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Stimulus-Organism-Response (SOR) Framework: Host Interactivity, Consumer Trust, And Impulse Purchases On Tiktok Live Commerce

Vania Dwi Laksita[1], Agung Surya Dwianto[2]

[1,2] Universitas Paramadina, Indonesia

Corresponding Author : vania.laksita@students.paramadina.ac.id, agung.dwianto@paramadina.ac.id

Abstract

The development of live streaming commerce has changed consumer behavior in online shopping, one of which is through TikTok Live Commerce which allows real-time interaction between hosts and consumers. This study aims to analyze the effect of host interactivity on impulse purchases with consumer trust as a mediating variable based on the Stimulus–Organism–Response (SOR) framework. The study used a quantitative approach with an explanatory research design. Data were collected through distributing online questionnaires to 140 respondents who had made purchases through TikTok Live Commerce in the last six months using a purposive sampling technique. Data analysis was carried out using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the help of SmartPLS 4. The results showed that host interactivity had a positive and significant effect on consumer trust and impulse purchases. In addition, consumer trust also had a positive effect on impulse purchases and was proven to mediate the effect of host interactivity on impulse purchases. These findings support the Stimulus–Organism–Response (SOR) framework which explains that host interactivity as a stimulus is able to shape consumer trust as an organism, which then results in impulsive purchases as a response.

Keywords : Host interactivity; consumer trust; impulse buying; TikTok Live Commerce; Stimulus–Organism–Response (SOR).

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INTRODUCTION

The development of digital technology has brought significant changes to Indonesia. According to data from DateReportal 2025, the total number of social media users is around 143 million, representing approximately 50.2% of the Indonesian population. Figure 1 shows the growth of social media users in Indonesia. This figure has increased compared to the previous year, although it is still lower than in 2023.

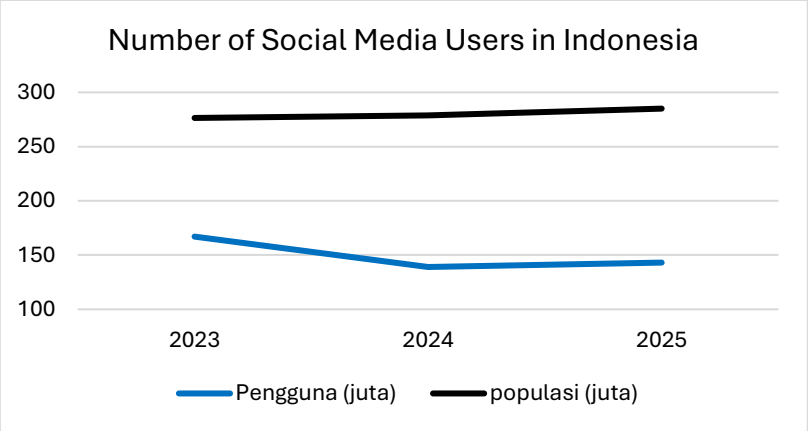


Figure 1. Number of Social Media Users in Indonesia in 2023-2025
Source: Processed from DataReportal (2023-2025)

This growth demonstrates that social media adoption remains stable and remains one of the largest communication channels in Indonesia. Therefore, businesses can strategize how to leverage social media to improve sales performance and achieve easier and more affordable interactions.

There are various media platforms used for online shopping, one of which is TikTok, which launched TikTok Shop in Indonesia in mid-April 2021 by conducting a campaign through several content creators as part of the platform's social commerce strategy (KrAsia, 2021). However, on October 4, 2023, there was a temporary suspension of TikTok Shop in Indonesia as a measure against regulations prohibiting e-commerce transactions through social media. Then on December 11, 2023, TikTok announced a collaboration with the GoTo Group through Tokopedia to combine TikTok Shop Indonesia operations (TikTok Newsroom, 2023). This decision makes the position of live stream commerce an important part of the digital marketing strategy in Indonesia.

*Live stream commerce*TikTok is a new innovation to simplify sales for both large businesses and MSMEs. This feature allows consumers to interact directly with hosts,

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who act as a bridge to accessing their desired products. Real-time interactions between hosts and consumers, such as responding to questions, providing product guidance, and providing emotional support, can stimulate consumer interest. This often leads to impulsive purchases, as consumers make decisions too quickly without careful, rational consideration.

