

The Influence of Live Streaming Shopping and Influencer Marketing on Purchase Intention with Consumer Trust as an Intervening Variable among TikTok Shop Consumers in Pekanbaru

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ARTICLE INFO



Received: 12 September 2026

Received in revised:

25 September 2026

Accepted: 20 October 2026

Published: 1 December 2026

Open Access

ABSTRACT

The development of digital commerce through social media has transformed consumer behavior in obtaining information and making online purchasing decisions. TikTok Shop utilizes live streaming shopping and influencer marketing to increase consumer interaction and encourage purchase intention. In this context, consumer trust plays an important role in strengthening consumers' willingness to purchase. This research investigates how live streaming shopping and influencer marketing contribute to consumers' purchase intention through the role of consumer trust among TikTok Shop users in Pekanbaru. A quantitative research design was employed using a survey approach to obtain primary data from respondents who had experience using TikTok Shop and satisfied the established sampling requirements. Respondents were selected through purposive sampling, and the research instrument was structured using a Likert-scale measurement. The collected data were subsequently processed with the Statistical Package for the Social Sciences (SPSS) by applying multiple regression analysis, partial significance testing, the coefficient of determination, and mediation analysis to examine both direct and indirect relationships among the variables. The findings demonstrate that live streaming shopping significantly enhances consumer trust and purchase intention. Similarly, influencer marketing contributes positively and significantly to both consumer trust and consumers' intention to purchase. Consumer trust is also found to have a significant positive relationship with purchase intention. In addition, the mediation analysis confirms that consumer trust serves as an important mechanism through which live streaming shopping and influencer marketing influence purchase intention. Overall, the results emphasize that building consumer trust is essential for maximizing the effectiveness of digital marketing activities and encouraging purchase intention among TikTok Shop consumers in Pekanbaru.

Keywords: Live Streaming Shopping, Influencer Marketing, Consumer Trust, Purchase Intention, TikTok Shop.

1. Introduction

The rapid advancement of digital technology has transformed the way businesses conduct their marketing activities while also reshaping how consumers search for information, evaluate products, and make purchasing decisions. Social media, which was initially used primarily as a communication platform, has developed into an important part of digital commerce, or social commerce. Consumers can search for information, view recommendations, interact with sellers, compare products, and make purchases

within a single platform. This transformation encourages businesses to adopt more interactive marketing strategies that can provide consumers with engaging shopping experiences. One of the rapidly developing strategies is live streaming shopping, which refers to promotional and selling activities conducted through live broadcasts that enable sellers or streamers to interact directly with consumers (Chan & Asni, 2023).

TikTok Shop is one of the platforms that utilizes this concept by combining social media con-

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tent, user interaction, and purchasing activities. Through live streaming shopping, consumers can observe product demonstrations, obtain explanations about product benefits and characteristics, ask questions, and receive responses from sellers in real time. Such interactions can help reduce consumer uncertainty before making a purchase. The better the interaction, information delivery, and experience provided during live streaming, the greater the likelihood that consumers will develop an interest in the products being offered (Oktaviani et al., 2024).

(Chan & Asni, 2023) A study titled "Encouraging Purchase Intention in TikTok Live Streaming: The Role of Live Streaming Shopping Attributes," demonstrated that consumers' purchase intention was significantly affected by the attributes offered during live streaming shopping, particularly the attractiveness of low-price offers. These findings indicate that the characteristics of live streaming activities are important factors in encouraging consumers' purchase intentions.

In addition to live streaming shopping, another marketing strategy that has developed rapidly on TikTok is influencer marketing. Influencers have the ability to influence the perceptions and behaviors of their followers through content, experiences, and product recommendations. Their credibility, expertise, attractiveness, and communication abilities can determine the extent to which their recommendations are accepted by consumers. In the context of TikTok Shop, influencers can serve as information sources that help consumers recognize products while simultaneously shaping their perceptions and confidence before making a purchase (Nurhapizah et al., 2024).

In the TikTok Shop context (Nurhapizah et al., 2024) In their study entitled "The Impact of TikTok Live Streamers on Purchase Intention toward Somethinc Products: The Mediating Role of Consumer Trust," they found that live streamers had positive and significant effects on consumer trust and purchase intention. Their findings also indicated that consumer trust influenced purchase intention and functioned as an intervening variable. The study involved 195 TikTok users in Malang who had watched live streaming sessions and used TikTok Shop.

Trust is important because consumers involved in digital transactions face various risks and uncertainties. Consumers cannot directly examine products before purchasing them and therefore depend heavily on information provided by sellers, streamers, and influencers. Consumers also consider whether the information provided is reliable, whether sellers can fulfill their promises, and whether the products received will correspond to the information presented. Therefore, consumer trust can become an important factor that connects digital marketing activities with the formation of purchase intention (Katon & Oktavia, 2025).

(Faiza & Rachman, 2024) Through their study entitled "Determinants of Consumers' Purchase Intention in TikTok Shop Social Commerce in Indonesia," they examined 165 TikTok Shop users in Indonesia. The results showed that economic factors, reliability, interaction, and sales

promotion significantly influenced purchase intention, while needs did not have a significant effect. The study also indicated that reliability was one of the strongest factors influencing purchase intention, highlighting the importance of reliable information and consumer experience in TikTok Shop transactions.

A more recent study by Amarullah (Muhriza et al., 2024) entitled "Effect of TikTok Live Streamer Characteristics on Purchase Intentions: The Mediating Role of Trust," examined the characteristics of live streamers, including credibility, interactivity, and attractiveness, in relation to purchase intention, with trust as a mediating variable. The study involved 203 respondents who had watched commercial content through TikTok Live. In their research on TikTok Live Streaming, the authors revealed that consumers were more likely to develop purchase intentions when the live shopping experience offered appealing attributes, especially attractive pricing and low-cost product offers.

Based on these previous studies, several research gaps can be identified. First, previous studies have generally examined live streaming shopping, live streamer characteristics, or specific TikTok Shop factors separately. (Chan & Asni, 2023) focused on live streaming shopping attributes, while (Oktaviani et al., 2024) focused on live streamer characteristics with trust as a mediating variable. Meanwhile, (Nurhapizah et al., 2024) examined economic factors, reliability, interaction, and sales promotion. Therefore, there remains an opportunity to simultaneously examine live streaming shopping and influencer marketing as factors influencing purchase intention.

Second, previous studies have demonstrated the importance of trust, but further research is needed to explain consumer trust as a mechanism linking two digital marketing strategies to purchase intention. By positioning consumer trust as an intervening variable, this study not only examines whether live streaming shopping and influencer marketing influence purchase intention, but also explains whether these influences occur through the formation of consumer trust (Siregar et al., 2026).

