International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect of Live Broadcasting, Online Customer Reviews, and Customer Ratings on Purchase Decisions with Trust as an Intervening Variable on TikTok Shop Platform Users in Kudus Regency

Anjar Seto Kumoro[1], Sutono[2], Gilang Puspita Rini[3]

[123]Muria Kudus University

Abstract

This study aims to analyze the influence of live broadcasts, online customer reviews, and customer ratings on purchasing decisions with trust as an intervening variable among TikTok Shop platform users in Kudus Regency. This study uses a quantitative approach with a sample of 204 respondents who are TikTok Shop users in Kudus Regency. The sampling technique used is purposive sampling, with data obtained through online questionnaires and analyzed using Structural Equation Modeling (SEM) with the help of the AMOS program version 24.0. The results show that live broadcasts have a positive and significant effect on trust. Online customer reviews have a positive and significant effect on trust. Customer ratings have a positive and significant effect on trust. Live broadcasts have a positive and significant effect on purchasing decisions. Online customer reviews have no effect on purchasing decisions. Customer ratings have no effect on purchasing decisions. Trust has a positive and significant effect on purchasing decisions. Trust mediates the effect of live broadcasts on purchasing decisions. Trust mediates the effect of online customer reviews on purchasing decisions. Trust mediates the effect of customer ratings on purchasing decisions.

Keywords: Live Broadcasts, Online Customer Reviews, Customer Ratings, Trust, Purchase Decisions

INTRODUCTION

The e-commerce industry in Indonesia is experiencing rapid growth along with increasing internet usage and shifts in consumer behavior toward digital shopping. This growth has driven the emergence of various e-commerce platforms, competing to offer easy transactions, promotions, and a more interactive shopping experience. This increasingly fierce competition requires e-commerce platforms to continuously innovate

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

to attract and retain consumers amidst the growing demand for online shopping services (Siswanto & Aryanto, 2024).

As one of the fastest-growing social commerce platforms in Indonesia, TikTok Shop faces challenges in strengthening its position amidst the increasingly competitive e-commerce industry. TikTok Shop's strength lies in its ability to integrate social media and shopping activities into one app through short video features and interactive live streaming. However, TikTok Shop's success is determined not only by its innovative features, but also by its ability to create an engaging shopping experience, build user trust, and increase consumer interest in continuing to transact on the platform (Fachmy et al., 2021).

Based on the current phenomenon in the Indonesian e-commerce industry, purchasing decisions on the TikTok Shop platform continue to fluctuate. This is evident in TikTok Shop's Gross Merchandise Value (GMV), which fluctuated during the 2021–2025 period, rising 26% in 2021, dropping to 5% in 2022, then increasing to 9% in 2023 and 15% in 2024, before declining again to 11% in 2025 (Bloomberg, 2025). These fluctuations indicate that consumers' propensity to make purchases through TikTok Shop continues to change over time. This condition indicates that consumer purchasing decisions on TikTok Shop are not yet fully robust compared to several other e-commerce platforms, so further understanding of the factors influencing consumer purchasing decisions on the platform is needed.

The trust phenomenon can be seen in the Top Brand Index value, which has decreased consecutively from 16.7% in 2021 to 10.2% in 2025. This decline indicates a weakening trend in consumer perception of the platform's credibility and reliability. Compared to Shopee, which has continued to see an increase in its Top Brand Index value, this condition indicates that consumer trust in TikTok Shop still needs to be improved to be able to compete and maintain user loyalty in the long term.

One factor that is suspected to influence purchase decisions is live broadcasting. TikTok Shop's live streaming viewership reached 87%, but still below Shopee's 96%. This data shows that TikTok Shop's live streaming feature has garnered significant attention from users, but has yet to become a top choice compared to competing platforms. However, through live streaming, consumers can see products more clearly, interact directly with sellers, and obtain real-time product information that can aid their purchasing decision-making process (Sandy, 2024).

Another factor that may affect purchase decisions is online customer reviews. On TikTok Shop, various negative reviews from consumers are still found, such as product mismatches with descriptions, late delivery, items not matching orders, and poor packaging quality. The presence of these negative reviews indicates that the shopping experience for some consumers has not fully met expectations. This situation has the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

potential to influence potential buyers' perceptions, as customer reviews are often used as a consideration in assessing product quality and seller credibility before making a transaction.

In addition to online customer reviews, customer ratings also play an important role in influencing purchase decisions. TikTok Shop still has a high number of low ratings. This high number indicates continued consumer dissatisfaction with the products and services they receive. This demonstrates that customer ratings are a crucial factor in shaping consumer perceptions of product quality and seller credibility on the TikTok Shop platform (Rakhman, 2023).

The inconsistencies in previous research findings also indicate the existence of a research gap. Amin & Fikriyah (2023) stated that live broadcasts have a positive and significant effect on purchasing decisions, while Maslucha & Ajizah (2023) stated that live broadcasts have no effect on purchasing decisions. Furthermore, Zami (2023) stated that online customer reviews have a positive and significant effect on purchasing decisions, while Abdul & Euis (2022) stated that online customer reviews have no effect on purchasing decisions. In addition, Syarifah & Mastriani (2022) stated that customer ratings have a positive and significant effect on purchasing decisions, while Priyatin & Farisi (2023) stated that customer ratings have no effect on purchasing decisions. In addition, Murni & Salim (2024) stated that trust has a positive and significant effect on purchasing decisions, while Pratama et al (2023) stated that trust has no effect on purchasing decisions. Furthermore, Rosniati et a (2023) stated that live broadcasts have a positive and significant effect on trust, while Yasser & Gayatri (2023) stated that live broadcasts have no effect on trust. Furthermore, Kamisa et al (2022) stated that online customer reviews have a positive and significant effect on trust, while Umma & Nabil (2023) stated that online customer reviews have no effect on trust. Furthermore, Aini & Astuti (2022) stated that customer ratings have a positive and significant effect on trust, while Putra et al (2021) stated that customer ratings have no effect on trust. These inconsistent findings indicate that the relationship between these variables is still inconclusive and requires further research.