Although various studies have addressed Impulse buying behavior in the context of live streaming commerce, most studies still focus on general factors, such as information quality, entertainment, and user experience. Research closer to this research model suggests that interactivity in live streaming commerce can increase consumer trust and encourage purchasing behavior through mediation mechanisms. Dewi and Auliya (2025) found that trust acts as a mediating variable in the relationship between live streaming activity and purchase decisions on TikTok Shop, while Restu (2025) showed that trust in the streamer mediates the effect of interactivity on purchase intention in the context of live streaming social commerce.

Research integrating host interactivity, consumer trust as a mediating variable, and impulse buying within a single model based on the Stimulus–Organism–Response (SOR) theory, particularly in the context of TikTok Live Commerce in Indonesia, is still relatively limited. Therefore, this study aims to examine this relationship using the Stimulus–Organism–Response (SOR) framework. In this study, host interactivity is positioned as a stimulus that influences consumers' internal state in the form of trust (organism), which subsequently drives the formation of impulse buying behavior (response). This finding is supported by Hoang and Dang (2024), who explained that interactivity during live streaming can enhance flow experience and trust, thereby strengthening the tendency for impulse buying. Furthermore, Wang et al. (2025) also confirmed that host interactivity significantly increases cognitive trust and emotional stimulation, which act as mediating mechanisms in encouraging impulse buying in live stream commerce. In the context of TikTok Live Commerce, interactive features such as real-time chat, polls, and product demonstrations make host interactivity a key factor in building consumer trust and encouraging impulse buying.

THEORETICAL BASIS

Stimulus-Organism-Response (SOR) Framework

The Stimulus–Organism–Response (SOR) framework explains that stimuli from the external environment can influence the internal psychological state of an individual (organism), which then results in certain behavioral responses (Lee & Chen, 2021). In the

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context of live streaming commerce, host interactivity acts as a stimulus capable of influencing consumers' psychological state through two-way communication, information delivery, and real-time interaction (Hoang & Dang, 2024). This internal state is reflected in increased consumer trust and positive experiences during the shopping process, which then encourages the emergence of impulse buying behavior (Hoang & Dang, 2024). Furthermore, Wang et al. (2025) also explain that host interactivity can increase consumers' cognitive trust and emotional stimulation, which ultimately increases the tendency to make impulsive purchases. Based on this description, the Stimulus–Organism–Response (SOR) framework is used in this study to explain how host interactivity as a stimulus shapes consumer trust as an internal condition (organism), which then influences impulsive purchasing behavior as a response to TikTok Live Commerce (Wang et al., 2025).

Host Interactivity

In live streaming commerce, host interactivity refers to the extent to which the host engages in real-time, two-way communication with the audience (Lee & Chen, 2021). This interactivity is evident in prompt responses to questions, clear delivery of product information, and efforts to engage the audience in conversation (Hoang & Dang, 2024). In a dynamic online shopping environment, host interactivity acts as a stimulus that influences how consumers assess information and respond to offers (Wang et al., 2025).

Previous research has often used the Stimulus–Organism–Response (SOR) framework to explain impulsive behavior in live streaming commerce. Within this framework, stimuli occurring during live broadcasts can shape psychological states, such as trust, which then drive impulsive purchases (Lee & Chen, 2021). Furthermore, Wang et al. (2025) demonstrated that host interactivity can increase consumers' cognitive trust and emotional stimulation, ultimately driving impulsive purchases.

Based on this description, host interactivity serves not only as a means of conveying information but also as a mechanism for building consumer engagement and trust (Hoang & Dang, 2024). In the context of TikTok Live Commerce, interactivity enables information exchange while simultaneously building emotional responses in consumers, potentially encouraging spontaneous purchasing decisions without a lengthy deliberation process (Wang et al., 2025).

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Consumer Trust

Consumer trust is a crucial factor influencing purchasing behavior because it reflects positive beliefs in the integrity, reliability, and ability of a service provider to meet consumer expectations (Yang Tian et al., 2023). In the context of live streaming commerce, trust is not only shaped by the quality of the product offered but also by the transparency of information and the host's ability to deliver clear and convincing explanations (Lee & Chen, 2021). Furthermore, interactions during live broadcasts can strengthen consumer trust through more personalized, real-time, two-way communication between the host and the audience (Liu & Zhang, 2024).