Third, this study focuses specifically on TikTok Shop consumers in Pekanbaru. Differences in consumer characteristics, business environments, and social media usage behavior may generate different responses to digital marketing strategies. Therefore, research focusing on consumers in Pekanbaru is needed to provide more specific empirical evidence (Fitriiningrum, 2025).

In response to the identified research gaps, this study develops an integrated model that brings together live streaming shopping and influencer marketing as the main explanatory variables, consumer trust as a mediating factor, and purchase intention as the outcome variable. The study specifically examines how these digital marketing activities shape consumers' intention to purchase through the development of trust among TikTok Shop users in Pekanbaru. By examining these relationships within a single framework, the research is expected to enrich the existing literature on digital marketing and social commerce. From a practical perspective, the

findings may assist businesses in developing more effective live streaming and influencer marketing strategies, particularly by strengthening consumer trust as a means of encouraging purchase intention.

Accordingly, this study aims to examine the effects of Live Streaming Shopping and Influencer Marketing on Consumer Trust and Purchase Intention among TikTok Shop consumers in Pekanbaru. The study also examines the effect of Consumer Trust on Purchase Intention and investigates whether Consumer Trust mediates the relationships between Live Streaming Shopping and Purchase Intention and between Influencer Marketing and Purchase Intention.

The contribution of this study lies in developing an integrated model that simultaneously examines Live Streaming Shopping and Influencer Marketing as digital marketing factors, while positioning Consumer Trust as an intervening mechanism leading to Purchase Intention. Unlike previous studies that have often examined these digital marketing factors separately, this study combines both factors within a single research model and focuses specifically on TikTok Shop consumers in Pekanbaru. This approach provides empirical evidence regarding how consumer trust may explain the mechanism through which digital marketing activities influence purchase intention in a social commerce environment.

2. Literature Review

2.1 Live Streaming Shopping

Live streaming shopping represents a form of online commerce in which sellers use live video to showcase products while engaging directly with potential buyers. Unlike conventional online shopping, this approach allows consumers to observe product demonstrations, obtain explanations about product features, ask questions, and respond to promotional offers as the session takes place. The combination of real-time interaction and purchasing functionality creates a more engaging shopping experience and enables consumers to receive product-related information immediately. This interaction creates a more dynamic shopping experience compared with conventional e-commerce, where consumers generally rely on static product descriptions, images, and reviews (Ratnawati & Hanoky, 2023).

Live streaming shopping can reduce consumer uncertainty because consumers are able to obtain more detailed information about products and communicate directly with sellers or hosts. The real-time nature of the interaction can also create a sense of immediacy and social presence, which may encourage consumers to become more engaged with the products being offered. In the context of TikTok Shop, live streaming shopping is particularly relevant because entertainment, social interaction, product information, and purchasing activities are integrated within the same digital environment (R. Akbar et al., 2025).

2.2 Influencer Marketing

Influencer marketing refers to an approach in which brands collaborate with social media personalities who have established credibility and a strong connection with their followers. Through their online presence, influencers can introduce products, share personal opinions or experiences, and recommend particular brands to their audience. This strategy enables companies to reach potential consumers through content that is often perceived as more relatable and engaging than conventional forms of advertising. Influencers can affect consumer perceptions because their opinions and experiences may be considered more relatable and credible than conventional advertising (Novita & Laij, 2024).

The effectiveness of influencer marketing is closely related to several characteristics, including credibility, expertise, attractiveness, communication ability, and the compatibility between the influencer and the promoted product. When consumers perceive an influencer as knowledgeable, honest, and trustworthy, recommendations delivered by the influencer may have a stronger influence on consumer attitudes and purchasing decisions (Achmad & Sidharta, 2026).

In TikTok Shop, influencer marketing can be integrated with live streaming activities, product reviews, demonstrations, and direct recommendations. Therefore, influencers do not merely function as promotional media but can also become an important source of information and social influence for consumers.

This study is theoretically supported by the Stimulus-Organism-Response (S-O-R) framework, which explains how external environmental stimuli influence an individual's internal psychological evaluation and subsequently lead to behavioral responses. In the context of digital commerce, marketing activities can function as external stimuli that shape consumers' perceptions, evaluations, and intentions.

In this study, Live Streaming Shopping and Influencer Marketing are positioned as stimuli because both represent external digital marketing activities encountered by consumers on TikTok Shop. Live Streaming Shopping provides consumers with product demonstrations, real-time interaction, product information, and promotional stimuli, while Influencer Marketing provides product recommendations and social information through influencers.

Consumer Trust is positioned as the organism because it represents consumers' internal evaluation and confidence developed after receiving and processing information from live shopping activities and influencer recommendations. When consumers perceive the information, sellers, products, or recommendations as credible and reliable, their level of trust may increase.

Purchase Intention represents the response because it reflects consumers' willingness or intention to consider purchasing the promoted products. Based on this framework, the model assumes that digital marketing stimuli may influence purchase intention directly and may also influence purchase intention indirectly by first developing consumer trust. Therefore, the S-O-R perspective provides a theoretical explanation for

the direct and indirect relationships proposed in this study.

2.3 Consumer Trust

Consumer trust represents the level of confidence consumers place in sellers, influencers, brands, and digital platforms when engaging in online transactions. It reflects consumers' perceptions that these parties are trustworthy, act honestly, provide accurate information, and are able to deliver what they have promised. A strong sense of trust can reduce consumers' uncertainty and make them feel more comfortable when considering or making purchases through digital platforms. Trust is particularly important in online transactions because consumers cannot directly observe the seller, physical product, or transaction process before making a purchase (Olivia & Widanti, 2026).

Consumer trust can develop through transparent product information, consistent communication, fulfillment of promises, positive consumer experiences, secure transaction processes, and the credibility of information providers. In social commerce, trust can also emerge through interactions between consumers, sellers, hosts, and influencers.

High levels of consumer trust can reduce perceived risks associated with online purchasing. Consumers who believe that the information provided is reliable and that the seller will fulfill the transaction are more likely to consider purchasing the product.

2.4 Purchase Intention

Purchase intention describes the likelihood that consumers will consider buying a particular product in the future. This intention generally develops after consumers gather and assess relevant product information, compare the potential benefits, and weigh the possible risks before making a purchasing decision. Therefore, purchase intention can be viewed as an early indication of a consumer's readiness to proceed with an actual purchase. Purchase intention is commonly regarded as an important indicator of consumer behavior because it reflects the possibility that consumers will proceed from product evaluation to an actual purchasing decision (Fitriyningrum, 2025).

