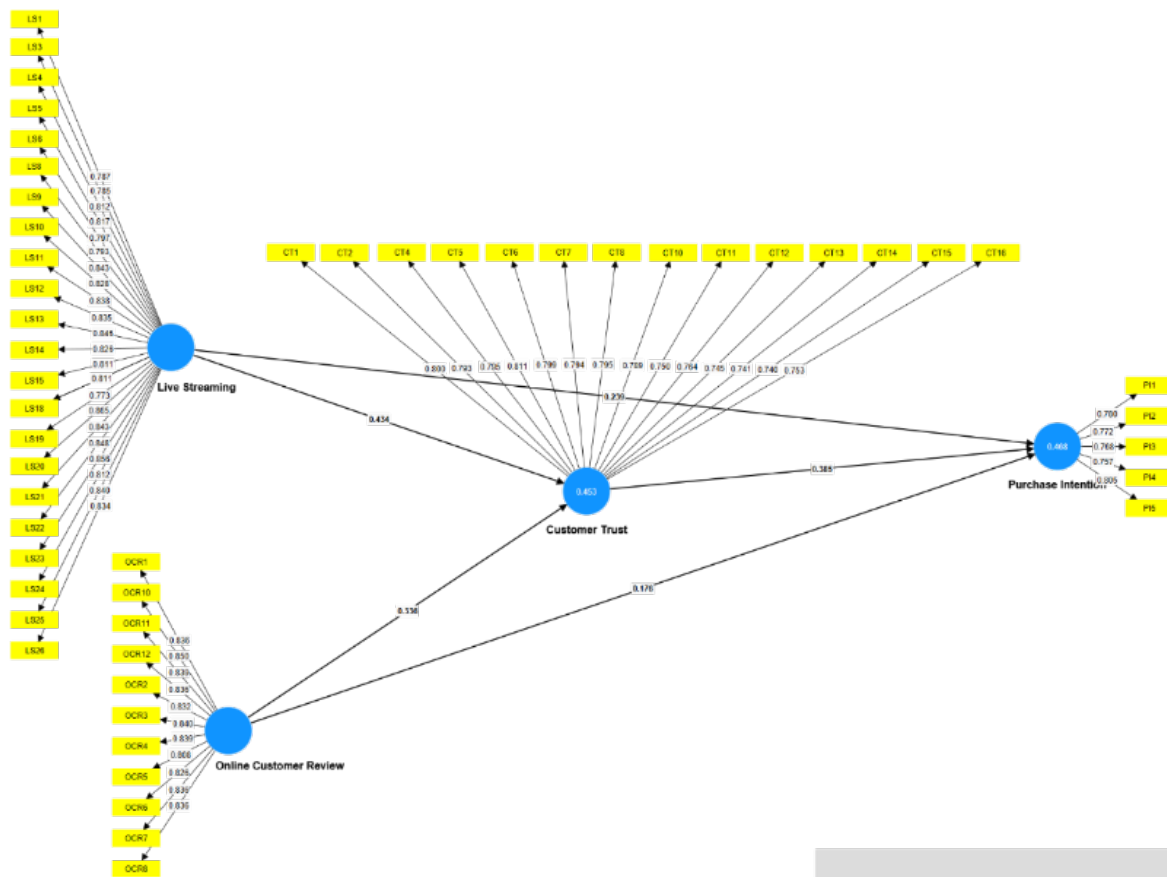


Figure 2. data processing results

This study examines the relationship between variables using the model shown in Figure 2. To assess how well the model explains the variation in the dependent variable, an R-square analysis was conducted. The R-square results for each dependent variable are presented in Table 5.

Table 5. Output R-square

Variable	R-square	R-square Adjusted
CT	0,453	0,449
PI	0,468	0,462

Source: Primary Processed Data (2025)

The R-square analysis results for the variables Purchase Intention (PI) and Customer Trust (CT) are displayed in Table 5 and have respective values of 0.453 and 0.468. This indicates that the model, which incorporates the current variables, can account for 45.3% of the variation in the Customer Trust (CT) variable, with additional factors not included in the model influencing the remaining 54.7%. In contrast, the Purchase Intention (PI) variable's R-square value of 0.468 shows that the model can account for 46.8% of the variation in PI, with other variables influencing the remaining 53.2%. These findings imply that the model's ability to explain the link between the variables is strong.

Table 6. Path Coefficient

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Desicion
LS → CT	0,434	6,249	0,000	Accepted
OCR → CT	0,336	5,351	0,000	Accepted
LS → PI	0,239	3,736	0,000	Accepted
OCR → PI	0,176	3,161	0,002	Accepted
CT → PI	0,385	7,036	0,000	Accepted

Source: Primary Processed Data (2025)

The direct hypothesis test findings, which are displayed in Table 6, indicate that there is a substantial association between the variables. First, with a P-Value of 0.000 (< 0.05) and a T-statistic value of 6.249 (> 1.96), the data demonstrate that live streaming significantly and favorably affects customer trust. This implies that the impact on customer trust increases with the frequency of live streaming. The first hypothesis is accepted since the first sample value of 0.434 shows that a one standard deviation increase in live streaming causes a 0.434 standard deviation rise in customer trust. Additionally, it has been discovered that online customer reviews significantly and favorably impact customer trust. The second hypothesis is accepted, as evidenced by the T-statistic value of 5.351 (> 1.96) and the P-Value of 0.000 (< 0.05). The original sample value of 0.336 suggested that an increase of one standard deviation in Online Customer Review would result in a 0.336 standard deviation increase in Customer Trust.