Based on existing phenomena and research gaps, this study aims to analyze the influence of live streaming, online customer reviews, and customer ratings on purchasing decisions with trust as an intervening variable among TikTok Shop users in Kudus Regency. The urgency of this research lies in the importance of understanding the factors that can strengthen consumer trust and drive purchasing decisions in the increasingly competitive e-commerce industry. The novelty of this study is reflected in the use of trust as an intervening variable in examining the relationship between live streaming, online customer reviews, customer ratings, and purchasing decisions among TikTok Shop users in Kudus Regency. While previous studies have primarily focused on the direct

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

relationship between these variables, this study provides a more comprehensive understanding of the mediating role of trust in influencing consumer purchasing decisions on TikTok Shop.

METHOD

Types and Methods of Research

This study uses explanatory research to test the hypothesis and explain the causal relationship between the influence of live broadcasts, online customer reviews and customer ratings on purchasing decisions through trust as an intervening variable, using a quantitative approach, namely a research approach based on the philosophy of positivism, which is applied to analyze a particular population or sample. Data are collected using research instruments and analyzed quantitatively to test predetermined hypotheses (Sugiyono, 2023).

Population and Sample

The population in this study consists of all TikTok Shop users domiciled in Kudus Regency. Because the exact number of TikTok Shop users in Kudus Regency is unknown, the population size cannot be determined precisely. The sampling method used in this study is non-probability sampling with a purposive sampling technique. According to Hair et al (2019), the minimum sample size should be five to ten times the number of indicators used in the study. Because this study uses 34 indicators, the minimum sample size is calculated as 204 respondents. Therefore, this study involved 204 TikTok Shop users in Kudus Regency as respondents. The respondent criteria are: (1) at least 18 years old, (2) domiciled in Kudus Regency, (3) have a TikTok account and use TikTok Shop, and (4) have made at least two purchases through TikTok Shop in the last two months.

Data Analysis Instruments and Techniques

Primary data were collected through questionnaires distributed online using Google Forms. The variables were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The Likert scale is commonly used to measure attitudes, opinions, and perceptions regarding social phenomena (Sugiyono, 2023). Before hypothesis testing, the research instrument was evaluated through validity and reliability testing. Construct validity was assessed using Confirmatory Factor Analysis (CFA), while reliability was evaluated using Construct Reliability (CR), where a value greater than 0.70 indicates acceptable reliability (Ghozali, 2021). Data analysis was conducted using Structural Equation Modeling (SEM) through AMOS version 24.0. SEM is a multivariate statistical technique that allows researchers to examine relationships

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

among multiple variables simultaneously (Ghozali, 2021). The analysis began with descriptive statistics, followed by measurement model evaluation through Confirmatory Factor Analysis (CFA). Subsequently, model fit was assessed using several Goodness-of-Fit indices. After the model met the required fit criteria, the structural model was analyzed to examine the relationships among live broadcasting, online customer reviews, customer ratings, trust, and purchase decisions. Hypothesis testing was conducted using Critical Ratio (CR) and probability (p-value) values. A relationship was considered significant when the CR value exceeded 1.645 and the p-value was below 0.05 (Ghozali, 2021).

Research Procedures

The research procedure began with the distribution of an online questionnaire via Google Form to 204 respondents who met the research criteria, namely consumers who had purchased at TikTok Shop with a minimum of 2 purchases in the last 2 months. The collected data were then processed using the Structural Equation Modeling (SEM) program through AMOS software version 24.0 through the stages of editing, coding, and tabulating. Next, data analysis was carried out which included testing the research instrument (validity and reliability tests), normality tests, outlier tests, confirmatory factor analysis, structural equation modeling analysis, coefficient of determination tests, and hypothesis and mediation tests. The results of all stages of analysis were used to answer the research problem formulation.

RESULTS AND DISCUSSION

Validity Test

Table 1. Convergent ValidityTest

Variables	Item Indicator	Validity	
		Loading Factor	Information
Live Broadcast	X1_2	0,803	Valid
	X1_3	0,748	Valid
	X1_5	0,781	Valid
	X1_6	0,833	Valid
	X1_7	0,843	Valid
Online Customer Reviews	X2_9	0,819	Valid
	X2_10	0,843	Valid
	X2_14	0,846	Valid
	X2_15	0,777	Valid
Customer Rating	X3_16	0,827	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	X3_17	0,786	Valid
	X3_18	0,759	Valid
	X3_21	0,830	Valid
Trust	Z_22	0,772	Valid
	Z_23	0,783	Valid
	Z_24	0,826	Valid
	Z_26	0,742	Valid
	Z_27	0,719	Valid
Purchase Decision	Y_29	0,810	Valid
	Y_30	0,821	Valid
	Y_31	0,798	Valid
	Y_32	0,856	Valid
	Y_33	0,805	Valid
	Y_34	0,819	Valid

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the results presented in the table above, all indicator loading factor values are greater than 0.70. This indicates that all measurement items meet the convergent validity requirement and are therefore considered valid in representing their respective latent constructs.

AVE (Average Variance Extracted)

Table 2. Average Variance Extracted Test

Variable	*Average Variance Extracted* (AVE)	Information
Live Broadcast (X1)	0,644	Valid
Online Customer Reviews (X2)	0,675	Valid
Customer Rating (X3)	0,642	Valid
Trust (Z)	0,592	Valid
Purchase Decision (Y)	0,670	Valid

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, it can be seen that all variables have met the required criteria, as each variable has an AVE value greater than 0.50. This indicates that all variables are considered valid and possess good convergent validity.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Discriminant Validity

Table 3. Discriminant Validity Test

Variable	Live Streaming	Online Customer Reviews	Customer Rating	Trust	Purchase Decision
Live Broadcast	**0,802**				
Online Customer Reviews	0,439	**0,822**			
Customer Rating	0,449	0,362	**0,801**		
Trust	0,557	0,605	0,517	**0,769**	
Purchase Decision	0,555	0,501	0,443	0,634	**0,818**

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, it can be concluded that all variables in this study have met the discriminant validity requirements. The square root of the AVE for the constructs of Live Broadcast (0.802), Online Customer Reviews (0.822), Customer Rating (0.801), Trust (0.769), and Purchase Decision (0.818) is higher than the correlations with other constructs.