In digital commerce, purchase intention can be influenced by product information, promotional activities, social interaction, recommendations from influencers, perceived value, and consumer trust. In the context of TikTok Shop, engaging live streaming content and persuasive influencer recommendations may encourage consumers to develop stronger intentions to purchase (Ong et al., 2024).

2.5 The Relationship between Live Streaming Shopping and Consumer Trust

Live streaming shopping provides consumers with opportunities to obtain product information directly and interact with sellers or hosts in real time. The ability to ask questions, observe prod-

uct demonstrations, and receive immediate responses can increase transparency and reduce uncertainty (Weyna et al., 2026).

When consumers perceive live streaming activities as informative, interactive, and credible, they are more likely to develop confidence in the seller and the products being offered. Therefore, better live streaming shopping experiences are expected to strengthen consumer trust.

H1: Live Streaming Shopping has a positive and significant effect on Consumer Trust.

2.6 The Relationship between Influencer Marketing and Consumer Trust

Influencers can become important sources of information for consumers because they communicate products through personal recommendations and social media content. The credibility and expertise of influencers can influence how consumers evaluate the information provided (Andreanto et al., 2025).

When consumers perceive an influencer as honest, knowledgeable, and credible, the recommendations delivered by the influencer may increase their confidence in the promoted products and brands. Therefore, stronger influencer marketing is expected to contribute to higher consumer trust.

H2: Influencer Marketing has a positive and significant effect on Consumer Trust.

2.7 The Relationship between Live Streaming Shopping and Purchase Intention

Live streaming shopping enables consumers to observe products directly while receiving explanations and interacting with hosts. These activities can provide more complete information and create an engaging shopping experience.

The combination of product demonstrations, real-time interaction, limited-time promotions, and direct communication can stimulate consumer interest and encourage purchasing decisions. Therefore, a more effective live streaming shopping experience is expected to increase consumers' purchase intention (Mandala et al., 2025).

H3: Live Streaming Shopping has a positive and significant effect on Purchase Intention.

2.8 The Relationship between Influencer Marketing and Purchase Intention

Influencer marketing can influence consumer purchase intention through recommendations, product demonstrations, reviews, and personal experiences shared by influencers. Consumers may perceive recommendations from credible influencers as useful information when evaluating products (Azzahra et al., 2024).

If an influencer has strong credibility and communicates product benefits effectively, consumers may develop greater interest in the promoted product. Consequently, effective influencer marketing is expected to increase consumer purchase intention.

H4: Influencer Marketing has a positive and significant effect on Purchase Intention.

2.9 The Relationship between Consumer Trust and Purchase Intention

Trust is an important factor in online purchasing because consumers face uncertainty regarding product quality, seller reliability, transaction security, and fulfillment of promises. Consumers who have confidence in sellers, platforms, influencers, and product information are likely to perceive lower purchasing risks (Mandala et al., 2025).

Higher consumer trust can therefore encourage consumers to move from product evaluation to purchasing intention. In the context of TikTok Shop, trust may become particularly important because purchasing decisions can occur rapidly during live streaming sessions (Rohmatullah & Astuti, 2024).

H5: Consumer Trust has a positive and significant effect on Purchase Intention.

2.10 Consumer Trust as an Intervening Variable

Consumer trust may serve as a bridge between consumers' experiences with live streaming shopping and their intention to make a purchase. In this role, the level of trust developed through live shopping interactions can help explain how such activities ultimately encourage consumers to consider purchasing a product. Live streaming shopping may initially provide consumers with information and interaction that increase their confidence in the seller or product. This increased confidence can subsequently encourage stronger purchase intention.

Similarly, influencer marketing may influence purchase intention indirectly through consumer trust. Credible influencers can strengthen consumers' confidence in the products they recommend, which may subsequently increase their willingness to purchase (Syahrin et al., 2025).

Therefore, consumer trust is positioned as a mechanism that explains how live streaming shopping and influencer marketing can influence purchase intention.

H6: Consumer Trust significantly mediates the effect of Live Streaming Shopping on Purchase Intention.

H7: Consumer Trust significantly mediates the effect of Influencer Marketing on Purchase Intention.

3. Research Methodology

3.1 Conceptual Framework

This study develops a conceptual model to explain how live streaming shopping and influencer marketing are related to consumers' purchase intention on TikTok Shop in Pekanbaru. Within the proposed model, Live Streaming Shopping (X1) and Influencer Marketing (X2) function as the independent variables, while Purchase Intention (Y) represents the dependent variable. Consumer Trust (Z) is positioned as an intervening variable to examine whether trust provides a mechanism through which live streaming activities and influencer marketing can influence consumers' intention to purchase. (Y. R. Akbar et al., 2025).

Live Streaming Shopping is expected to influence Purchase Intention through real-time product demonstrations, direct interaction, product information, and promotional activities. Influencer Marketing is also expected to influence Purchase Intention through influencer credibility, expertise, attractiveness, and product recommendations.

Furthermore, Live Streaming Shopping and Influencer Marketing are expected to increase Consumer Trust. Interactive live streaming can provide clearer information and reduce consumer uncertainty, while credible influencers can strengthen consumer confidence in the products they recommend. Higher Consumer Trust is subsequently expected to increase Purchase Intention by reducing perceived risk in online purchasing.

Thus, Consumer Trust is positioned as an intervening variable that explains the indirect effects of Live Streaming Shopping and Influencer Marketing on Purchase Intention. The proposed relationships are:

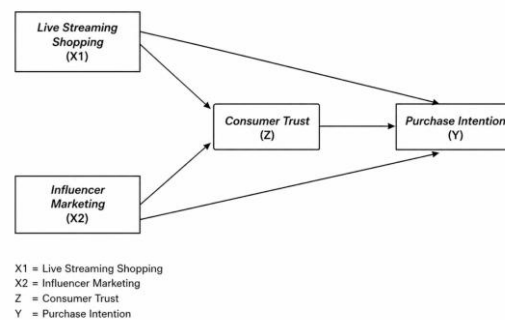


Figure 1. Conceptual Framework

3.2 Hypotheses

Based on the conceptual framework and theoretical review, this study proposes seven hypotheses to examine the direct and indirect relationships among the research variables.

1. H1: Live Streaming Shopping has a positive and significant effect on Consumer Trust.
2. H2: Influencer Marketing has a positive and significant effect on Consumer Trust.
3. H3: Live Streaming Shopping has a positive and significant effect on Purchase Intention.
4. H4: Influencer Marketing has a positive and significant effect on Purchase Intention.
5. H5: Consumer Trust has a positive and significant effect on Purchase Intention.
6. H6: Consumer Trust mediates the effect of Live Streaming Shopping on Purchase Intention.
7. H7: Consumer Trust mediates the effect of Influencer Marketing on Purchase Intention.

