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## THE ROLE OF CONSUMER TRUST MEDIATES THE INFLUENCE OF LIVE STREAMING ON PURCHASING DECISIONS FOR N'PURE PRODUCTS ON TIKTOK SHOP

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### Abstract

**Objective** – This research aims to identify the role of consumer trust in mediating the influence of live streaming on the purchase decision of N'pure products on TikTok shop.

**Design/Methodology/Approach** – The sample in this study consisted of 108 respondents, with the sample selection conducted through purposive sampling. Data were collected using a questionnaire distributed online via Google Form and analyzed with descriptive statistical analysis to describe the collected data and inferential statistical analysis using the Partial Least Square-based Structural Equation Modeling method with SmartPLS 4.1.

**Findings** – The research results show that 1) Live streaming does not have a significant effect on Purchase Decisions, 2) Live streaming has a positive and significant effect on consumer trust, 3) Consumer trust has a positive and significant effect on Purchase Decisions, and 4) Consumer trust has a positive and significant effect in mediating Live Streaming on Purchase Decisions.

**Conclusion and Implications** – These findings emphasize the importance of trust, which can be enhanced through host credibility, visual marketing strategies, and clear and easily understandable product information. The implication of this research is that N'pure needs to improve the quality of live streaming, especially in building consumer trust to encourage higher purchase decisions.

**Keywords:** Consumer Trust, Live Streaming, Purchasing Decisions

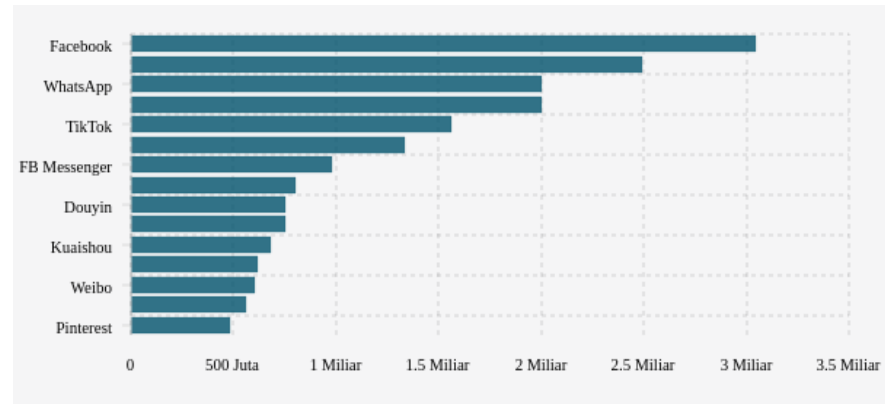
### INTRODUCTION

In the current era of rapid technological development, technology can be used to facilitate all activities, one of which is carrying out buying and selling activities which can be done online (D. E. R. Amin & Fikriyah, 2023). The very fast development of technology and information makes it easier to process buying and selling activities without having to meet consumers directly, this is usually called e-commerce (Zami, 2023). Nowadays many people choose to buy goods online, because it is easier, more convenient, without time limits,

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offers a wide variety of goods, and can compare quality and prices with other shops on the e-commerce platform. Social media is an important tool for digital communication and business. Many business people use social media to support marketing so they can reach consumers in a wider market (Febriansyah & Prabowo, 2023).



Picture 1. Social Media with the Most Active Users Globally

Source: Katadata.co.id

TikTok is included in the top 5 most popular social media in the world in early 2024. TikTok is a popular and rapidly growing social media platform today (D. E. R. Amin & Fikriyah Khusnul, 2023), TikTok has emerged as a key player in the era of sophisticated communication technology. TikTok is a popular music video platform that can create and edit funny videos. However, over time, TikTok evolved into social media commerce by presenting the TikTok shop feature. This feature was first launched in April 2021 and has become increasingly popular today. The popularity of TikTok shop opens up new opportunities for the business world, especially for small and medium businesses, to take advantage of features that are currently viral and widely used by the public. The features offered by the TikTok shop are the reason that gives rise to people's buying interest in the products provided in the TikTok shop feature (Alma Prameswari Putri et al., 2023).