Reliability Test

Table 4. Reliability Test

Variable	*Construct Reliability*	*Cut-Off*	Information
Live Broadcast (X1)	0,900	0,7	Reliable
Online Customer Reviews (X2)	0,893	0,7	Reliable
Customer Rating (X3)	0,877	0,7	Reliable
Trust (Z)	0,879	0,7	Reliable
Purchase Decision (Y)	0,924	0,7	Reliable

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, it can be seen that the reliability test results for the variables Live Broadcast, Online Customer Reviews, Customer Rating, Trust, and Purchase Decision show Composite Reliability (CR) values above 0.70. This indicates that the indicators used in the questionnaire for each variable are reliable and have

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

satisfactory internal consistency.

Normality Test

Table 5. Normality Test Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y_34	1.000	5.000	.038	.223	-.619	-1.804
Y_33	1.000	5.000	-.050	-.292	-.289	-.842
Y_32	1.000	5.000	.078	.456	-.515	-1.500
Y_31	1.000	5.000	.159	.925	-.218	-.637
Y_30	1.000	5.000	-.141	-.822	-.515	-1.502
Y_29	1.000	5.000	-.086	-.503	-.298	-.870
Z_27	1.000	5.000	-.049	-.288	-.461	-1.343
Z_26	1.000	5.000	.112	.651	-.597	-1.741
Z_24	1.000	5.000	.029	.167	-.217	-.633
Z_23	1.000	5.000	-.230	-1.343	-.445	-1.298
Z_22	1.000	5.000	-.131	-.762	-.135	-.394
X3_21	1.000	5.000	-.009	-.054	-.335	-.978
X3_18	1.000	5.000	-.071	-.412	-.501	-1.460
X3_17	1.000	5.000	.064	.372	.289	.842
X3_16	1.000	5.000	-.116	-.676	-.191	-.556
X2_15	1.000	5.000	-.100	-.581	-.271	-.791
X2_14	1.000	5.000	-.071	-.416	-.066	-.193
X2_10	1.000	5.000	-.309	-1.803	.019	.055
X2_9	1.000	5.000	-.116	-.676	-.360	-1.050
X1_7	1.000	5.000	-.008	-.044	-.054	-.159
X1_6	1.000	5.000	.031	.180	-.056	-.163
X1_5	1.000	5.000	-.023	-.133	-.009	-.025
X1_3	1.000	5.000	-.182	-1.061	-.388	-1.130
X1_2	1.000	5.000	-.061	-.355	-.198	-.576
Multivariate					4.940	.999

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, the results of the Assessment of Normality indicate that the Critical Ratio (CR) value for the multivariate test is 0.999. This value falls within the acceptable range of ± 2.58. Therefore, it can be concluded that the data in this study are normally distributed.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Outlier Test

Table 6. Outlier Test Results

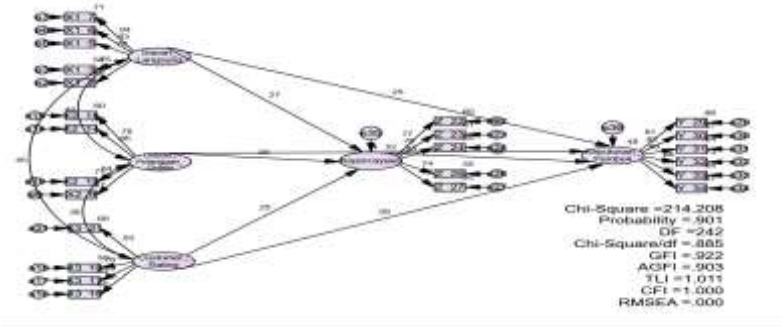
Observation number	*Mahalanobis d-squared*	*p1*	*p2*
42	50,150	0,001	0,242
98	47,359	0,003	0,128
119	43,112	0,010	0,315
198	39,749	0,023	0,684
…	…	…	…
…	…	…	…
79	23,836	0,471	0,477
33	23,738	0,477	0,485
51	23,497	0,491	0,588
157	23,451	0,493	0,563

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, the outlier test results indicate that the data are free from outliers. The chi-square value with 24 degrees of freedom (corresponding to the number of indicators) at a significance level of 0.001 was calculated using the Excel formula =CHIINV(0.001,24), resulting in a value of 51.178. The results show that the maximum Mahalanobis distance is 50.150, which does not exceed the chi-square threshold value of 51.178. Therefore, the outlier test confirms that the data are free from outliers. This indicates that there are no observations that deviate excessively or exhibit extreme values within the dataset.

Structural Equation Modeling (SEM) Analysis

The output data results have not yet met the expected model criteria, so improvements need to be made by removing several variable indicators.



Source: Results of AMOS 24.0 Analysis, April 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 7. Goodness of Fit Criteria Results for the Full Model

Goodness of Fit Index	*Cutt-of Value*	Result Model	Information
X^2- Chi-Square DF= 242	Expected to be smaller than the chi-square χ^2 table value (279,288)	214,208	Good
Sign. Probability	≥ 0,05	0,901	Good
RMSEA	≤ 0,08	0,000	Good
GFI	≥ 0,90	0,922	Good
AGFI	≥ 0,90	0,903	Good
CMIN/DF	≤ 2,00	0,885	Good
TLI	≥ 0,95	1,011	Good
CFI	≥ 0,95	1,000	Good

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, the Chi-Square value of 214.208 with a probability of 0.901 indicates that the model meets the fit criteria, as the significance value is greater than 0.05. The RMSEA value of 0.000 is below the threshold of ≤ 0.08, while the GFI (0.922) and AGFI (0.903) also meet the required criterion of ≥ 0.90. In addition, the CMIN/DF value of 0.885 indicates a good model fit as it is below ≤ 2.00, supported by the TLI value of 1.011 and CFI value of 1.000, both of which exceed the cut-off of ≥ 0.95. Thus, all indicators show that the model after modification is acceptable overall, as it meets the established fit criteria.