3.3 Research Location and Time

This research was conducted in Pekanbaru, Riau Province, Indonesia, focusing on consumers who use TikTok Shop. Pekanbaru was selected because of its active social media usage and digital commerce activities, making it relevant to the objectives of this study.

The research was conducted from May to August 2026, covering the preparation of research instruments, questionnaire distribution, data collection, data processing, and data analysis. The questionnaire was distributed online to respondents who met the predetermined research criteria.

3.4 Types and Sources of Data

This study uses quantitative data, consisting of numerical data obtained from respondents' responses to the research variables: Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention.

The data sources consist of primary and secondary data. Primary data were collected directly from respondents through an online questionnaire distributed to TikTok Shop consumers in Pekanbaru who met the research criteria. The questionnaire used a five-point Likert scale.

Secondary data were obtained from supporting sources, including scientific journals, books, reports, and relevant publications used to strengthen the theoretical foundation and support the research discussion.

3.5 Population and Sample

The population of this study consists of TikTok Shop consumers residing in Pekanbaru. Since the exact population size is unknown, the sample size was determined using the Lemeshow formula for an unknown population (R. Akbar et al., 2026).

$$n = \frac{Z^2 \cdot p \cdot q}{e^2} \quad (1)$$

In this formula, n denotes the required minimum number of respondents. The value of Z represents the standard score associated with the chosen confidence level, which is 1.96 when a 95% confidence level is applied. The symbol p refers to the expected proportion of the population and is set at 0.50 because this value provides the maximum level of variability. Meanwhile, q is calculated as $1 - p$, resulting in a value of 0.50. The symbol e indicates the acceptable margin of sampling error.

For this study, the sample size was determined using a 95% confidence level with $Z = 1.96$. The population proportion was set at $p = 0.50$, giving $q = 0.50$, while the allowable margin of error was established at 10% ($e = 0.10$). Based on these parameters, the sample size calculation can be presented as follows:

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot 0.5}{(0.1)^2} = \frac{3.8416 \cdot 0.25}{0.01} = \frac{0.9604}{0.01} = 96$$

This study employed purposive sampling to recruit participants who met specific requirements established in accordance with the objectives of the research. To be eligible for participation, respondents had to be at least 17 years old and live in Pekanbaru. In addition, they were required to be active TikTok users who had previously watched live shopping sessions, encountered promotional content or product recommendations from influencers on TikTok, and were familiar with or had experience using TikTok Shop. These requirements were established to ensure that the selected respondents had sufficient experience with the digital shopping environment examined in this study.

Purposive sampling was selected because the study required respondents with specific experiences relevant to the research variables. Not all TikTok users have experience with live shopping activities, influencer recommendations, or TikTok Shop. Therefore, respondents were deliberately selected based on predetermined criteria to ensure that they had sufficient experience to evaluate Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention. This sampling approach was considered appropriate for obtaining respondents whose characteristics were directly aligned with the objectives of the study.

3.6 Data Collection Techniques

Primary data were obtained from 96 respondents who satisfied the sampling requirements established for this research. An online questionnaire was prepared by referring to the measurement indicators associated with the four variables under investigation, namely Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention.

To measure respondents' perceptions, the study applied a five-point Likert scale. Each statement was assessed from 1, indicating "Strongly Disagree," to 5, representing "Strongly Agree." The questionnaire was administered electronically using Google Forms, allowing the researchers to reach TikTok Shop users in Pekanbaru more efficiently.

A screening section was placed at the beginning of the questionnaire to verify respondents' eligibility before they proceeded to the substantive questions. After the responses had been received, the dataset was reviewed for completeness and consistency, followed by coding and statistical processing. The resulting data were analyzed using SPSS to support the subsequent stages of hypothesis testing and interpretation.

The questionnaire items were developed based on the measurement indicators of each research construct and were adapted to the context of TikTok Shop. The measurement statements were designed to reflect the specific dimensions of Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention. The wording of the items was adjusted to ensure that the statements were understandable to respondents and relevant to their experience with TikTok Shop. All items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.7 Operational Definition of Research Variable

The operational definition of variables is used to explain the boundaries and measurement of each variable examined in this study. This research consists of two independent variables, namely Live Streaming Shopping (X1) and Influencer Marketing (X2), one intervening variable, namely Consumer Trust (Z), and one dependent variable, namely Purchase Intention (Y). All variables are measured using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Table 1. Operational Definition of Research Variables

Variable	Operational Definition	Indicators
Live Streaming Shopping (Rahmi & Firman, 2025) (X1)	A selling activity conducted through live broadcasts on TikTok that enables consumers to obtain product information, observe product demonstrations, interact with sellers or hosts, and receive offers in real time.	1. Interactivity 2. Informativeness 3. Responsiveness 4. Product demonstration 5. Attractiveness of live streaming
Influencer Marketing (Azzahra et al., 2024) (X2)	A marketing strategy that uses TikTok influencers to provide product information, experiences, and recommendations to their followers.	1. Credibility 2. Expertise 3. Attractiveness 4. Communication quality 5. Product-influencer fit
Consumer Trust (Faiza & Rachman, 2024) (Z)	Consumers' belief that the information received, products offered, sellers, and transaction processes through TikTok Shop are trustworthy and provide a sense of security.	1. Trust in information 2. Seller reliability 3. Transaction security 4. Honesty 5. Fulfillment of promises
Purchase Intention (Chan & Asni, 2023) (Y)	The consumer's desire or tendency to purchase products offered through TikTok Shop after obtaining information and evaluating the products.	1. Desire to purchase 2. Intention to seek information 3. Purchase consideration 4. Purchase plan 5. Likelihood of making a purchase

3.7 Data Analysis Technique

The statistical analysis was performed with the Statistical Package for the Social Sciences (SPSS) to assess the proposed relationships between Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention. Several analytical procedures were applied in stages, beginning with descriptive statistics and instrument testing, followed by classical assumption testing, regression analysis, hypothesis testing, and mediation analysis.

Descriptive statistics were first used to present an overview of the respondents and summarize the response patterns for each study variable. The quality of the research instrument was then evaluated through validity and reliability testing. Pearson Product-Moment correlation was employed to assess item validity, whereas Cronbach's Alpha was used to determine the internal consistency of the measurement instruments. Before conducting regression analysis, the dataset was examined through normality, multicollinearity, and heteroscedasticity tests to determine whether the underlying regression assumptions were adequately satisfied.