According to Jiang, Lee, and Li (2024), the combination of expertise and entertainment possessed by a host can increase cognitive trust and flow trust, thereby encouraging impulsive purchasing decisions. This finding is supported by Wang et al. (2025), who showed that host interaction in live-stream commerce can increase cognitive trust and emotional stimulation, which acts as a mediating mechanism in encouraging impulsive purchasing behavior. Similarly, Dewi and Auliya (2025) also demonstrated that trust acts as a mediating variable in the relationship between live streaming activities and purchasing decisions on TikTok Shop.

Based on this description, consumer trust can be understood as a psychological condition that bridges the influence of host interactivity on consumer behavioral responses. In the context of TikTok Live Commerce, the higher the consumer's trust in the host and the products offered, the greater the consumer's tendency to make impulsive purchases (Wang et al., 2025).

Impulse Buying

Impulse buying is a buying behavior that occurs suddenly, without prior planning, and often without careful consideration (Lee & Chen, 2021). In live streaming commerce, the tendency to make impulsive purchases can be influenced by the high interactivity of the host, the engaging broadcast atmosphere, and the perceived social presence felt by consumers during the broadcast (Hoang & Dang, 2024). Furthermore, the quality of the information, the user interface, and the intense communication during live streaming can create a more immersive shopping experience, encouraging consumers to make spontaneous purchasing decisions (Hoang & Dang, 2024).

Various studies have shown that impulse purchases in live streaming commerce are influenced not only by product characteristics but also by the social experiences formed during the interaction between the host and the consumer. Sipur and Amadi

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(2025) explain that parasocial interactions between the host and the audience can strengthen consumers' emotional engagement, thereby increasing the tendency to make impulsive purchases. Similarly, Hoang and Dang (2024) found that the flow and trust experiences formed during live broadcasts also strengthen consumers' impulse to make spontaneous purchases.

In addition to these factors, psychological conditions such as Fear of Missing Out (FOMO) can also strengthen impulse buying, especially when the host offers limited-time promotions or discounts. This situation creates time pressure that pushes consumers to make decisions quickly to avoid missing out. Based on this description, impulse buying in TikTok Live Commerce can be understood as a behavioral response influenced by the host's interactivity, the social experience during the live broadcast, and psychological pressure that accelerates the purchasing decision-making process (Lee & Chen, 2021).

***TikTok Live Stream*Commerce**

TikTok Live Commerce is a form of live streaming commerce that offers interactive features such as real-time chat, product demonstrations, and various forms of two-way communication between hosts and consumers, creating a more immersive shopping experience. Shi, Li, and Hu (2025) emphasized that environmental cues, such as broadcast design, color scheme, and invitations to participate, can enhance the user experience, making the Stimulus–Organism–Response (SOR) mechanism more effective in driving purchasing decisions. Similarly, Lee and Chen (2021) explained that interactivity in live streaming commerce can shape consumers' psychological states, ultimately influencing purchasing behavior. Furthermore, Hoang and Dang (2024) demonstrated that information quality, social presence, and interactive characteristics during live broadcasts play a significant role in increasing impulse buying tendencies. These findings are also supported by Wang et al. (2025) who stated that host interactivity can increase consumer trust and drive purchasing decisions in live stream commerce.

In the Indonesian context, the strategic partnership between TikTok and GoTo allows the TikTok app's shopping feature to be operated through Tokopedia, easing the transition from live-stream interactions to transactions and strengthening the national live commerce ecosystem. This collaboration also increases consumer trust because transactions are conducted through a platform that has a reputation in the Indonesian e-commerce market. Furthermore, this integration provides opportunities for MSMEs to leverage TikTok's extensive user reach, supported by Tokopedia's infrastructure, thereby

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developing a more inclusive and competitive live commerce ecosystem in Indonesia (GoTo, 2023).