Live Streaming is an important marketing strategy to promote products and interact with potential customers, making it a key observation tool on platforms like TikTok. TikTok Live Streaming offers new opportunities for businesses to market their products, providing fun and engaging feedback through engaging content. However, due to its relatively new nature, research on the use of live streaming in product marketing is still limited. The live streaming feature can increase seller sales from TikTok users who make purchases while live (Rahmayanti & Dermawan, 2023).

A purchasing decision is a final decision made by a consumer to buy an item or service with various considerations (Simanihuruk et al., 2023). With the TikTok shop live streaming feature, it can be a solution to consumer anxiety about product information and the quality of the product to be purchased, in addition, the interaction between buyers and sellers also influences consumer purchasing decisions on the products offered. Consumers will make a purchasing decision when they feel that the seller has provided good service and product quality. The factor that influences purchasing decisions is consumer trust, because business competition is getting stronger, consumer trust must be maintained to increase customer loyalty.

Trust is a feeling of liking and being confident in a product and brand (Rahmadhana & Ekowati, 2022). Live streaming can increase consumer trust in online shopping (Tukidi et al., 2024), because traditional commerce cannot provide products and services in the same way as social media. TikTok's live streaming feature allows customers to ask about products in real-time, providing

detailed information about features, instructions for use, and other details, thereby increasing consumer confidence in choosing the right product. According to (Guo et al., 2021), live streaming significantly increases purchasing decisions, meaning that live streaming has the potential to influence consumer purchasing decisions on products. According to (Tukidi et al., 2024), live streaming has a positive and significant effect on purchasing decisions, indicating that live streaming can influence purchasing decisions. On the other hand, there are several studies that state that live streaming does not affect purchasing decisions. The results of a study conducted by (Wicaksana & Nuryanto, 2024) stated that live streaming does not have a significant influence on purchasing decisions. A study conducted by (Wang et al., 2022) stated that live streaming is currently not as effective as e-wom. This means that live streaming cannot have a significant influence compared to e-wom. These findings indicate that there are still differences in research results regarding the impact of live streaming on purchasing decisions. A study conducted by (Maslucha & Ajizah, 2023) stated that live streaming does not have a significant effect on purchasing decisions.

Based on the inconsistency of previous research results, researchers will re-examine the effect of live streaming on N'Pure product purchasing decisions on TikTok Shop by providing a mediating variable, namely consumer trust, to bridge the research gap. Consumer trust is a valuable asset that is built through a series of positive interactions between businesses and consumers. Consumer trust is not only driven by rational factors such as product quality, but also by emotional factors such as empathy, friendliness, and reliability in solving problems. The stronger a customer's trust, the more likely they are to make repeat purchases, provide positive recommendations, and remain loyal to the brand.

## METHODS

This study was conducted on TikTok users domiciled in Bali. The reason for choosing the research location is because Bali has 8 regencies and 1 city, namely Denpasar, which is the capital of the province of Bali, so there are many shopping activities both conventionally and online. In this study, samples were taken using a non-probability sampling technique, specifically purposive sampling. This technique was chosen because it allows researchers to determine samples based on certain criteria. These criteria include respondents who have a TikTok account, have purchased N'Pure products at least once, are domiciled in Bali, and are at least 17 years old to ensure they can understand and fill out the questionnaire correctly. The type of research used in this study is quantitative. The unit of analysis in this study were 108 employees of the npure product users. The collected data were analyzed using the Structural Equation Modeling (SEM) approach using the Partial Least Square (PLS) approach, the software used was SmartPLS 4.1. While collecting data with a questionnaire and the measuring instrument used is a Likert scale. The variables and indicators in this research can be seen in the following table.

Table 1. Variable identification

Variable	Definition	Indikator Variabel
Live Streaming (X)	is a real-time live video broadcast conducted by sellers or influencers to followers or potential customers on the TikTok Shop platform. Through this feature, sellers can interact directly with potential buyers, promote products,	<ul style="list-style-type: none"> <li>- Host credibility</li> <li>- Discount</li> <li>- Product description</li> <li>- Visual Marketing</li> </ul>

answer questions, and make sales directly. situation where employee needs are met, there is an opportunity for employees to play a role in determining how to work and the contribution that employees can make to the organization.