Multiple linear regression was subsequently applied to evaluate the direct relationships between the variables. The analysis examined the effects of Live Streaming Shopping and Influencer Marketing on Consumer Trust, as well as their respective effects on Purchase Intention when Consumer Trust was included in the model. Partial hypothesis testing was performed using the t-test to determine whether each independent variable made a statistically significant contribution to the dependent variable. The coefficient of determination (R^2) was also examined to indicate how well the regression model accounted for variations in the dependent variable.

To investigate the proposed indirect relationships, a mediation analysis was conducted to assess the role of Consumer Trust in linking Live Streaming Shopping and Influencer Marketing with Purchase Intention. The mediation effect was evaluated using either the Sobel test or the PROCESS Macro available in SPSS. All statistical decisions were made using a 5% significance threshold ($\alpha = 0.05$).

4. Results and Discussion

The findings of this study provide an overview of consumer behavior toward TikTok Shop in Pekanbaru, particularly regarding the role of Live Streaming Shopping and Influencer Marketing in shaping Purchase Intention through Consumer Trust. The study focuses on how live shopping experiences and influencer recommendations can increase consumer trust and encourage purchase intention. In digital commerce, trust is an important factor because consumers cannot directly examine products before making a purchase. Therefore, information obtained through live streaming and influencer

content may influence consumer perceptions and purchasing decisions.

4.1 Overview of Research Object Respondents

This study was conducted in Pekanbaru, focusing on consumers who use TikTok Shop. The respondents were consumers who use TikTok, have watched Live Streaming Shopping activities, have been exposed to influencer content or recommendations on TikTok, and know or have used TikTok Shop.

Data were collected through an online questionnaire using Google Forms. The sampling technique used was purposive sampling, with respondents selected based on predetermined criteria. Based on the Lemeshow formula for an unknown population, the sample consisted of 96 respondents. All 96 respondents met the research criteria and were included in the subsequent analysis.

4.2 Respondent characteristics

Respondent characteristics were analyzed to provide an overview of the profile of TikTok Shop consumers included in the research sample. The characteristics analyzed consisted of gender, age, occupation, and purchase frequency through TikTok Shop.

A total of 96 respondents participated in this study. All respondents fulfilled the predetermined criteria and were considered capable of providing relevant information regarding their perceptions of Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage (%)
Male	41	42.7
Female	55	57.3
Total	96	100.0

Based on Table 2, female respondents dominate the sample, with 55 respondents or 57.3%, while male respondents account for 41 respondents or 42.7%. This composition indicates that female consumers are slightly more dominant among TikTok Shop users represented in this study.

Table 3. Respondent Characteristics by Age

Age Group	Frequency	Percentage (%)
17–20 years	18	18.8
21–25 years	46	47.9
26–30 years	20	20.8
> 30 years	12	12.5
Total	96	100.0

Table 3 shows that most respondents are aged 21–25 years, consisting of 46 respondents, or 47.9%. This is followed by respondents aged 26–30 years at 20.8%, those aged 17–20 years at 18.8%, and respondents above 30 years at 12.5%. The dominance of younger respondents indicates that this group is relatively active in using social media and participating in digital commerce activities.

Table 4. Respondent Characteristics by Occupation

Occupation	Frequency	Percentage (%)
Student	39	40.6
Private Employee	27	28.1
Civil Servant	8	8.3
Entrepreneur	16	16.7
Others	6	6.3
Total	96	100.0

Based on Table 4, respondents come from various occupational backgrounds. Students represent the largest group, with 39 respondents or 40.6%. This is followed by private employees at 28.1%, entrepreneurs at 16.7%, civil servants at 8.3%, and other occupations at 6.3%. This diversity indicates that TikTok Shop is used by consumers from different occupational backgrounds.

Table 5. Purchase Frequency through TikTok Shop

Purchase Frequency	Frequency	Percentage (%)
1–2 times	48	50.0
3–5 times	32	33.3
> 5 times	16	16.7
Total	96	100.0

Based on Table 5, 48 respondents, or 50.0%, had made purchases through TikTok Shop 1–2 times. Meanwhile, 32 respondents or 33.3% had made purchases 3–5 times, while 16 respondents or 16.7% had made purchases more than five times. This indicates that the respondents had experience using TikTok Shop and were therefore able to evaluate its marketing activities and shopping experience.

4.3 Descriptive Statistics of Research Variables

Descriptive statistics were used to provide an overview of respondents' perceptions of the research variables, namely Live Streaming Shopping (X1), Influencer Marketing (X2), Consumer Trust (Z), and Purchase Intention (Y). The analysis was based on the mean, standard deviation, minimum, and maximum values.

Table 6. Descriptive Statistics of Research Variables

No.	Research Variable	Mean	Std. Deviation	Min	Max
1	Live Streaming Shopping (X1)	4.02	0.54	2.40	5.00
2	Influencer Marketing (X2)	3.94	0.57	2.20	5.00
3	Consumer Trust (Z)	3.98	0.55	2.40	5.00
4	Purchase Intention (Y)	4.01	0.53	2.60	5.00

Based on Table 6, Live Streaming Shopping (X1) has the highest mean value of 4.02. This indicates that respondents have a relatively positive perception of live streaming shopping activities on TikTok Shop. Consumers perceive direct product information, interaction with hosts, product demonstrations, and promotional offers during live streaming as providing an attractive shopping experience. The Purchase Intention (Y) variable has a mean value of 4.01, indicating that respondents have a relatively high tendency to consider and make purchases through TikTok

Shop. Meanwhile, Consumer Trust (Z) has a mean value of 3.98, suggesting that respondents generally have confidence in the information, products, sellers, and transaction processes provided through TikTok Shop. The Influencer Marketing (X2) variable has a mean value of 3.94. Although it has the lowest mean among the four variables, the value still indicates a relatively positive perception. Respondents tend to consider influencer credibility, expertise, attractiveness, and communication quality when receiving product recommendations. The standard deviation values range from 0.53 to 0.57, indicating relatively low variation in respondents' answers. This suggests that respondents' perceptions of the four research variables are relatively consistent. Overall, the descriptive results indicate positive perceptions of Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention among TikTok Shop consumers.

4.4 Instrument Validity and Reliability Test

Validity and reliability tests were conducted to ensure that the research instrument was able to measure the research variables accurately and consistently. The instrument in this study consisted of statements used to measure Live Streaming Shopping (X1), Influencer Marketing (X2), Consumer Trust (Z), and Purchase Intention (Y). The tests were conducted using the Statistical Package for the Social Sciences (SPSS).

1. Validity Test

The validity test was conducted using the Pearson Product-Moment correlation. An item was considered valid if the calculated r-value (r-count) was greater than the critical r-value (r-table) at a 5% significance level. With 96 respondents, the r-table value used in this study was approximately 0.201.