Previous Research

Various previous studies have shown that interactivity in live streaming commerce plays a significant role in influencing consumer behavior. Wang et al. (2025) found that host interactivity can increase consumer trust, which then drives purchasing behavior through mediation mechanisms. Furthermore, Hoang and Dang (2024) demonstrated that live streaming characteristics can increase trust and flow experience, which in turn strengthens impulse buying tendencies. Dewi and Auliya (2025) also demonstrated that trust acts as a mediating variable in the relationship between live streaming activities and purchasing decisions on TikTok Shop. These findings indicate that interactions during live streaming not only attract consumers' attention but also build trust that contributes to purchasing behavior.

However, most previous research still focuses on the influence of interactivity on purchase intention or purchasing decisions in general. Research integrating host interactivity, consumer trust as a mediating variable, and impulse buying in the context of TikTok Live Commerce is still relatively limited. Therefore, this study develops a research model by positioning consumer trust as a mediating variable to explain the relationship between host interactivity and impulse buying based on the Stimulus–Organism–Response (SOR) framework.

Conceptual Framework and Hypothesis Development

This study adopts the Stimulus–Organism–Response (SOR) framework as used by Lee and Chen (2021) to explain impulse buying behavior in the context of TikTok Live Commerce. In this framework, Host Interactivity is positioned as a stimulus that influences consumers' psychological state in the form of Consumer Trust as an organism, which subsequently drives Impulse Buying as a response. The mapping of each variable based on the Stimulus–Organism–Response (SOR) framework is presented in Table 1.

Based on the conceptual framework and supported by the results of previous research, this study proposes four hypotheses to test the direct and indirect relationships between variables.

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Table 1. Mapping of Research Variables Based on the Stimulus – Organism – Response (SOR) Framework

SOR Elements	Research Variables	Conceptual Role
Stimulus	Host Interactivity	Forms of external stimuli that arise from the host's communication activities in live streaming
Organism	Consumer Trust	Internal psychological conditions of consumers in responding to stimuli during live commerce
Response	Impulse Buying	Forms of consumer behavioral responses in the context of spontaneous purchasing decisions

Source: Researcher Processed Results (2026).

The research variables consist of Host Interactivity as an independent variable, Consumer Trust as a mediating variable, and impulse buying as a dependent variable.

H1: Host interactivity has a positive effect on consumer trust in the context of TikTok Live Commerce.

Host interactivity is a key aspect of live streaming commerce because it enables direct two-way communication between the host and the audience. A responsive, communicative host who actively engages the audience creates a more personalized and transparent experience. This helps consumers easily obtain product information while reducing uncertainty when evaluating options. Within the SOR framework, host interactivity acts as a stimulus that influences consumers' psychological state, particularly in building trust in the host and the platform.

H2: Consumer trust has a positive effect on impulse purchases in TikTok Live Commerce.

Consumer trust plays a crucial role in purchasing decisions, especially in the uncertain digital environment. When consumers feel trust, they tend to be more confident in the information provided by the host and feel secure in their transactions. This reduces psychological barriers, making purchasing decisions easier. In the fast-paced and dynamic nature of live commerce, this sense of trust often drives consumers to make

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spontaneous, unplanned purchases. Therefore, consumer trust is seen as a psychological factor (organism) that influences behavioral responses such as impulse buying.

H3: Host interactivity has a positive effect on impulse purchases in TikTok Live Commerce.

In addition to influencing consumers' psychological states, host interactivity also has the potential to directly trigger impulse purchases. Intense interaction, a lively broadcast atmosphere, and emotional engagement fostered by the host can create an engaging shopping experience and encourage consumers to make immediate purchasing decisions. Within the SOR framework, external stimuli can not only influence the organism but also trigger immediate behavioral responses. Therefore, host interactivity is seen as playing a role in encouraging impulse purchases without going through a thorough evaluation process.

H4: Consumer trust mediates the effect of host interactivity on impulse purchases in the context of TikTok Live Commerce.

Consumer trust is seen as a mediating variable that explains how host interactivity can influence impulse buying. Within the Stimulus–Organism–Response (SOR) framework, host interactivity as a stimulus not only directly influences impulse buying as a response but also shapes consumer trust as an internal state (organism), which subsequently drives impulse buying. Hoang and Dang (2024) demonstrated that trust acts as a mediating variable in the relationship between live streaming characteristics and impulse buying. Furthermore, Wang et al. (2025) found that host interactivity increases cognitive trust, which in turn drives impulse buying behavior.