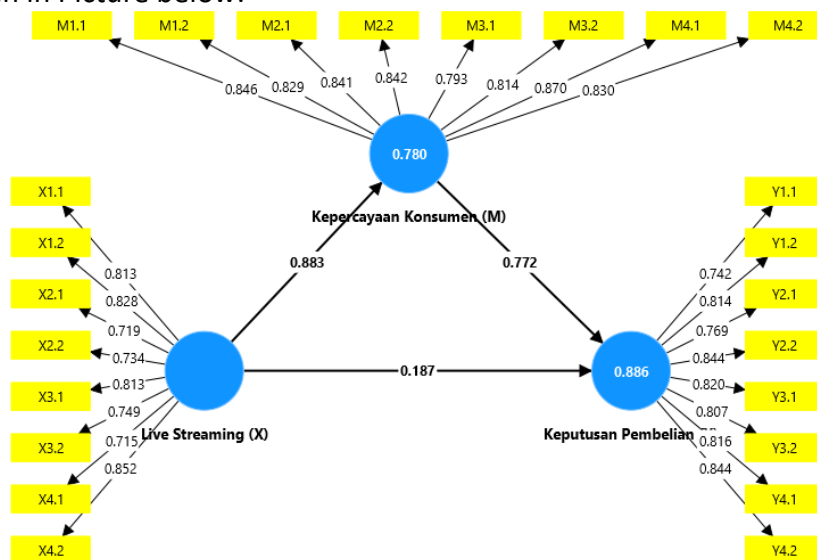
Purchase Decision (Y)	is a consumer action to make a purchase transaction for a product or service offered by the seller after going through an evaluation and consideration process.	<ul style="list-style-type: none"> <li>- According to needs and desires</li> <li>- Making more than one or repeated purchases</li> <li>- Determination to buy after knowing the product information</li> <li>- Purchased because of recommendations from others</li> </ul>
Consumer Trust (M)	is the level of confidence an individual has in the quality of products, transaction security, and services provided by sellers on the TikTok Shop platform. Consumer trust is influenced by TikTok Shop's reputation as an e-commerce platform, which includes previous user experiences, reviews, and feedback available from various sources.	<ul style="list-style-type: none"> <li>- Sincerity or earnestness</li> <li>- Ability</li> <li>- Integrity</li> <li>- Competence</li> </ul>

Source: Concept developed in this research, 2024

## RESULTS AND DISCUSSION

### Evaluation of the Measurement Model (Outer Model)

The measurement model carried out using questionnaire data tabulation produces results, which can be seen in Picture below:



Picture 2. Outer Model PLS

As a result of testing the outer model or measurement model in the picture 2, it was found that many of the research variable indicators had an outer loading value of  $\geq 0.70$ , so they were declared sufficient to meet the requirements. So, the research instrument was then tested through validity and reliability testing which was assessed from outer loading, AVE (Average Variance Extraced), cross loading, Cronbach's alpha and composite reliability.

### **Convergent Validity**

Table 2. Outer Loading Results

<b>Variabel</b>	<b>Indikator</b>	<b>Nilai <i>Outer Loading</i></b>
<i>Live streaming (X)</i>	X1.1	0.813
	X1.2	0.828
	X2.1	0.719
	X2.2	0.734
	X3.1	0.813
	X3.2	0.749
	X4.1	0.715
	X4.2	0.852
Purchase Decision (Y)	Y1.1	0.742
	Y1.2	0.814
	Y2.1	0.769
	Y2.2	0.844
	Y3.1	0.820
	Y3.2	0.807
	Y4.1	0.816
	Y4.2	0.844
Consumer Trust (M)	M1.1	0.846
	M1.2	0.829
	M2.1	0.841
	M2.2	0.842
	M3.1	0.793
	M3.2	0.814
	M4.1	0.870
	M4.2	0.830

Source: PLS Output Result 2024

Table 2 shows the results of the convergent validity test through the loading factor value. Based on the convergent validity output obtained, it can be seen that the outer loading results for each indicator of each research construct have obtained a factor value that is above the range of 0.70. So it can be concluded that the data has met the convergent validity requirements well.