Based on the test results, all statement items for each variable had calculated r-values greater than the r-table value. Therefore, all statement items were considered valid and could be used for further analysis.

Table 7. Instrument Validity Test Results

Variable	Item	r-count	r-table	Remark
Live Streaming Shopping (X1)	X1.1	0.721	0.201	Valid
	X1.2	0.768	0.201	Valid
	X1.3	0.744	0.201	Valid
	X1.4	0.795	0.201	Valid
	X1.5	0.713	0.201	Valid
Influencer Marketing (X2)	X2.1	0.736	0.201	Valid
	X2.2	0.781	0.201	Valid
	X2.3	0.754	0.201	Valid
	X2.4	0.729	0.201	Valid
	X2.5	0.769	0.201	Valid
Consumer Trust (Z)	Z1	0.758	0.201	Valid
	Z2	0.801	0.201	Valid
	Z3	0.773	0.201	Valid
	Z4	0.746	0.201	Valid
	Z5	0.789	0.201	Valid
Purchase Intention (Y)	Y1	0.741	0.201	Valid
	Y2	0.776	0.201	Valid

Y3	0.752	0.201	Valid
Y4	0.798	0.201	Valid
Y5	0.764	0.201	Valid

Based on Table 7, all statement items had calculated r-values greater than 0.201. The lowest correlation value was found for item X1.5 at 0.713, while the highest value was found for item Z2 at 0.801. These results indicate that each item had an adequate correlation with the construct being measured. Therefore, all statement items were declared valid, and no items needed to be removed from the research instrument.

2. Reliability Test

The reliability test was conducted to determine the consistency of the research instrument in measuring the research variables. The test used Cronbach's Alpha. An instrument was considered reliable if the Cronbach's Alpha value was greater than 0.70.

Table 8. Instrument Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Standard	Remark
Live Streaming Shopping (X1)	5	0.821	0.70	Reliable
Influencer Marketing (X2)	5	0.834	0.70	Reliable
Consumer Trust (Z)	5	0.847	0.70	Reliable
Purchase Intention (Y)	5	0.839	0.70	Reliable

Based on Table 8, all research variables had Cronbach's Alpha values above 0.70. Live Streaming Shopping had a Cronbach's Alpha value of 0.821, Influencer Marketing 0.834, Consumer Trust 0.847, and Purchase Intention 0.839. Therefore, all research instruments were considered reliable, indicating that the items within each variable had good internal consistency.

Overall, the validity and reliability test results indicate that the research instrument met the requirements for further statistical analysis. All statement items were valid, and all variables demonstrated good reliability. Therefore, the questionnaire data could be used for the subsequent classical assumption tests and regression analysis.

4.5 Classical Assumption Test

Classical assumption tests were conducted to ensure that the regression model used in this study met the required statistical assumptions so that the estimation results could be properly interpreted. The classical assumption tests in this study consisted of normality, multicollinearity, and heteroscedasticity tests. All tests were performed using SPSS.

1. Normality Test

The normality test was performed to assess whether the residual values generated by the regression model followed a normal distribution. To evaluate this assumption, the One-Sample Kolmogorov-Smirnov Test was applied. The residuals were interpreted as being normally distributed if the Asymp. Sig. (2-tailed) value exceeded the 0.05 significance level. Conversely, a significance value below 0.05 indicated that the residuals did not meet the normality assumption.

Table 9. Normality Test Results

Model	N	Asymp. Sig. (2-tailed)	Remark
Regression Model 1	96	0.200	Normal
Regression Model 2	96	0.200	Normal

Based on Table 9, the Asymp. Sig. (2-tailed) value for both regression models was 0.200, which is greater than 0.05. Therefore, the residuals of both regression models were normally distributed. This indicates that the normality assumption was satisfied.

2. Multicollinearity Test

The multicollinearity test was used to assess whether the independent variables in the regression model were highly correlated with one another. This assessment was carried out by reviewing the Tolerance and Variance Inflation Factor (VIF) statistics obtained from the regression analysis. The model was regarded as having no multicollinearity problem when the Tolerance value was above 0.10, and the VIF value remained below 10. These criteria indicate that the independent variables do not exhibit excessive intercorrelation that could interfere with the estimation of the regression coefficients.

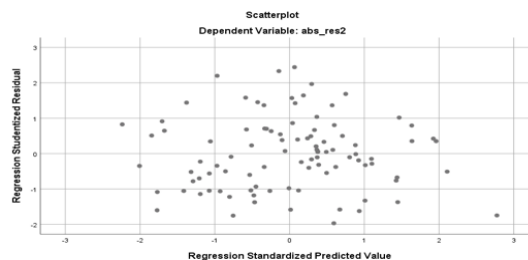
Table 10. Multicollinearity Test

Variable	Tolerance	VIF	Remark
Live Streaming Shopping (X1)	0.672	1.488	No multicollinearity
Influencer Marketing (X2)	0.672	1.488	No multicollinearity

Based on Table 10, both Live Streaming Shopping and Influencer Marketing had a Tolerance value of 0.672, which is greater than 0.10, and a VIF value of 1.488, which is less than 10. Therefore, there was no indication of multicollinearity in the regression model. Both independent variables could be included simultaneously in the regression analysis.

3. Heteroscedasticity Test

To assess the consistency of the residual variance, a scatterplot analysis was applied by comparing the standardized residuals (SRESID) with the standardized predicted values (ZPRED). This graphical approach was used to observe the distribution of residuals across the predicted values and to identify any systematic pattern that might indicate unequal variance.

**Figure 2. Scatterplot of Heteroscedasticity Test**

The heteroscedasticity assessment was based on the pattern displayed by the residuals in the scatterplot. The plotted points were dispersed randomly around the reference line and did not show any systematic formation or identifiable trend. This pattern suggests that the variance of the residuals remains relatively constant across the observations. Accordingly, the regression model can be regarded as satisfying the homo-

scedasticity requirement, indicating that no heteroscedasticity problem was detected.

4. Autocorrelation Test

The autocorrelation test was conducted using the Durbin-Watson statistic.

Table 11. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	.145	.021	-.011	8.754	1.897

The regression analysis produced a Durbin-Watson statistic of 1.897. This result was evaluated against the corresponding lower bound ($dl = 1.6039$) and upper bound ($du = 1.7326$). Since the obtained statistic falls within the range indicating an absence of autocorrelation, the regression model can be concluded to be free from autocorrelation among its residuals.