Structural Equations

Table 8. Standardized Regression Weight

			Estimate
Trust	<---	Live Broadcast	.270
Trust	<---	Online Customer Reviews	.394
Trust	<---	Customer Rating	.253
Purchase Decision	<---	Live Broadcast	.250
Purchase Decision	<---	Online Customer Reviews	.138
Purchase Decision	<---	Customer Rating	.093
Purchase Decision	<---	Trust	.363

Source: Results of AMOS 24.0 Analysis, April 2026

Referring to the overall model, the mathematical model equation can be written in Structural Equation Modeling (SEM) form as follows:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Z = 0.270X1 + 0.394X2 + 0.253X3

Y = 0.250X1 + 0.138X2 + 0.093X3 + 0.363Z

The regression equation is explained as follows:

1. The regression coefficient of the live broadcast variable (X1) on trust (Z) shows a positive result of 0.270. This indicates that live broadcasts will increase trust by 0.270.
2. The regression coefficient of the online customer reviews variable (X2) on trust (Z) shows a positive result of 0.394. This indicates that online customer reviews will increase trust by 0.394.
3. The regression coefficient of the customer rating variable (X3) on trust (Z) shows a positive result of 0.253. This indicates that customer ratings will increase trust by 0.253.
4. The regression coefficient of the live broadcast variable (X1) on purchasing decisions (Y) shows a positive result of 0.250. This indicates that live broadcasts will increase purchasing decisions by 0.250.
5. The regression coefficient of the online customer review variable (X2) on purchasing decisions (Y) shows a positive result of 0.138. This indicates that online customer reviews will increase purchasing decisions by 0.138.
6. The regression coefficient of the customer rating variable (X3) on purchasing decisions (Y) shows a positive result of 0.093. This indicates that customer ratings will increase purchasing decisions by 0.093.
7. The regression coefficient of the trust variable (Z) on purchasing decisions (Y) shows a positive result of 0.363. This states that trust will increase purchasing decisions by 0.363.

Test of the Coefficient of Determination (R2)

Table 9. Squared Multiple Correlations

			Estimate
Trust			.520
Purchase Decision			.479

Source: Results of AMOS 24.0 Analysis, April 2026

The square multiple correlation value in statistics, known as R^2, can be interpreted as follows:

1. The square multiple correlation value in the first equation is 0.520. This value indicates that 52% of the variation in trust is determined by variations in live streaming, online customer reviews, and customer ratings. The remaining 48% is explained by other variables not included in this study.
2. The square multiple correlation value in the second equation is 0.479. This value

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

indicates that 47.9% of the variation in purchase decision is determined by variations in live streaming, online customer reviews, and customer ratings. The remaining 52.1% is explained by other variables not examined in this study.

Hypothesis Test

Table 10. Hypothesis Test Results

			Estimate	S.E.	C.R.	P	Label	Information
Trust	<---	Live Broadcast	.254	.071	3.574	***	par_23	Accepted
Trust	<---	Online Customer Review_	.349	.068	5.146	***	par_24	Accepted
Trust	<---	Customer Rating	.222	.065	3.429	***	par_25	Accepted
Purchase Decision	<---	Live Broadcast	.264	.083	3.190	.001	par_26	Accepted
Purchase Decision	<---	Online Customer Review	.137	.079	1.729	.084	par_27	Rejected
Purchase Decision	<---	Customer Rating	.091	.073	1.243	.214	par_28	Rejected
Purchase Decision	<---	Trust	.407	.110	3.709	***	par_29	Accepted

Source: Results of AMOS 24.0 Analysis, April 2026

Hypothesis 1: Effect of live streaming on trust

Based on the data analysis results, the critical ratio value is 3.574 > 1.645 and the probability value is 0.001 < 0.05. It can be concluded that live streaming has a positive and significant effect on trust; therefore, H1 in this study is accepted.

Hypothesis 2: Effect of online customer reviews on trust

Based on the data analysis results, the critical ratio value is 5.146 > 1.645 and the probability value is 0.001 < 0.05. It can be concluded that online customer reviews have a positive and significant effect on trust; therefore, H2 in this study is accepted.

Hypothesis 3: Effect of customer rating on trust

Based on the data analysis results, the critical ratio value is 3.429 > 1.645 and the probability value is 0.001 < 0.05. It can be concluded that customer rating has a positive and significant effect on trust; therefore, H3 in this study is accepted.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Hypothesis 4: Effect of live streaming on purchase decision

Based on the data analysis results, the critical ratio value is 3.190 > 1.645 and the probability value is 0.001 < 0.05. It can be concluded that live streaming has a positive and significant effect on purchase decision; therefore, H4 in this study is accepted.

Hypothesis 5: Effect of online customer reviews on purchase decision

Based on the data analysis results, the critical ratio value is 1.729 > 1.645 and the probability value is 0.084 > 0.05. It can be concluded that online customer reviews do not have a significant effect on purchase decision; therefore, H5 in this study is rejected.

Hypothesis 6: Effect of customer rating on purchase decision

Based on the data analysis results, the critical ratio value is 1.243 < 1.645 and the probability value is 0.214 > 0.05. It can be concluded that customer rating does not have a significant effect on purchase decision; therefore, H6 in this study is rejected.

Hypothesis 7: Effect of trust on purchase decision

Based on the data analysis results, the critical ratio value is 3.709 > 1.645 and the probability value is 0.001 < 0.05. It can be concluded that trust has a positive and significant effect on purchase decision; therefore, H7 in this study is accepted.

Mediation Test

Table 11. Mediation Test Results

Relationship	Direct Effect	Indirect Effect (via Trust)	Description	Mediation Role
Live Broadcast → Purchase Decision	0.250	0.098	Mediated	Partial Mediation
Online Customer Reviews → Purchase Decision	0.138	0.143	Mediated	Full Mediation
Customer Rating → Purchase Decision	0.093	0.092	Mediated	Full Mediation

Source: Results of AMOS 24.0 Analysis, April 2026

Based on the table above, and considering the direct effect, indirect effect, and the significance of the direct relationships in the model, the conclusions are as follows:

1. Live broadcasts has a direct effect of 0.250 and an indirect effect of 0.098. Since the indirect effect is smaller than the direct effect (0.098 < 0.250), the mediating role of trust in linking live streaming to purchase decision is relatively weak compared to the direct effect. However, because the direct effect remains significant, trust partially mediates this relationship (partial mediation).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

2. Online customer reviews have a direct effect of 0.138 and an indirect effect of 0.143. Since the indirect effect is greater than the direct effect (0.143 > 0.138), trust plays a stronger role in mediating the effect of online reviews on purchase decision. Because the direct effect is not significant, trust fully mediates this relationship (full mediation).
3. Customer rating has a direct effect of 0.093 and an indirect effect of 0.092. Since the indirect effect is slightly lower than the direct effect (0.092 < 0.093), the mediating role of trust is relatively weaker than the direct effect. However, because the direct effect is not significant, trust fully mediates this relationship (full mediation).