### **Discriminant Validity**

Table 3. Cross Loading Result

	Consumer Trust (M)	Purchase Decision (Y)	Live Streaming (X)
<b>M1.1</b>	<b>0.846</b>	0.758	0.742

<b>M1.2</b>	<b>0.829</b>	0.754	0.779
<b>M2.1</b>	<b>0.841</b>	0.784	0.766
<b>M2.2</b>	<b>0.842</b>	0.811	0.747
<b>M3.1</b>	<b>0.793</b>	0.771	0.683
<b>M3.2</b>	<b>0.814</b>	0.774	0.686
<b>M4.1</b>	<b>0.870</b>	0.817	0.739
<b>M4.2</b>	<b>0.830</b>	0.777	0.739
<b>X1.1</b>	0.690	0.668	<b>0.813</b>
<b>X1.2</b>	0.751	0.730	<b>0.828</b>
<b>X2.1</b>	0.577	0.589	<b>0.719</b>
<b>X2.2</b>	0.657	0.674	<b>0.734</b>
<b>X3.1</b>	0.756	0.755	<b>0.813</b>
<b>X3.2</b>	0.678	0.634	<b>0.749</b>
<b>X4.1</b>	0.606	0.593	<b>0.715</b>
<b>X4.2</b>	0.763	0.748	<b>0.852</b>
<b>Y1.1</b>	0.696	<b>0.742</b>	0.637
<b>Y1.2</b>	0.738	<b>0.814</b>	0.747
<b>Y2.1</b>	0.723	<b>0.769</b>	0.688
<b>Y2.2</b>	0.778	<b>0.844</b>	0.673
<b>Y3.1</b>	0.795	<b>0.820</b>	0.688
<b>Y3.2</b>	0.720	<b>0.807</b>	0.737
<b>Y4.1</b>	0.767	<b>0.816</b>	0.678
<b>Y4.2</b>	0.830	<b>0.844</b>	0.762

Source: PLS Output Result 2024

Table 3 shows the results of the discriminant validity test through the cross loading output. Based on table 4.9, it explains that there is good discriminant validity, it can be seen that the cross loading value of 3 constructs, namely consumer trust, live streaming, and purchasing decisions have an outer loading value above 0.7. Thus, it can be said that the discriminant validity at the indicator level is good and in accordance with the provisions. So it can be concluded that the data from this study meets the discriminant validity.

#### Average Variance Extracted (AVE)

	<b>Average variance extracted (AVE)</b>
Consumer Trust (M)	0.694
Purchase Decision (Y)	0.653
Live Streaming (X)	0.608

Source: PLS Output Result 2024

Based on the output of the AVE test results in table 4, it can be seen that the Live Streaming variable (X) has an AVE of 0.608, Purchase Decision (Y) has an AVE of 0.653, and Consumer Trust (M) has an AVE of 0.694. So that each of these variables has a value > 0.5. Based on this, each variable can be said to be valid.

## Composite Reliability dan Cronbach's Alpha

Table 5. Cronbach's Alpha dan Composite Reliability Result

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>
Consumer Trust (M)	0.937	0.937
Purchase Decision (Y)	0.924	0.925
Live Streaming (X)	0.907	0.912

Source: PLS Output Result 2024

Table 5 shows the results of the reliability test through the cronbachs alpha and composite reliability values. The Live Streaming variable (X) has a composite reliability value of 0.912 and a cronbachs alpha value of 0.907, Purchasing Decision (Y) has a composite reliability value of 0.925 and a cronbachs alpha value of 0.924, Consumer Trust (M) has a composite reliability value of 0.937 and a cronbachs alpha value of 0.937. It can be seen that each variable has a composite reliability value and a cronbachs alpha value > 0.6. Thus, it can be concluded that each variable has a good reliability value.

## Structural Model Evaluation (Inner Model)

### R-Square Testing

Table 6. Results of R-Square Determination Coefficient

	<i>R-square</i>	<i>R-square adjusted</i>
Consumer Trust (M)	0.780	0.778
Purchase Decision (Y)	0.886	0.884

Source: PLS Output Result 2024

Table 6 shows the results of the R-Square determination coefficient test. Based on table 4.12, it can be seen that the R2 value of the Consumer Trust variable is 0.780, which means that this research model is good, which shows that 78% of the Consumer Trust variable is explained by the live streaming research construct. While the remaining 22% (100% -78%) is influenced by other factors outside the research model, such as purchase interest and loyalty. The R-Square value of the Purchase Decision variable is 0.886, which means that this research model is good, which shows that 88.6% of the Purchase Decision variable is explained by the live streaming research construct and consumer trust. While the remaining 11.4% (100% -88.6%) is influenced by other factors outside the research model, such as price and brand image.