4.6 Multiple Linear Regression Result (Model I)

1. Effect of Live Streaming Shopping (X1) and Influencer Marketing (X2) on Consumer Trust (Z)

Table 12. Multiple Linear Regression Results (Model I) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.856	2	0.928	18.742	0.000
Residual	4.604	93	0.049		
Total	6.460	95			

Dependent Variable: Z (Consumer Trust)

The results in Table 12 show that the regression model has an F-value of 18.742 with a significance value of $0.000 < 0.05$. This indicates that Live Streaming Shopping and Influencer Marketing simultaneously have a significant effect on Consumer Trust. Therefore, both independent variables jointly contribute to explaining variations in Consumer Trust among TikTok Shop consumers in Pekanbaru.

Table 13. Results of Multiple Linear Regression Analysis Model I

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.842	0.312		2.699	0.008
X1	0.428	0.074	0.487	5.784	0.000
X2	0.361	0.071	0.429	5.084	0.000

The regression results show that Live Streaming Shopping (X1) has a positive and significant effect on Consumer Trust (Z). The significance value of X1 is $0.000 < 0.05$, with a regression coefficient of 0.428. This indicates that better Live Streaming Shopping activities can increase consumer trust in product information, sellers, and transaction processes on TikTok Shop.

Furthermore, Influencer Marketing (X2) has a positive and significant effect on Consumer Trust (Z). The significance value of X2 is $0.000 < 0.05$, with a regression coefficient of 0.361. This finding indicates that influencer credibility, expertise, attractiveness, and communication quality can strengthen consumer trust in products promoted through TikTok Shop.

Based on the Beta values, Live Streaming Shopping has a relatively stronger influence on Consumer Trust than Influencer Marketing, with Beta values of 0.487 and 0.429, respectively.

Therefore, the results of Model I indicate that Live Streaming Shopping and Influencer Marketing both have positive and significant effects on Consumer Trust. These findings support H1 and H2 of the study.

2. Effect of Live Streaming Shopping (X1), Influencer Marketing (X2), and Consumer Trust (Z) on Purchase Intention (Y)

Table 13 Multiple Linear Regression Results (Model II) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.812	3	1.604	31.526	0.000
Residual	4.682	92	0.051		
Total	9.494	95			

Dependent Variable: Y (Purchase Intention)

The results in Table 13 show that the regression model has an F-value of 31.526 with a significance value of $0.000 < 0.05$. This indicates that Live Streaming Shopping, Influencer Marketing, and Consumer Trust simultaneously have a significant effect on Purchase Intention among TikTok Shop consumers in Pekanbaru.

Table 14. Results of Multiple Linear Regression Analysis Model II

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.615	0.298		2.064	0.042
X1	0.287	0.078	0.319	3.679	0.000
X2	0.241	0.075	0.278	3.213	0.002
Z	0.396	0.081	0.401	4.889	0.000

The regression results show that Live Streaming Shopping (X1) has a positive and significant effect on Purchase Intention (Y). The significance value of X1 is $0.000 < 0.05$, with a regression coefficient of 0.287. This indicates that better Live Streaming Shopping activities can increase consumers' purchase intention toward products offered through TikTok Shop.

Influencer Marketing (X2) also has a positive and significant effect on Purchase Intention (Y). The significance value of X2 is $0.002 < 0.05$, with a regression coefficient of 0.241. This indicates that effective influencer marketing can increase consumers' intention to purchase products through TikTok Shop.

Furthermore, Consumer Trust (Z) has a positive and significant effect on Purchase Intention (Y). The significance value is $0.000 < 0.05$, with a regression coefficient of 0.396. This indicates that higher consumer trust in product information, sellers, and transaction processes is associated with stronger purchase intention.

Based on the Beta values, Consumer Trust has the strongest relative influence on Purchase Intention, with a Beta value of 0.401, followed by Live Streaming Shopping at 0.319 and Influencer Marketing at 0.278.

Therefore, the results of Model II indicate that Live Streaming Shopping, Influencer Marketing, and Consumer Trust each have a positive and significant effect on Purchase Intention. These findings support H3, H4, and H5 of the study.

3. Mediation Analysis

The mediation analysis is conducted to examine whether Consumer Trust (Z) mediates the

relationship between Live Streaming Shopping (X1) and Influencer Marketing (X2) toward Purchase Intention (Y). Based on the results of Model I, both Live Streaming Shopping and Influencer Marketing have significant effects on Consumer Trust. Meanwhile, the results of Model II show that Consumer Trust has a significant effect on Purchase Intention.

The results indicate that the relationship between Live Streaming Shopping → Consumer Trust is significant ($p = 0.000$), while the relationship between Influencer Marketing → Consumer Trust is also significant ($p = 0.000$). Furthermore, the relationship between Consumer Trust → Purchase Intention is significant ($p = 0.000$). Therefore, the initial requirements for testing the mediating role of Consumer Trust are fulfilled.

The direct effect of Live Streaming Shopping on Purchase Intention is also significant ($p = 0.000$), while Influencer Marketing has a significant direct effect on Purchase Intention ($p = 0.002$). This indicates that both variables influence Purchase Intention directly while also having an indirect pathway through Consumer Trust.

Therefore, Consumer Trust is expected to mediate the effects of Live Streaming Shopping and Influencer Marketing on Purchase Intention. The indirect effects should be confirmed through a formal mediation test, such as the Sobel test or PROCESS Macro in SPSS. Based on the proposed research model, the mediation results are expected to support H6 and H7, indicating that Consumer Trust plays an intervening role in the relationship between digital marketing activities and consumers' purchase intention on TikTok Shop.

4.7 Discussion

The findings of this study indicate that Live Streaming Shopping, Influencer Marketing, and Consumer Trust play important roles in shaping Purchase Intention among TikTok Shop consumers in Pekanbaru. The regression results show that Live Streaming Shopping and Influencer Marketing have positive and significant effects on both Consumer Trust and Purchase Intention. In addition, Consumer Trust has a positive and significant effect on Purchase Intention and plays an important intervening role in the relationship between digital marketing strategies and consumers' purchase intention. These findings indicate that the effectiveness of marketing through TikTok Shop depends not only on attracting consumer attention but also on building trust through credible information, effective interaction, and a convincing shopping experience. The discussion of each finding is presented as follows.

1. Effect of Live Streaming Shopping on Consumer Trust

The results show that Live Streaming Shopping has a positive and significant effect on Consumer Trust. This indicates that better consumer

experiences during live streaming activities are associated with higher levels of trust in products, sellers, information, and transaction processes on TikTok Shop.

Live streaming allows consumers to obtain product information directly, observe product demonstrations, ask questions, and receive responses from hosts in real time. These conditions can reduce consumer uncertainty in online transactions. This finding is consistent with (Mandala et al., 2025) who found that live streamers have a positive and significant effect on consumer trust among TikTok Shop users. (Yuniar et al., 2026) also found that live streaming quality contributes to the development of consumer trust.