DISCUSSION

The Effect of Live Broadcasts on Trust

The results of hypothesis testing indicate that live broadcasts has a positive and significant effect on trust. This suggests that live streaming activities are able to increase consumer trust among TikTok Shop users in Kudus Regency. The highest respondent response for live streaming is authenticity, indicating that consumers tend to trust live streaming presentations that display products in a real, transparent, and unedited manner. This authenticity strengthens consumer confidence because they can directly observe product conditions without manipulation, thereby increasing trust in both the product and the seller.

Based on the Theory of Planned Behavior (TPB), trust is associated with perceived behavioral control, where live streaming provides easy access to real-time, interactive, and transparent product information. This reduces consumer uncertainty and strengthens trust in online transactions. Live streaming enhances trust through two-way communication, transparency, and real-time product demonstrations (Ajzen, 1991), which allow consumers to directly evaluate product quality. Previous studies Diarya & Raida (2023); Faiza & Rachman (2024); Saputra & Fadhilah (2022) support that live streaming enhances trust by increasing information clarity and reducing perceived risk in online shopping. These findings are consistent with those of Rosniati et al (2023), who found that live streaming has a positive and significant effect on trust.

The Effect of Online Customer Reviews on Trust

The results show that online customer reviews have a positive and significant effect on trust. This indicates that reviews are effective in strengthening consumer trust in TikTok Shop users. The highest dimension is argument quality, showing that consumers trust reviews that are clear, detailed, and based on real product experiences. Such reviews provide credible information regarding product quality and usage experience.

In the TPB, online reviews represent subjective norms, reflecting social influence

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

from other consumers (Ajzen, 1991). Positive and informative reviews increase perceived credibility and reduce uncertainty in online shopping. Empirical studies Anggraini & Untarini (2024; Cholid & Utomo (2023; Putri et al (2024) confirm that online reviews increase consumer trust by providing reliable and experience-based information. This finding aligns with Kamisa et al (2022), which found that online customer reviews have a positive and significant effect on trust.

The Effect of Customer Rating on Trust

Customer rating has a positive and significant effect on trust. High ratings serve as social proof of product quality and seller credibility. The dominant indicators are product quality evaluation and perceived behavioral control, showing that ratings help consumers assess product feasibility and make decisions more confidently.

According to the TPB, customer ratings are part of subjective norms (Ajzen, 1991). High ratings reflect collective consumer approval, which strengthens trust by reducing perceived risk. Previous research Banurea et al (2023; Nurhayati et al (2023; Sari & Kholifah (2026) supports that customer ratings enhance trust through social validation. These results are consistent with those of Aini & Astuti (2022), who found that customer ratings have a positive and significant effect on trust.

The Effect of Live Broadcasts on Purchase Decision

Live broadcasts has a positive and significant effect on purchase decisions. It provides real-time product information that reduces uncertainty and enhances consumer confidence. Authenticity is the dominant indicator, showing that consumers value real and unedited product presentations.

Based on the TPB, live broadcasts increase perceived behavioral control, allowing consumers to directly evaluate products and make informed decisions (Ajzen, 1991). Live broadcasts also enhance purchasing decisions through interactive communication, visual demonstrations, and promotional offers during the broadcast (Artamevia & Martianti, 2026; Damanik et al., 2025; Sinaga & Rochdianingrum, 2024). This finding is consistent with Amin & Fikriyah (2023), which states that live broadcasts have a positive and significant effect on purchasing decisions.

The Effect of Online Customer Reviews on Purchase Decision

Online customer reviews have no impact on purchasing decisions. Although the quality of the argument is a dominant indicator, consumers tend to rely on additional sources of information before making a decision.

In the TPB, online customer reviews reflect subjective norms, but do not necessarily directly influence purchasing behavior without a strong level of trust (Ajzen,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

1991). This can occur due to inconsistencies and variations in review content, which can lead consumers to doubt their reliability in the decision-making process. Therefore, customer reviews alone are not sufficient to motivate consumers to make a purchase (Cahyono & Wibawani, 2021; Permana & Arianty, 2025; Riski & Darmawan, 2025). This finding aligns with research by Abdul & Euis (2022), which showed that online customer reviews have no influence on purchasing decisions.

The Effect of Customer Rating on Purchase Decision

Customer ratings have no impact on purchasing decisions. Ratings alone are not a sufficient factor in making a decision. Consumers tend to consider product quality and perceived control, but they still need additional information.

In the TPB, customer ratings reflect subjective norms, but they do not directly determine behavior without trust (Ajzen, 1991). Inconsistency in ratings and the presence of low scores reduce their reliability in influencing decisions (Asari & Yulinda, 2024; Isnaini et al., 2024; Permana & Arianty, 2025). These results are consistent with those of Priyatin & Farisi (2023), who stated that customer ratings have no effect on purchasing decisions.

The Effect of Trust on Purchase Decision

Trust has a positive and significant effect on purchase decisions. Higher trust leads to higher likelihood of purchasing behavior. Honesty is the dominant indicator, showing that consumers prioritize truthful and accurate product information.

In the TPB, trust represents an attitude toward a behavior, which reduces perceived risk and strengthens purchase intentions (Ajzen, 1991). Trust plays a crucial role in online transactions by increasing confidence and reducing uncertainty (Alawiyah & Ali, 2024; Colin & Nugroho, 2024; Febriana & Purwanto, 2023). This finding is consistent with Murni & Salim (2024) who stated that trust has a positive and significant influence on purchasing decisions.

The Effect of Live Broadcasts on Purchase Decision through Trust

The mediation test results show that trust is able to mediate the effect of live broadcasts on purchase decisions. This is indicated by the presence of a significant indirect effect, suggesting that live broadcasts can enhance purchase decisions through the formation of customer trust. However, since the direct effect of live broadcasts on purchase decisions remains significant, the mediating role of trust is categorized as partial mediation.

Based on the Theory of Planned Behavior (TPB), purchase decision is a behavioral outcome influenced by intention, which is shaped by attitude, subjective

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

norms, and perceived behavioral control (Ajzen, 1991). In the context of live broadcasts, this feature reflects perceived behavioral control by providing real-time information, interactivity, and ease of evaluation. These conditions reduce consumer uncertainty and simultaneously build trust toward the seller and product.