### Q-Square Testing

The results of the Q2 test were carried out through the following calculations:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0,780) (1 - 0,886)$$

$$Q^2 = 1 - (0,220) (0,114)$$

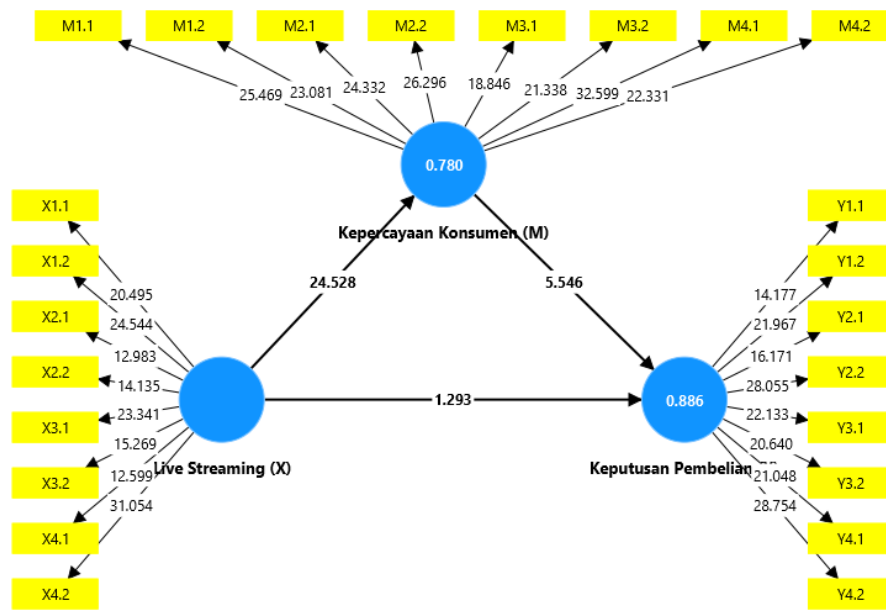
$$Q^2 = 0,975$$

$$Q^2 = 97,5\%$$

The results of the Q2 calculation in this study show that the predictive relevance model value is 0.975 or with a percentage of 97.5% which indicates a strong influence. This result means that the research model can be said to be feasible because the diversity of data can be explained by the model by 97.5%. The number 0.975 can be interpreted that the variation in Purchasing Decisions can be explained by 97.5% by the variation in live streaming variables and consumer trust, while the remaining 2.5% is explained by other variables, such as online customer reviews and content marketing.

**Hypothesis Testing**

Hypothesis testing in this study was conducted using SmartPLS 4.1 software. The test results can be seen through the bootstrapping process. The rules applied in this study are t-statistics > 1.96 with a significance level of p-values less than 0.05 (5%) and a positive beta coefficient. The values of the results of this study's hypothesis testing can be seen in the following section:



Picture 3. Bootstrapping

Table 7. Path Coefficients Test Results

Hypothesis	Direct Influence	Original Sampel	t-Statistics	P-Values	Information
H <sub>1</sub>	Live Streaming -> Purchase Decision	0.187	1.293	0.098	Rejected
H <sub>2</sub>	Live Streaming -> Consumer Trust	0.883	24.528	0.000	Accepted
H <sub>3</sub>	Consumer Trust-> Purchase Decision	0.772	5.546	0.000	Accepted

Source: PLS Output Result 2024



Based on table 7, it explains that of the three hypotheses proposed in the direct influence of this study as follows:

1. Testing the first hypothesis

The influence of live streaming on purchasing decisions

a) Formulating hypotheses

H0: There is no influence of live streaming variables on purchasing decisions

H1: There is an influence of live streaming variables on purchasing decisions

b) Comparing the results of the t-statistic test value with alpha 5% is 1.96. If the t-statistic <1.96 then H0 is accepted. If the t-statistic  $\geq$  1.96 then H0 is rejected.

c) The t-statistic value of 1.293 is smaller than the t-table of 1.96 so H0 is accepted. This shows that live streaming has no effect on purchasing decisions.

d) Hypothesis testing on the influence of live streaming on purchasing decisions produces a correlation coefficient value of 0.187. The p-value is 0.098 which indicates that the value is higher than 0.05. This data shows that live streaming has no significant effect on purchasing decisions. Thus H1 is rejected.