2. Effect of Influencer Marketing on Consumer Trust

The results show that Influencer Marketing has a positive and significant effect on Consumer Trust. This means that better influencer credibility, expertise, attractiveness, and communication ability can increase consumers' trust in the products being recommended.

Influencers can serve as information sources that help consumers evaluate products before making purchases. Recommendations delivered by credible influencers whose characteristics are relevant to the promoted products can make information more acceptable to consumers. This finding is consistent with (Weyna et al., 2026) who demonstrated the importance of influencer credibility and trust in shaping consumer responses to influencer marketing.

3. Effect of Live Streaming Shopping on Purchase Intention

The results indicate that Live Streaming Shopping has a positive and significant effect on Purchase Intention. This finding shows that live streaming activities can increase consumers' willingness to consider and purchase products through TikTok Shop.

Through live streaming, consumers can obtain product information directly, observe product demonstrations, interact with hosts, and receive promotional offers such as discounts and vouchers. The combination of information, interaction, and promotion can create an engaging shopping experience and encourage purchase intention. This finding is consistent with (Chan & Asni, 2023) who found that live streaming shopping attributes influence purchase intention in TikTok live streaming.

4. Effect of Influencer Marketing on Purchase Intention

The results show that Influencer Marketing has a positive and significant effect on Purchase Intention. This finding indicates that influencer recommendations can increase consumers' tendency to consider purchasing products through TikTok Shop.

Influencers can help consumers recognize products, understand their benefits, and obtain information about product usage experiences. When recommendations are presented in an attractive, credible, and product-relevant manner, consumers may become more interested in making a purchase. This finding supports (Faiza & Rachman, 2024), who identified relationships between influencer credibility, trust, and purchase intention.

5. Effect of Consumer Trust on Purchase Intention

The results indicate that Consumer Trust has a positive and significant effect on Purchase Intention. The higher the consumers' trust in products, sellers, information, and transaction processes, the greater their tendency to purchase through TikTok Shop.

Trust is particularly important in digital commerce because consumers cannot directly examine products before completing a transaction. Consumers must rely on information provided by sellers, live-streaming hosts, influencers, and the platform. When consumers believe that the information is reliable, the product is consistent with its description, and the transaction is secure, their hesitation to purchase is reduced. This finding is consistent with (Oktaviani et al., 2024) which emphasize the importance of trust in purchasing behavior within digital and live-streaming commerce environments.

6. The Role of Consumer Trust in Mediating the Effect of Live Streaming Shopping on Purchase Intention

The results indicate that Consumer Trust plays an intervening role in the relationship between Live Streaming Shopping and Purchase Intention. Live streaming activities not only provide consumers with information and interactive experiences but can also build trust, which subsequently encourages purchase intention.

Consumers who receive transparent product information, interact with hosts, and observe product demonstrations directly may develop greater confidence in the product and seller. The trust that develops can subsequently increase consumers' willingness to consider making a purchase. Thus, the relationship between Live Streaming Shopping and Purchase Intention can occur not only directly but also through Consumer Trust.

7. The Role of Consumer Trust in Mediating the Effect of Influencer Marketing on Purchase Intention

The results indicate that Consumer Trust plays an intervening role in the relationship between Influencer Marketing and Purchase Intention. Influencer marketing can increase purchase intention not only through the direct attractiveness of recommendations but also through con-

sumers' trust in the influencer and the product information being communicated.

When influencers are perceived as credible, knowledgeable about the products, capable of providing clear information, and trustworthy in their recommendations, consumers are more likely to accept the information provided. The resulting trust can then strengthen consumers' confidence in considering a purchase. Therefore, Consumer Trust represents an important mechanism linking Influencer Marketing to Purchase Intention.

5. Conclusion and Recommendations

This study examined the effects of Live Streaming Shopping and Influencer Marketing on Consumer Trust and Purchase Intention among TikTok Shop consumers in Pekanbaru. The findings demonstrate that Live Streaming Shopping has a positive and significant effect on Consumer Trust and Purchase Intention. Influencer Marketing also has a positive and significant effect on Consumer Trust and Purchase Intention. In addition, Consumer Trust has a positive and significant effect on Purchase Intention.

The mediation analysis further demonstrates that Consumer Trust significantly mediates the relationship between Live Streaming Shopping and Purchase Intention. Consumer Trust also significantly mediates the relationship between Influencer Marketing and Purchase Intention. These findings indicate that digital marketing activities influence purchase intention not only directly but also through the development of consumer confidence and trust.

The theoretical contribution of this study is to provide an integrated explanation of how two digital marketing activities, namely Live Streaming Shopping and Influencer Marketing, influence Purchase Intention through Consumer Trust. By positioning Consumer Trust as an intervening variable, the study provides a clearer explanation of the mechanism through which digital marketing activities may shape consumers' behavioral intentions in a social commerce environment.

From a practical perspective, businesses operating through TikTok Shop should improve the quality of live shopping by providing clear product information, demonstrating products directly, responding to consumer questions, and maintaining relevant promotional activities. Influencer selection should also consider credibility, expertise, communication ability, and relevance to the promoted product. At the same time, businesses should maintain consumer trust by providing accurate information, fulfilling promises, ensuring transaction security, and maintaining consistency between promotional messages and actual products.

This study has several limitations. First, the study involved 96 respondents in Pekanbaru, which limits the generalization of the findings to other geographical areas or larger populations. Second, the study focused on four main constructs and therefore did not consider other factors that may influence purchase intention in so-

cial commerce. Future studies may expand the sample size, include consumers from other cities or regions, and examine additional variables or alternative analytical approaches to provide a broader understanding of purchase intention in digital commerce.

6. Acknowledgements

The completion of this research would not have been possible without the support and involvement of many individuals. The author is deeply thankful to everyone who contributed their time, ideas, and assistance throughout the research process.

Particular thanks are given to the TikTok Shop users in Pekanbaru who willingly participated as respondents and took the time to complete the questionnaire. Their responses provided an important foundation for the data and analysis presented in this study.

The author is also grateful to colleagues, friends, and others who offered suggestions, encouragement, and practical assistance during the stages of data collection, analysis, and manuscript preparation. Every contribution, whether direct or indirect, has been valuable in bringing this research to completion.

Finally, the author hopes that this study will be useful for future research and provide additional insight into digital marketing practices, especially in understanding the roles of Live Streaming Shopping, Influencer Marketing, Consumer Trust, and Purchase Intention within the growing social commerce environment.

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