Significant findings are also found in the relationship between live streaming and purchase intention, with a T-statistic of 3.736 (> 1.96) and a P-Value of 0.000 (< 0.05). The third hypothesis is supported by the initial sample value of 0.239, which indicates that an increase of one standard deviation in live streaming can result in a 0.239 standard deviation rise in purchase intention. Similarly, the T-statistic of 3.161 (> 1.96) and P-Value of 0.002 (< 0.05) show that Online Customer Review has a positive and significant effect on Purchase Intention. The fourth hypothesis is accepted since the initial sample value of 0.176 indicates that for every standard deviation increase in Online Customer Review, Purchase Intention increases by 0.176 standard deviations.

Finally, Customer Trust is shown to have a significant effect on Purchase Intention. This is supported by the T-statistic value of 7.036 (> 1.96) and P-Value of 0.000 (< 0.05), with the original sample value of 0.385, meaning that an increase of one standard deviation in Customer Trust increases Purchase Intention by 0.385 standard deviations. Therefore, the fifth hypothesis is accepted. Table 7 presents the results of the indirect hypothesis testing, which aims to analyze the mediation effect between the variables in the research model

Table 7 Indirect Effects

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Desicion
LS → CT → PI	0,167	4,527	0,000	Accepted
OCR → CT → PI	0,129	4,449	0,000	Accepted

Source: Primary Processed Data (2025)

Customer trust was shown to mediate the relationship between a number of the variables in this study, according to the data displayed in Table 16. First, it has been demonstrated that the impact of live streaming on purchase intention is mediated by customer trust. The influence is statistically significant, as evidenced by the T-statistic of 4.527 (> 1.96) and P-Value of 0.000 (< 0.05). The initial sample value of 0.167 suggests that a rise in customer trust can account for the beneficial impact of live streaming on purchase intention. The sixth hypothesis is so approved. Additionally, the relationship between online customer reviews and purchase intention is mediated by customer trust. A statistically significant influence is indicated by the P-Value of 0.000 and the T-statistic of 4.449 (> 1.96). The initial sample value of 0.129 suggests that boosting

favorable opinions of online reviews can boost customer trust, which in turn helps to boost purchase intention. As a result, the seventh theory is approved.

Customer Trust is Significantly Enhanced Via Live Streaming

According to the study's findings, customer trust is significantly impacted by live streaming. This is consistent with the Affordance Theory, which holds that technological elements like live streaming allow for more direct and open communication between buyers and sellers. Through these exchanges, customers may look more closely and thoroughly at products, which helps to allay their doubts and increase their confidence in the Luxcrime name. The findings of this investigation align with those of a study conducted in 2022 by Saputra & Fadhilah, which discovered that live streaming can boost customer confidence by offering a more lucid picture of product features. Customers can also get more information about the products or ask merchants questions directly during interactive live streaming sessions. This openness is essential to establishing trust. The allure of these exchanges can improve the bond between customers and brands, which will ultimately lead to greater brand loyalty and trust.

Customer Trust is Significantly Enhanced by Online Customer Reviews

The study's findings demonstrate that customer trust is significantly impacted by online customer reviews. Before making an online purchase, reviews based on actual customer experiences serve to allay fears and give confidence. These results are consistent with research by Permatasari & Wahyudi (2024), which emphasizes how crucial customer evaluations are in influencing how people perceive trust, especially when those reviews highlight pleasant experiences and offer clear product information. Consumer decisions are influenced by informative reviews, which act as social proof. Anjaya & Dwita (2023) also found a similar conclusion, showing that online customer reviews have a strong beneficial impact on consumer trust. Because user reviews are seen as more unbiased than brand-sponsored statements, consumers are more likely to believe what other users have to say. According to this survey, customers are more confident while buying Luxcrime products when they read evaluations with high ratings and thorough explanations of the product's quality. The influence on customer trust increases with the number of favorable reviews received.

Purchase Intention is Significantly Improved by Live Streaming

It has been demonstrated that live streaming has a favorable effect on buy intention, i.e., more participatory and interesting sessions result in increased customer purchase intention. Research by Chan & Asni (2022) supports these findings by demonstrating that live streaming can increase purchase interest by providing a more thorough and engaging shopping experience. Real-time information and direct communication with vendors foster a sense of urgency that increases the impulse to buy. (Juliana, 2023) raised a similar issue, emphasizing the part professional and communicative streamers play in promoting purchase intention. Customers can ask questions in real time, see the product up close, and hear thorough explanations when live streaming is used. Their desire to buy is greatly increased by this encounter. Additionally, a sense of connection with the brand is fostered by the casual and intimate setting of live streaming sessions, which increases interest in the promoted product.