2. Testing the second hypothesis

The effect of live streaming on consumer trust

a) Formulating a hypothesis

H0: There is no effect of the live streaming variable on consumer trust

H1: There is an effect of the live streaming variable on consumer trust

b) Comparing the results of the t-statistic test value with alpha 5% is 1.96. If the t-statistic <1.96 then H0 is accepted. If the t-statistic  $\geq$  1.96 then H0 is rejected.

c) The t-statistic value of 24.528 is greater than the t-table of 1.96 so H0 is rejected. This shows that live streaming has an effect on consumer trust.

d) Hypothesis testing on the effect of live streaming on consumer trust produces a correlation coefficient value of 0.883. The p-value is 0.000 which indicates that the value is lower than 0.05. This data shows that live streaming has a positive and significant effect on consumer trust. Thus H2 is accepted.

3. Testing the third hypothesis

The Influence of Consumer Trust on Purchasing Decisions

a) Formulating the hypothesis

H0: There is no influence of consumer trust variables on Purchasing Decisions

H1: There is an influence of consumer trust variables on Purchasing Decisions

b) Comparing the results of the t-statistic test value with alpha 5% is 1.96. If the t-statistic <1.96 then H0 is accepted. If the t-statistic  $\geq$  1.96 then H0 is rejected.

c) The t-statistic value of 5.546 is greater than the t-table of 1.96 so H0 is rejected. This shows that consumer trust has an effect on Purchasing Decisions.

d) Hypothesis testing on the influence of consumer trust on Purchasing Decisions produces a correlation coefficient value of 0.772. The p-value is 0.000 which indicates that the value is lower than 0.05. These data show that consumer trust has a positive and significant effect on Purchasing Decisions. Thus H3 is accepted.

Next is the indirect hypothesis testing or mediation effect. The hypothesis testing of this study was carried out with the help of SmartPLS 4.1 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are t-statistics > 1.96 with a significance

level of p-values 0.05 (5%) and a positive beta coefficient. The value of the hypothesis testing of this study can be shown below:

Table 8. Specific Indirect Effects Test Results

Hypothesis	Indirect Influence	Original Sampel	t- Statistics	P- Values	Information
H <sub>4</sub>	Live Streaming -> Customer Trust -> Purchase Decision	0.682	5.793	0.000	Accepted

Source: PLS Output Result 2024

Table 8 shows the results of p-values of indirect influence to test the consumer trust variable mediating the influence of the live streaming variable on Purchasing Decisions with an original sample value of 0.682 (positive), a t-statistics value of 5.793 > 1.96 and a p-value of 0.000 < 0.05 indicating that Consumer Trust has a positive and significant influence in mediating Live Streaming on Purchasing Decisions. This explains that consumer trust is able to mediate the influence of the live streaming variable on Purchasing Decisions. H<sub>4</sub> is accepted.

Furthermore, to find out whether this mediation is a full mediation or partial mediation, this can be done by looking at the total effect.

Table 9. Total Effect

Connection	Information	Original Sampel	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics	P- Values
Total Effect	Live Streaming -> Purchase Decision	0.772	0.871	0.045	19.484	0.000
	Live Streaming -> Consumer Trust	0.883	0.885	0.036	24.528	0.000
	Consumer Trust -> Purchase Decision	0.869	0.755	0.139	5.546	0.000

Source: PLS Output Result 2024

From the results of table 9. above, it was found that live streaming on Purchasing Decisions was still significant with a p-value of 0.000 smaller than 0.05 with a T-statistic of 19.484 greater than 1.96. Thus it can be concluded that this mediation is partial. Consumer trust acts as a mediator between live streaming and Purchasing Decisions because although live streaming can directly influence Purchasing Decisions, consumer trust has a significant additional impact in strengthening

the relationship. The higher the consumer trust, the higher the consumer's purchasing decision (Mambu et al., 2021). One component of online shopping is trust, through customer trust in a product can be an indicator of the success of a business, customers are happier and feel comfortable when they have greater trust in the seller so that customers feel safe, satisfied, and comfortable when making transactions (Komariyah & Istiono, 2024).