Thus, trust acts as a mediating mechanism that connects live broadcasts with purchase decisions, although consumers may still make direct purchasing decisions based on live broadcasts exposure itself. Prior studies Sari et al (2025); Sudiarta & Dewi (2026); Yuarti et al (2024) support that live broadcasts enhances both trust and purchase decisions through interactive communication and real-time product demonstration. This finding aligns with research by Prasmana et al (2026), which states that trust can mediate the influence of live broadcasts on purchase decisions.

The Effect of Online Customer Reviews on Purchase Decision through Trust

The results indicate that trust fully mediates the effect of online customer reviews on purchase decisions. This is shown by a non-significant direct effect, while the indirect effect through trust is significant. Therefore, this relationship is categorized as full mediation. This implies that online customer reviews do not directly influence purchase decisions but must first build consumer trust before affecting purchasing behavior. The better and more convincing the reviews, the higher the trust formed, which ultimately drives purchase decisions.

Within the TPB framework, online reviews represent subjective norms, reflecting the social influence of other consumers (Ajzen, 1991). Positive reviews contribute to the formation of trust by providing social proof regarding product quality and seller credibility. Trust then becomes a key mechanism that transforms review-based information into purchase decisions. Empirical studies Rossandy & Dwijayanti (2025); Sari & Mustaqim (2024); Virawanti & Sudarwanto (2023) confirm that online reviews help reduce uncertainty and increase consumer trust, ultimately leading to purchase decisions. This finding aligns with Anggraeni et al (2023) research, which states that trust can mediate the influence of online customer reviews on purchase decisions.

The Effect of Customer Rating on Purchase Decision through Trust

The mediation analysis shows that trust fully mediates the effect of customer rating on purchase decisions. This is indicated by a non-significant direct effect and a significant indirect effect, confirming a full mediation relationship. This means that customer rating does not directly influence purchase decisions, but instead works through trust formation. Higher ratings strengthen trust, which then drives purchasing behavior.

Within the TPB framework, customer ratings reflect subjective norms in the form of collective consumer evaluations (Ajzen, 1991). However, behavioral influence only

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

occurs when these evaluations are internalized into trust. Ratings serve as an initial signal of product quality and seller reputation, but trust is needed to translate these signals into actual purchasing behavior. Previous studies Anggraini et al (2023); Joy & Tjiptodjojo (2024); Rahmawati (2025) support that customer ratings act as social proof that enhances trust and indirectly influences purchasing decisions. This finding aligns with research by Hijriyatunnisa & Widodo (2024), which states that trust can mediate the influence of customer ratings on purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that live broadcasts, online customer reviews, and customer ratings have a positive and significant effect on customer trust among TikTok Shop users in Kudus Regency. This indicates that higher quality live broadcasts, more positive online customer reviews, and better customer ratings lead to stronger consumer trust toward sellers and products on the TikTok Shop platform. In addition, live broadcasts also has a positive and significant effect on purchase decisions, whereas online customer reviews and customer ratings do not directly influence purchase decisions. Furthermore, customer trust has a positive and significant effect on purchase decisions, meaning that higher trust increases consumers likelihood of making purchases. This study also confirms the mediating role of customer trust in the relationship between the independent variables and purchase decisions. Customer trust partially mediates the effect of live broadcasts on purchase decisions, while it fully mediates the effects of online customer reviews and customer ratings. This indicates that live broadcasts can influence purchase decisions both directly and indirectly through trust formation, whereas online customer reviews and customer ratings only influence purchase decisions through the establishment of trust. Thus, customer trust plays a central role in translating information from digital interactions and social evaluations into actual purchasing behavior.

This study is limited to respondents of TikTok Shop users in Kudus Regency, so the findings cannot be fully generalized to other regions or platforms. In addition, this research only focuses on three independent variables and one mediating variable, while other potential factors such as perceived risk, brand image, and service quality were not included in the model. Therefore, future research is recommended to expand the model by adding additional variables to provide a more comprehensive understanding of factors influencing purchase decisions in e-commerce contexts.

REFERENCES

Abdul, G. M., &Euis, S. (2022). Pengaruh Brand Image, Online Customer Review Dan Promotion Terhadap Kpeutusan Pembelian Pada Marketplace Shopee. Jurnal

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Mirai Management, VOL. 7(2 (2022)), 14. https://journal.stieamkop.ac.id/index.php/mirai/article/view/2007/

Aini, D. R., &Astuti, S. R. T. (2022). Pengaruh Electronic Word-Of-Mouth dan Rating Konsumen di Situs Female Daily Terhadap Minat Beli Produk Dengan Kepercayaan Sebagai Variabel Intervening (Studi pada Pengunjung Female Daily di Kota Semarang). Diponegoro Journal of Management, 11(1), 1–12. https://ejournal3.undip.ac.id/index.php/djom/index

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211.

Alawiyah, S., &Ali, M. M. (2024). Pengaruh Live Streaming dan Kualitas Produk terhadap. Jurnal Nasional Manajemen Pemasaran & Sumber Daya Manusia (JNMPSDM), 5(4).

Amin, D. E. R., &Fikriyah, K. (2023). Pengaruh Live Streaming dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Muslim (Studi Kasus Pelanggan TikTok Shop di Surabaya). Edunomika, 07(01), 1–11.

Anggraeni, N. T., Kresnamurti Rivai P, A., &Aditya, S. (2023). The Influence of Perceived Risk and Online Customer Review On Purchase Decisions Through Trust In Marketplace users in Bekasi City. SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1(5), 1311–1322.

Anggraini, G. A., &Untarini, N. (2024). Pengaruh Ulasan Konsumen Online dan Kualitas Produk terhadap Keputusan Pembelian dengan Kepercayaan Merek sebagai Variabel Mediasi pada Produk Pembersih Wajah MS Glow. Jurnal Ilmu Manajemen (JIM), 13(3), 796–811.

Anggraini, W., Permatasari, B., &Putri, A. D. (2023). Pengaruh Online Customer Review, Online Customer Rating, dan Kepercayaan Konsumen terhadap Keputusan Pembelian di Tiktok Shop pada Masyarakat Kota Bandar Lampung. Jurnal TECHNOBIZ, 6(2), 86–96.

Artamevia, C. C., &Martianti, D. (2026). Pengaruh Siaran Langsung dan Ulasan Pelanggan Online serta Citra Merek Terhadap Keputusan Pembelian Online. Ekopedia: Jurnal Ilmiah Ekonomi, 2(2), 3639–3652.