Research methods

Types of research

This study uses a quantitative approach with an explanatory research design to test the relationship between variables within the Stimulus–Organism–Response (SOR) framework.

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Research Variables

Based on the Stimulus–Organism–Response (SOR) conceptual framework and the research hypotheses that have been formulated, the variables in this study are classified as follows:

a. Independent Variable (X) / Stimulus: Host Interactivity
b. Mediating Variable (M) / Organism: Consumer Trust
c. Dependent Variable (Y) / Response: Impulse Buying

The measurement indicators for each variable in this study will be adapted from previous research relevant to the context of live streaming commerce and adjusted to the characteristics of the TikTok platform.

Population and Sample

The study population was TikTok Live Commerce consumers who had made purchases through TikTok Live in the past six months, using a purposive sampling technique (Sugiyono, 2023). The sample size was 140 respondents who met the research criteria (Memon et al., 2020).

1. Research Instruments and Quality Testing

Data were collected using an online questionnaire via Google Form with a five-point Likert scale, then tested for validity and reliability using SmartPLS 4.

2. Data Analysis Techniques

The data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the help of SmartPLS 4 through bootstrapping tests.

Research Results and Discussion

1. Evaluation of Measurement Model

Measurement model evaluation (outer model) is conducted to assess the quality of the research instrument in measuring each construct. This evaluation includes testing convergent validity, discriminant validity, and construct reliability. This testing aims to ensure that each indicator is able to measure the research variable validly and consistently before testing the structural model.

A. Convergent Validity

Convergent validity testing aims to determine the extent to which each indicator represents the construct being measured. An indicator is considered to have convergent validity if it has an outer loading value of ≥ 0.70 and an Average Variance Extracted (AVE) value of ≥ 0.50.

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Table 2. Convergent Validity Test Results

Variables	Outer Loading Value	AVE	Information
Host Interactivity	0.836–0.869	0.731	Valid
Consumer Trust	0.828–0.896	0.735	Valid
Impulse Buying	0.759–0.832	0.648	Valid

Source: Processed results of SmartPLS 4 (2026).

Based on the table, the indicators for the variables Host Interactivity, Consumer Trust, and impulse buying have outer loading values above 0.70. Furthermore, each construct also has an AVE value above 0.50. Therefore, it can be concluded that all indicators have met the convergent validity criteria, thus representing the constructs being measured well and are suitable for use in the next stage of analysis.

B. Discriminant Validity

Discriminant validity testing was conducted to ensure that each construct in the study had distinct characteristics and was therefore capable of measuring the variables it was intended to measure. In this study, discriminant validity was evaluated using the Fornell-Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), and cross-loading.

Table 3. Results of Discriminant Validity Testing

Testing Method	Results	Information
Fornell-Larcker Criterion	The square root value of AVE is greater than the correlation between constructs	Valid
Heterotrait-Monotrait Ratio (HTMT)	All HTMT values < 0.90	Valid
Cross Loading	The highest indicator loading is on the measured construct	Valid

Source: Processed results of SmartPLS 4 (2026).

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Based on Table 3, all constructs have met the discriminant validity criteria. Test results using the Fornell-Larcker Criterion indicate that the square root of the AVE value for each construct is greater than the correlation with other constructs. Furthermore, all HTMT values are below the recommended limit of 0.90, with the highest value being 0.848. The cross-loading results also show that each indicator has the highest loading value on the construct it measures. Thus, all constructs in this study have good discriminant validity.

C. Reliability

Reliability testing is conducted to determine the level of consistency of the research instrument in measuring each construct. A construct is considered reliable if its Cronbach's Alpha and Composite Reliability (CR) values are greater than 0.70.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Information
Host Interactivity	0.908	0.932	Reliable
Consumer Trust	0.910	0.933	Reliable
Impulse Buying	0.864	0.902	Reliable

Source: Processed results of SmartPLS 4 (2026).

Based on Table 4, all research variables had Cronbach's Alpha and Composite Reliability values above 0.70. These results indicate that all constructs have a good level of internal consistency, thus the research instrument is considered reliable and suitable for use in testing the structural model.