### **The Influence Of Live Streaming On Purchasing Decisions In Tiktok Shop**

The results of the first hypothesis test in this study indicate that live streaming does not have a significant effect on purchasing decisions. Factors such as discounts and the credibility of the host who can provide information about the product, have a greater influence on consumer considerations in making purchasing decisions. Based on the findings obtained, the beta coefficient value for the effect of live streaming on purchasing decisions is 0.187 with a t-statistic of 1.293. These results indicate that the t-statistic is smaller than the t-table (1.96) with a p-value greater than 0.05, which means that the first hypothesis is rejected. Thus, it can be concluded that live streaming does not have a significant effect on purchasing decisions. According to Rahmayanti & Dermawan (2023), live streaming is a video that is broadcast live to an audience and can increase seller sales from TikTok users who buy products during live broadcasts. Although the live streaming feature helps consumers in choosing products, some consumers are dissatisfied with the inability to negotiate during live broadcasts and are hampered by slow networks, which reduces their interest in buying N'pure products via live streaming. Therefore, although host credibility, discounts, and visual marketing strategies can influence consumer interest, these factors can lead to a decision not to purchase the product, which reduces the likelihood of a transaction. Based on the loading factor value on the live streaming variable, it can be concluded that respondents tend to consider host credibility, discounts offered during live streaming, clear product descriptions, and visual quality such as lighting and clarity as important factors in promoting products through live streaming. However, on the other hand, weak network problems that cause live streaming broadcasts to be interrupted or lag can make consumers more likely to buy products by relying on reviews or because of repeat purchase factors, which ultimately influence their decision to buy the product. This finding is in line with the results of research conducted by Maslucha & Ajizah (2023) and Wicaksana & Nuryanto (2024), which showed that live streaming had no significant effect on purchasing decisions. Therefore, N'pure needs to evaluate and develop a more effective marketing strategy. One strategy that can be applied is to improve the quality of the broadcast, strengthen the credibility of the host, provide exclusive offers, provide special discounts during live streaming, and improve visual marketing elements to make them more attractive. This is also supported by the theory used, namely the Theory of Planned Behavior (TPB), which assumes that individuals are able to think logically and consider the consequences of their actions before deciding to carry out a behavior.

### **The Influence of Live Streaming on N'pure Consumer Trust in TikTok Shop**

Based on the results of the second hypothesis test, this study shows that live streaming has an effect on consumer trust. The credibility of the host who is able to answer questions from the audience can increase consumer trust. The results of the study show that the beta coefficient value of live streaming on consumer trust is 0.883 with a t-statistic of 24.528. Because the t-statistic is greater than the t-table (1.96) and the p-value is less than 0.05, the second hypothesis is accepted. Thus, it can be concluded that live streaming has a positive and significant effect on consumer trust. Live streaming is an important marketing strategy in promoting products by interacting directly with

potential customers. According to Nasution et al. (2020), consumer trust is the consumer's expectation that the service provider can be relied on and trusted to fulfill the promises made. Consumers, especially women, tend to seek detailed information about the ingredients contained in N'Pure products because of the differences in skin types that each individual has. Therefore, they are very selective in choosing skin care products that suit their skin type. Every woman wants to use effective skincare products that can meet their expectations, namely to appear brighter and more charming. Based on this statement, the live streaming feature on TikTok allows consumers to interact directly with the product, ask about features, how to use it, and other information in real-time, which in turn can increase consumer confidence in choosing the right product. By seeing the product directly through live streaming, women will feel more confident in choosing N'Pure products that suit their facial conditions. This is in line with the theory used, namely the Theory of Planned Behavior (TPB), one of the components of which is attitude (Attitude toward behavior), which can influence a person's interest. Effective live streaming can increase consumer confidence. This finding is supported by research from Komariyah & Istiono (2024) and Saputra & Fadhilah (2022), which states that live streaming has a positive and significant influence on consumer confidence.