Asari, H., &Yulinda, A. T. (2024). Pengaruh Customer Review dan Customer Rating terhadap Keputusan Pembelian Konsumen pada Marketplace Shopee (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Bengkulu). ManBiz: Journal of Management & Business, 3(3), 552–564. https://doi.org/10.47467/manbiz.v3i3.7233

Banurea, L. A., Malau, A. R., Silaban, P. H., &Sipayung, L. D. (2023). Analisis SEM pada Online Customer Review dan Customer Rating terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen. Jurnal Bina Bangsa Ekonomika, 16(2), 400–406.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Bloomberg. (2025). Nilai Transaksi TikTok Shop di Indonesia Rp101 T, Terbesar ke-2. Bloomberg Technoz. https://www.bloombergtechnoz.com/detail-news/82675/nilai-transaksi-tiktok-shop-di-indonesia-rp101-t-terbesar-ke-2

Cahyono, Y. T., &Wibawani, I. D. (2021). Pengaruh Harga, Online Customer Review, dan Online Customer Rating terhadap Keputusan Pembelian pada Marketplace Shopee. Seminar Nasional & Call For Paper HUBISINTEK, 867–874.

Cholid, N. A., &Utomo, S. B. (2023). Pengaruh Customer Review, Rating, dan Kualitas Pelayanan terhadap Kepercayaan Pelanggan pada Erigo Official Shop di Platform Shopee. Jurnal Ilmu Dan Riset Manajemen, 12(1), 2–17.

Colin, V., &Nugroho, N. (2024). Pengaruh Promosi Kemudahan Akses, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada E-Commerce Shopee Dengan Minat Beli Sebagai Variabel Intervening. Prosiding Seminar Nasional Teknologi Inovasi Dan Kolaborasi Disiplin Ilmu, 1(1), 47–54.

Damanik, Y. R., Kristianto, &Silalahi, J. A. S. (2025). Pengaruh Live Streaming dan Personal Branding terhadap Keputusan Pembelian Konsumen Pengguna Aplikasi TikTok. Manajemen: Jurnal Ekonomi USI, 7(1), 183–191.

Diarya, A. F. G., &Raida, V. (2023). Pengaruh Live Streaming TikTok terhadap Kepercayaan Konsumen Produk Jims Honey di Surabaya dan Dampaknya pada Keputusan Pembelian. Jurnal Pendidikan Tata Niaga (JPTN), 11(2), 125–133.

Fachmy, R. N., Syafa, C., Herawaty, T., &Aulina, L. (2021). Strategi Optimalisasi Media Sosial Melalui Konten Humor dalam Peningkatan Penjualan Produk UMKM Di Tengah Pandemi Covid-19. JEMMA(Jurnal of Economic, Management, And Accounting), 4(September), 183–194.

Faiza, N., &Rachman, R. (2024). Peran Kepercayaan Dalam Memediasi Pengaruh Digital Marketing dan Live Streaming Terhadap Minat Beli. Jurnal Ekonomi Dan Bisnis GROWTH, 22(1), 220–232.

Febriana, D. A., &Purwanto, S. (2023). Pengaruh Kepercayaan dan Daya Tarik Beauty Vlogger terhadap Keputusan Pembelian Bedak Tabur Pixy. Scientific Journal of Reflection, 6(1), 151–160.

Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10. Badan Penerbit Universitas Diponegoro.

Hair, J. F., Black, W. C., Babin, B. J., &Anderson, R. E. (2019). Multivariate Data Analysis. Cengage Learning.

Hijriyatunnisa, &Widodo, U. (2024). Pengaruh Online Customer Rating Dan Online Customer Review Terhadap Keputusan Pembelian Ditiktok Shop Melalui Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Tiktok Shop Semarang). Jurnal Ilmiah Fokus Ekonomi, Manajemen, Bisnis & Akuntansi (EMBA), 3(2), 242–249.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

https://doi.org/10.34152/emba.v3i2.1132
Isnaini, K., Devi, Y., &Aisyah, A. (2024). Pengaruh Online Customer Review, Online Customer Rating, dan Layanan Cash On Delivery (COD) Terhadap Keputusan Pembelian (Studi Pada Konsumen Shopee di Kec Pasir Sakti, Kab Lampung Timur. Interdisciplinary Explorations in Research Journal (IERJ), 2, 1241–1262.
Joy, S. K., &Tjiptodjojo, K. I. (2024). Pengaruh Online Customer Review dan Rating Terhadap Keputusan Pembelian yang Dimediasi dengan Kepercayaan. Ekonomika, Keuangan, Investasi Dan Syariah (EKUITAS), 6(2), 76–83. https://doi.org/10.47065/ekuitas.v6i2.6241
Kamisa, N., Putri, A. D., &Novita, D. (2022). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Kepercayaan Konsumen (Studi kasus: Pengguna Shopee di Bandar Lampung). Journals of Economics and Business, 2(1), 21–29. https://doi.org/10.33365/jeb.v2i1.83
Maslucha, &Ajizah, N. (2023). Pengaruh Live Streaming Tiktok, Brand Minded, Dan Brand Ambassador Terhadap Keputusan Pembelianprodukscincare Scarlett. Jurnal Ekonomi, Manajemen Dan Akuntansi, 2(4), 912–922. https://jurnal.anfa.co.id/index.php/mufakat/article/view/1052/1026
Murni, D., &Salim, M. (2024). The The Mediating Role Of Trust In The Influence Of Viral Marketing And Online Consumer Reviews On Purchasing Decisions Skintific Product In TikTok. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(1), 487–498. https://doi.org/10.37676/ekombis.v12i1.4971
Nurhayati, S., Sarjita, &Cahyono, E. (2023). Pengaruh Rating Penilaian dan Ulasan Online Terhadap Kepercayaan Konsumen Pada Penggunaan Toko Online Shopee. Prima Ekonomika, 14(1), 1–21.
Permana, A., &Arianty, N. (2025). Pengaruh Online Customer Review Dan Online Costumer Rating Terhadap Keputusan Pembelian Produk Fashion Dengan Trust Sebagai Variabel Intervening Pada Marketplace Shoppee Di Kota Medan. Jurnal Ekonomi Bisnis, Manajemen, Dan Akuntansi (Jebma), 5(2), 553–563.
Prasmana, I. K. D., Rahanatha, G. B., Kusumadewi, N. M. W., &Giantari, I. G. A. K. (2026). Peran Kepercayaan dalam Memediasi Pengaruh Live Streaming Terhadap Keputusan Pembelian. E-Jurnal Manajemen, 15(2), 228–244.
Pratama, M. I., Rizal, M., &Normaladewi, A. (2023). Pengaruh Brand Trust, Customer Review, dan Website Quality terhadap Keputusan Pembelian pada Shopee. Journal of Marketing Research, 12(02), 1287–1295.
Priyatin, A., &Farisi, H. (2023). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Trust dan Keputusan Pembelian Pada Marketplace Shopee. Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial (EMBISS), 4(November), 60–73.
Putra, D. P., Suprihartini, L., &Kurniawan, R. (2021). Celebrity Endorser, Online