2. Structural Model Evaluation

Structural model evaluation (inner model) was conducted to determine the research model's ability to explain the relationships between latent variables. Structural model testing included collinearity (VIF), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and model fit (SRMR). The results of the structural model evaluation are presented in Table 5.

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Table 5. Results of Evaluation of Relationships Between Variables

Relationship between variables	VIF	f²	Interpretation
Host Interactivity → Consumer Trust	1,000	1,526	Big influence
Host Interactivity → Impulse Buying	2,526	0.237	Moderate influence
Consumer Trust → Impulse Buying	2,526	0.129	Little influence

Source: Processed results of SmartPLS 4 (2026).

Based on Table 5, all Variance Inflation Factor (VIF) values are in the range of 1.000–2.526, so the research model does not experience multicollinearity problems because all values are below the recommended limit, which is 5.00. In addition, the results of the effect size (f^2) test show that the influence of Host Interactivity on Consumer Trust is relatively large ($f^2 = 1.526$), the influence of Host Interactivity on impulse buying is relatively moderate ($f^2 = 0.237$), while the influence of Consumer Trust on impulse buying is relatively small ($f^2 = 0.129$).

Table 6. Model Feasibility Evaluation Results

Testing	Mark	Interpretation
R^2 Consumer Trust	0.604	Moderate
R^2 Impulse Buying	0.617	Moderate
Q^2 Consumer Trust	0.598	Predictive relevance
Q^2 Impulse Buying	0559	Predictive relevance
SRMR	0.051	Good fit

Source: Processed results of SmartPLS 4 (2026).

Based on Table 6, the R^2 value shows that the Consumer Trust variable can be explained by Host Interactivity by 60.4%, while 39.6% is influenced by other factors outside the research model. Meanwhile, the impulse buying variable has an R^2 value of 0.617, which means that 61.7% of the variation in impulse buying can be explained by Host Interactivity and Consumer Trust, while the remaining 38.3% is influenced by other variables outside the research model.

The Q^2 Predict test results show that all Q^2 values are positive ($Q^2 > 0$), indicating that the model has good predictive relevance. Furthermore, the SRMR value of 0.051 is

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below the 0.08 threshold, indicating that the research model meets the goodness of fit criteria and is suitable for hypothesis testing.

3. Hypothesis Testing

Hypothesis testing was carried out using the bootstrapping method with the help of SmartPLS 4 software. The hypothesis was declared accepted if it had a t-statistic value > 1.96 and a p-value < 0.05.

Table 7. Hypothesis Testing Results

Hypothesis	Relationship between variables	Path Coefficient	t-statistic	p-value	Decision
H1	Host Interactivity → Consumer Trust	0.777	19,622	0,000	Accepted
H2	Consumer Trust → Impulse Buying	0.354	3,241	0.001	Accepted
H3	Host Interactivity → Impulse Buying	0.478	4,040	0,000	Accepted
H4	Host Interactivity → Consumer Trust → Impulse Buying	0.275	3,086	0.002	Accepted

Source: Processed results of SmartPLS 4 (2026).

Based on Table 7, all hypotheses in this study have t-statistics above 1.96 and p-values below 0.05, thus all hypotheses are accepted. These results indicate that Host Interactivity has a positive and significant effect on Consumer Trust and Impulse Buying. Furthermore, Consumer Trust also has a positive and significant effect on Impulse Buying.

The results of the indirect effect test show that Host Interactivity on impulse buying through Consumer Trust has a coefficient value of 0.275, a t-statistic value of 3.086, and

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a p-value of 0.002. A p-value smaller than 0.05 indicates that the indirect effect is significant. Thus, Consumer Trust is proven to mediate the effect of Host Interactivity on impulse buying so that hypothesis H4 is accepted.

DISCUSSION

The results of the study indicate that Host Interactivity has a positive and significant impact on Consumer Trust. This finding suggests that the better the host's interaction during TikTok Live Commerce, the higher the level of consumer trust in the information and products offered. This condition can occur because consumers not only see the products for sale but also have the opportunity to interact directly with the host. When the host is able to explain the product clearly, respond to questions quickly, and communicate well, consumers will perceive the information received as more convincing, thereby increasing trust in the product and seller.