### **The Influence of Consumer Trust on N'pure Product Purchase Decisions on TikTok Shop**

Based on the results of the third hypothesis test, this study shows that consumer trust has an influence on purchasing decisions. When consumers feel that their needs can be met, they become more confident and eventually decide to make a purchase. The results obtained show a beta coefficient value between consumer trust and purchasing decisions of 0.772 with a t-statistic of 5.546. Because this t-statistic is greater than the t-table value (1.96) and the p-value is smaller than 0.05, the third hypothesis is accepted. Thus, it can be concluded that consumer trust has a positive and significant influence on purchasing decisions. According to Pane et al. (2020), consumer trust is their understanding of the product, attributes, and benefits offered. A good understanding of female consumers regarding the benefits of N'Pure products is expected to strengthen business relationships with consumers. Consumer trust is an important asset built through positive interactions between businesses and consumers. This trust is not only influenced by rational factors such as product quality, but also emotional factors such as empathy, friendliness, and reliability in handling problems. This trust is created when the product matches the specifications promised in the advertisement. When consumers already have trust in N'Pure products, they will not hesitate to make purchasing decisions and complete transactions. This is also in accordance with the Theory of Planned Behavior (TPB) which states that the intention or intention to purchase is influenced by the level of customer trust in the product. The stronger the customer's trust, the more likely they are to make a purchase. Research by D.F. Fitriana & Achmad (2024) and Razak et al. (2024) supports this finding, stating that consumer trust has a positive and significant effect on purchasing decisions.

### **The Role of Consumer Trust in Mediating the Influence of Live Streaming on N'pure Product Purchase Decisions on TikTok Shop**

Based on the results of the fourth hypothesis test, this study shows that consumer trust plays an important role in strengthening the relationship between live streaming and purchasing decisions. The beta coefficient value of consumer trust in the relationship between live streaming and purchasing decisions was recorded at 0.682 with a t-statistic of 5.793. Because this t-statistic is greater than the t-table (1.96) and the p-value is smaller than 0.05, the fourth hypothesis is accepted. Thus, it can be concluded that consumer trust has a positive and significant effect in mediating the

relationship between live streaming and purchasing decisions. Live streaming on TikTok provides new opportunities for business actors, such as the N'Pure brand, to market their products in an interesting and fun way through the content presented. Through the live streaming feature, consumers, especially women, can get more detailed information about the ingredients used in N'Pure products. By watching products directly through live streaming, consumer trust increases, making it easier for them to choose products that suit their skin conditions. When consumers are confident with N'Pure products, they will not hesitate to make purchasing decisions. This is in line with the theory used, namely the Theory of Planned Behavior (TPB). Purchasing decisions are behaviors that are directly influenced by a person's intention to use a product. Live streaming carried out by the N'Pure brand allows them to offer products directly and provide detailed information about the product, which in turn increases consumer trust and strengthens the decision to purchase N'Pure products. Research by Saputra & Fadhilah (2022) and Razak et al. (2024) supports this, stating that consumer trust plays a positive and significant role in mediating the relationship between live streaming and purchasing decisions.

## CONCLUSION

Based on the research results that have been explained previously, several important conclusions can be drawn regarding the influence of live streaming on purchasing decisions for N'pure products on TikTok Shop. First, live streaming does not show a significant influence on purchasing decisions for N'pure products, indicating that the lower the frequency of live streaming, the lower the purchasing decision for the product. This highlights the importance of increasing consumer trust to strengthen purchasing decisions. Second, live streaming is proven to have a positive and significant influence on consumer trust, meaning that the more frequent live streaming is done, the greater the consumer trust in N'pure products. Third, consumer trust has a positive and significant influence on purchasing decisions for N'pure products, indicating that the higher the level of consumer trust, the more likely they are to make a purchasing decision. Finally, consumer trust acts as a significant mediator between live streaming and purchasing decisions, meaning that more frequent live streaming can increase consumer trust, which in turn will drive purchasing decisions for N'pure products on TikTok Shop.

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