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Customer Review, Online Customer Rating Terhadap Keputusan Pembelian dengan Kepercayaan Sebagai Variabel Intervening pada Marketplace Tokopedia. Bahtera Inovasi, 5(1), 57–65. https://doi.org/10.31629/bi.v5i1.3800

Putri, R., Damanik, A., Abdurahman, A., &Permana, H. (2024). Pengaruh Live Streaming Selling Dan Online Customer Review Terhadap Kepercayaan Konsumen Untuk Meningkatkan Keputusan Pembelian. Global: Jurnal Lentera BITEP, 02(03), 89–96.

Rahmawati, I. N. (2025). Pengaruh Kualitas Produk, Online Customer Review, dan Online Customer Rating Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Variabel Mediasi. Jurnal Impresi Indonesia (JII), 1799–1818.

Rakhman, A. (2023). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Pengguna Online Marketplace Tokopedia. GREBUCI (Global Research on Economy, Business, Communication and Information), 1(1), 14–23.

Riski, M., &Darmawan, D. (2025). Pengaruh Ulasan Pelanggan Online Terhadap Keputusan Pembelian di Shopeefood. Pusat Publikasi Ilmu Manjemen, 3(1), 40–55.

Rosniati, Heriyadi, Afifah, N., Pebrianti, W., &Setiawan, H. (2023). The influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying trought customer trust in e-commerce shopee. Ijafibs, 11(3), 460–472. www.ijafibs.pelnus.ac.id

Rossandy, G. A., &Dwijayanti, R. (2025). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian Produk pada Pengguna Aplikasi Tiktok Shop di Kabupaten Jombang. Jurnal Pendidikan Tata Niaga (JPTN), 13(1), 113–121.

Sandy, K. F. (2024). Persaingan e-Commerce di Akhir 2023, Siapa yang Banyak Peminatnya? IDX Channel. https://www.idxchannel.com/technology/persaingan-e-commerce-di-akhir-2023-siapa-yang-banyak-peminatnya

Saputra, G. G., &Fadhilah. (2022). Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online dan Dampaknya pada Keputusan Pembelian. Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS), 4(2), 442–452. https://doi.org/10.47065/ekuitas.v4i2.2353

Sari, N. K., Megasari, A. D., &Zaman, K. (2025). Dampak Interaksi Sosial dalam Live Streaming Tiktok terhadap Kepercayaan Konsumen dan Keputusan Pembelian Pada Produk Skintific. Jurnal Ekonomi Manajemen Dan Bisnis, 6(2), 207–215.

Sari, T. F., &Kholifah, N. (2026). Peran Kepercayaan Konsumen sebagai Mediasi Ulasan Online dan Rating Produk terhadap Keputusan Pembelian E-Commerce Generasi Z. Jurnal Ilmiah Ekonomi Manajemen Bisnis Dan Akuntansi, 3(2).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Sari, T. R., &Mustaqim, M. (2024). Keputusan Pembelian : Customer Review dan Customer Rating dengan Trust sebagai Variabel Mediasi (Studi pada GrabFood). Jurnal Informatika Ekonomi Bisnis, 6(1), 215–220. https://doi.org/10.37034/infeb.v6i1.829

Sinaga, S. M., &Rochdianingrum, W. A. (2024). Pengaruh Live Streaming, Online Customer Review, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare di Shopee. Jurnal Ilmu Dan Riset Manajemen, 13(4), 1–19.

Siswanto, E. J., &Aryanto, V. D. W. (2024). Pengaruh Live Streaming, Advertising dan Affiliate Marketing Terhadap Minat Beli Di Shopee (. Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA), 4(1), 1–11.

Sudiarta, I. K., &Dewi, P. P. (2026). Determinan Keputusan Pembelian Produk pada Tiktok Shop Aerostreet. Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan, 6(1), 391–408.

Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta Bandung.

Syarifah, T., &Mastriani, E. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Kasus: Mahasiswa Fakultas Ekonomi UNA T.A. 2021/2022). Jurnal Pendidikan Dan Konseling, 4(6), 11521–11529.

Umma, N., &Nabila, R. (2023). Pengaruh Online Customer Review, Citra Merek dan Religiusitas Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Pada Pengguna Marketplace Shopee Generasi Z). Jurnal Ekonomi & Perbankan Syariah, 10(1), 30–47. https://doi.org/10.19105/iqtishadia.v10i1.8407

Virawanti, A. C., &Sudarwanto, T. (2023). Pengaruh Online Customer Review dan Rating Terhadap Keputusan Pembelian Konsumen pada Produk Scarlett Whitening (Studi pada Konsumen Produk Scarlett Whitening di Surabaya). Jurnal Pendidikan Tata Niaga (JPTN), 11(2), 134–141.

Yasser, A. S., &Gayatri, G. (2023). The Role of Live Streaming in Building Consumer Trust, Engagement, and Purchase Intention in Indonesian Social Commerce Thrift Clothes Sellers. ASEAN Marketing Journal, 15(2). https://doi.org/10.7454/amj.v15i2.1224

Yuarti, Y. V., Purwati, T., Tima, E. M., &Rakhmadian, M. (2024). Pengaruh Live streaming TikTok Shop Terhadap Kepercayaan Konsumen dan Keputusan Beli Konsumen. Prosiding Seminar Nasional Universitas Insan Budi Utomo, 104–116.

Zami, R. Z. (2023). Pengaruh Live Streaming Shopping Dan Online Customer Review. Doctoral Dissertation STIE Bank BPD Jateng, 1–16.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.