Purchase Intention is Significantly Positively Impacted by Online Customer Reviews

It has also been demonstrated that online customer reviews have a big impact on purchase intention. Before making a purchase, consumers frequently take other customers' reviews into account. According to research by Rosania & Wilujeng (2023), people like products with a high number of favorable reviews since they increase their trust in the product's quality. Similar findings were made in the study by Anjaya & Dwita (2023), which discovered that thorough evaluations that highlight good experiences are essential for boosting customer confidence and persuading people to test a product. This result is consistent with the Social Proof Theory, which postulates that people are inclined to adopt the decisions of others who have

bought and given a product a favorable review because they believe it to be a trustworthy choice. Purchase intentions are significantly influenced by customer reviews, especially when such evaluations are reliable. Purchase decisions are more influenced by truthful reviews that offer comprehensive and understandable information than by evaluations that are ambiguous or generic. Customers are therefore more likely to buy a product when they believe the reviews provide reliable and accurate information.

Purchase Intention is Significantly Positively Impacted by Customer Trust

This study has demonstrated that Purchase Intention is positively and significantly impacted by Customer Trust. Purchases from a brand are more likely to occur when people have faith in it. This is corroborated by research from (Juliana, 2023), which shows that customers who have a high level of trust in a brand are more likely to purchase its goods. Customers are more certain and secure that the goods they are purchasing will live up to their expectations in terms of quality, benefits, and service when they have faith in the brand, product, or seller. Another important factor in lowering consumer hesitancy when choosing to buy is customer trust. Customers are more assured of their choice to buy when they think a product is reliable. This emphasizes how crucial it is to keep positive and open relationships with customers in order to win their loyalty and purchase intent.

Customer Trust Significantly and Positively Mediates the Relationship Between Live Streaming and Purchase Intention

Additionally, this study discovered that the association between live streaming and purchase intention is significantly mediated by customer trust. This suggests that whereas live streaming directly affects purchase intention, elements pertaining to customer trust are also very important in enhancing this effect. Live streaming that is transparent and interactive fosters consumer trust, which in turn influences their propensity to buy the product. These results are consistent with the Affordance Theory, which contends that live streaming facilitates two-way communication and gives customers clear, direct access to product information. Because customers have greater faith in the seller's credibility and the genuineness of the product, this connection increases customer trust. Customers are subsequently more inclined to buy the goods as a result of the trust that live streaming builds. This conclusion is corroborated by studies by Elsholiha et al. (2023) and Xie et al. (2024), which show that building more consumer trust can increase the impact of live streaming on purchase intention. In order to link the live streaming experience with the choice to buy, customer trust is essential. The credibility of the information source and a willingness to try new things are two examples of elements that affect consumer trust and increase their likelihood of buying the goods. Customers can interact with the seller directly, see the product in greater detail, and get more information by using live streaming. These components contribute to increased trust, which in turn raises the inclination to buy. Customers feel more confidence before making a purchase when the live streaming experience is more genuine and engaging.

Customer Trust Significantly and Positively Mediates the Relationship Between Online Customer Review and Purchase Intention

The results of this study further show that the association between online customer reviews and purchase intention is mediated by customer trust. This is in line with studies by Rosania & Wilujeng (2023) and Anjaya & Dwita (2023), which produced findings that were comparable. Customers' trust in potential buyers increases with the number of favorable evaluations they leave, which in turn promotes purchase intention. According to the majority of survey participants, reading favorable customer evaluations increased their interest in buying Luxcrime products. The temptation to purchase comes naturally after a brand's reviews have established credibility. Consumer purchase decisions are reinforced by customer reviews, which serve as social proof. Customers' confidence in making a purchase is bolstered when they read reviews that give an honest assessment of the product's quality and advantages. Product and

brand confidence is increased when customer reviews are clear and positive. The trust that these reviews foster will likewise boost consumers' propensity to purchase goods.

CONCLUSION

This study shows how consumer purchase intention is impacted by live streaming, online customer reviews, and customer trust. This study examined the direct and indirect correlations between live streaming, online customer reviews, customer trust, and purchase intention by testing seven hypotheses. These hypotheses are as follows: (1) Live Streaming has a positive and significant effect on Customer Trust; (2) Online Customer Reviews have a positive and significant effect on Customer Trust; (3) Live Streaming has a positive and significant effect on Purchase Intention; (4) Online Customer Reviews have a positive and significant effect on Purchase Intention; (5) Customer Trust has a positive and significant effect on Purchase Intention; (6) Customer Trust mediates the relationship between Live Streaming and Purchase Intention in a positive and significant way; and (7) Customer Trust mediates the relationship between Online Customer Reviews and Purchase Intention in a positive and significant way.

SUGGESTION

Companies should concentrate on boosting interaction during live streaming, efficiently handling reviews, and establishing and preserving customer trust in order to optimize these effects. Increasing interaction during live streaming sessions, responding to reviews in a transparent manner, and maintaining consistent product quality and experiences to uphold customer trust—all of which can boost buy intention and loyalty—are some ways to accomplish this.

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