These findings support the Stimulus–Organism–Response (SOR) theory, which explains that host interactivity as a stimulus can influence the consumer's internal state (organism), namely consumer trust, before ultimately influencing the response in the form of an impulse purchase. The results of this study also align with research by Lee and Chen (2021), which states that interactions during live streaming commerce can build consumer trust through more personalized communication. These results support the findings of Wang et al. (2025), which explain that host interaction can increase consumer cognitive trust during the purchasing process. In the context of TikTok Live Commerce, consumers can see live product demonstrations, get answers to their questions, and witness how the host interacts with other potential buyers. This experience makes the purchasing process feel more transparent, so consumers are more confident in trusting the information provided.

The research also showed that host interactivity had a positive and significant effect on impulse buying. These results suggest that engaging interactions during TikTok Live Commerce can encourage consumers to make spontaneous purchases. The live delivery of information, product demonstrations, and the host's ability to create an interactive broadcast atmosphere make it easier for consumers to be attracted to products immediately without further consideration.

The results of this study support the Stimulus–Organism–Response (SOR) theory, which explains that environmental stimuli, in this case Host Interactivity, can influence consumer behavioral responses. This finding aligns with research by Hoang and Dang (2024) which states that host interaction during live commerce can increase consumers'

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impulsive purchasing tendencies. Furthermore, Shi et al. (2025) also explain that the characteristics of a communicative host and the ability to build engagement with the audience influence spontaneous purchasing decisions. In practice, TikTok Live Commerce consumers are often encouraged to make immediate purchases due to real-time interactions, limited offers, and host responses that can create a sense of enthusiasm during the broadcast.

Further research results indicate that consumer trust has a positive and significant effect on impulse buying. This finding suggests that the higher a consumer's trust in a seller or the product being offered, the greater the likelihood of making an impulse purchase. Trust makes consumers feel more confident in the product's quality and the seller's credibility, thus reducing hesitation in making purchasing decisions.

These findings align with the Stimulus–Organism–Response (SOR) theory, which explains that the consumer's internal state (organism) plays a role in shaping behavioral responses (responses). The results of this study also align with Wang et al.'s (2025) research, which states that consumer trust plays a crucial role in driving purchasing decisions during live commerce. Furthermore, Lee and Chen (2021) explain that consumers with a high level of trust tend to make purchasing decisions more easily without over-considering risks. In the context of TikTok Live Commerce, the trust established during the interaction process makes consumers more confident in immediately completing transactions when they find a product that meets their needs.

The results of the indirect effect test indicate that consumer trust mediates the influence of host interactivity on impulse buying. This suggests that host interactivity not only directly influences impulse buying but also primarily increases consumer trust. In other words, the better the interaction the host builds during the live broadcast, the higher the consumer trust that is formed, ultimately increasing the consumer's tendency to make impulse purchases.

These findings reinforce the Stimulus–Organism–Response (SOR) theory, where Host Interactivity as a stimulus influences Consumer Trust as an organism, which subsequently results in Impulse Buying as a response. The results of this study are in line with Hoang and Dang (2024) and Wang et al. (2025) who showed that trust is an important factor in explaining how interactivity during live streaming can drive consumer purchasing behavior. In the context of TikTok Live Commerce, a communicative, responsive host who is able to build good interactions will increase consumer trust, thereby increasing the tendency for consumers to make impulsive purchases.

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CONCLUSION

This study shows that Host Interactivity has a positive and significant effect on Consumer Trust and Impulse Purchases on TikTok Live Commerce. Furthermore, Consumer Trust also has a positive effect on Impulse Purchases and is proven to mediate the influence of Host Interactivity on Impulse Purchases. These findings support the Stimulus–Organism–Response (SOR) framework, where host interactivity as a stimulus is able to shape consumer trust as an organism, which then results in impulsive purchases as a response. This study still has limitations because it only focuses on TikTok Live Commerce, involves respondents predominantly in the Greater Jakarta area, and uses three research variables. Therefore, further research is recommended to expand the research object to other live commerce platforms, involve respondents with a wider regional coverage, and add variables such as flow experience, Fear of Missing Out (FOMO), perceived value, or social presence.

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