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The Influence of Influencer Credibility and Live Streaming Interaction Quality on Glad2Glow Skincare Product Purchase Decisions Through The Tiktok Application in Jabodetabek

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Abstract

This study analyzes the influence of influencer credibility and live streaming interaction quality on purchase decisions for Glad2Glow Skincare products via TikTok. Using a quantitative approach with a survey method on 100 respondents (purposive sampling), data were analyzed using multiple linear regression (SPPS 27.0). Results show that influencer credibility and live streaming interaction quality each have a significant positive partial effect, as well as significant simultaneous effect on purchase decisions, with an Adjusted R Square of 0,778 (77,8% of the variance explained by both variables). Influencer credibility and live streaming interaction quality proved to be important factors, so companies need to optimize both to improve the effectiveness of their digital marketing strategies

Keywords: Influencer Credibility, Live Streaming Interaction Quality, Purchase Decision TikTok

INTRODUCTION

The rapid development of digital technology has fundamentally transformed how consumers interact with brands and make purchasing decisions. Traditional marketing has gradually shifted toward digital marketing, utilizing social media platforms such as Instagram, TikTok, and YouTube. Among these platforms, TikTok has emerged as one of the most influential because it combines entertainment, social interaction, and e-

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commerce within a single digital ecosystem. Beyond serving as a platform for short-form video content, TikTok has become an effective marketing and sales channel, particularly through its live streaming feature.



Figure 1. TikTok Users in Indonesia (2024)
Source: data.goodstat

According to DataReportal (2024), Indonesia has approximately 126.8 million active TikTok users aged over 18, representing around 68.5% of the country's internet users. Meanwhile, Kompas Tekno (2024) reported that Indonesia is the largest TikTok market globally, with 157.6 million active users. These figures demonstrate TikTok's enormous potential as a digital marketing platform, particularly for reaching younger consumers who represent the primary target market for the beauty and skincare industry.

The integration of TikTok Shop and live streaming has further strengthened the platform's role in digital commerce. Through live streaming, brands and influencers can interact directly with consumers, demonstrate product benefits, answer questions in real time, and provide exclusive promotions during broadcasts. This interactive shopping experience is especially relevant for skincare products, as purchasing decisions are often influenced by product demonstrations, testimonials, and trust in product recommendations.

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Merek Skincare	Pangsa Pasar
Skintific	4,10%
Wardah	2,97%
Glad2Glow	2,51%
Hanasui	1,52%
Maybelline NY	1,47%
MS Glow	1,36%
Somethinc	1,23%
Skin1004	0,98%
Make Over	0,98%
Garnier	0,85%

Figure 2. Beauty & Care Category Ranking on Shopee
Source: Godstats

One of the local skincare brands that has successfully utilized TikTok's marketing ecosystem is Glad2Glow. The company actively incorporates influencer marketing and live streaming into its promotional strategy. According to Compas.co.id (2025), Glad2Glow ranked third in the Beauty & Care category on Shopee during the first quarter of 2025, with a market share of approximately 2.51%. Furthermore, Datapost (2024) reported that Glad2Glow ranked second in the moisturizer category with an 8.12% market share, demonstrating its strong competitiveness among both local and international skincare brands.



Figure 3. Glad2Glow TikTok Live Streaming Performance
Source: FastMoss

The effectiveness of this strategy is reflected in the company's live streaming performance. FastMoss (2024) reported that the live session titled *"Glad2Glow Paket Glow 165K"* attracted 40,390 viewers and generated approximately IDR 305.9 million in

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revenue. A subsequent campaign, *"Glad2Glow Promo 12.12 Sale"* (FastMoss, 2025), achieved 76,317 viewers and generated IDR 223.64 million in sales. These findings indicate that TikTok live streaming not only enhances consumer engagement but also contributes directly to product sales.

Previous studies have consistently demonstrated the importance of influencer credibility and live streaming in shaping consumer purchasing behavior. Saraswati and Rachmawati (2023) found that influencer credibility—measured through expertise, trustworthiness, and attractiveness—and live streaming interactivity positively affect skincare purchase decisions. Similarly, Fauziah (2023) reported that influencer marketing and live streaming activities significantly improve consumers' purchasing decisions for beauty products.

Research focusing specifically on Glad2Glow has produced mixed findings. Riyanti (2024) concluded that influencer marketing positively affects purchase decisions through brand image enhancement. Conversely, Sutanto and Wahyuni (2024) found that although live streaming, online reviews, and Fear of Missing Out (FOMO) collectively influence purchase decisions, live streaming alone did not have a significant partial effect. These inconsistent findings suggest the need for further investigation into how the quality of live streaming interactions influences purchasing decisions.

Although previous studies have examined influencer marketing and live streaming separately, limited research has investigated both variables simultaneously, particularly within the context of local skincare products promoted through TikTok. Moreover, studies focusing on Glad2Glow remain limited and have produced inconsistent results. Few studies have comprehensively examine influencer credibility through the dimensions of expertise, trustworthiness, and attractiveness, together with live streaming interaction quality through responsiveness, empathy, and real-time interaction, in explaining consumers' purchase decisions.

Source Credibility Theory, introduced by Hovland, Janis, and Kelley and discussed by Funny et al. (2024), explains that the effectiveness of persuasive communication depends on the credibility of the message source. Information delivered by a credible communicator is more likely to be accepted, trusted, and capable of influencing audience attitudes and behavior. In digital marketing, influencer credibility extends beyond popularity to include consumers' perceptions of expertise, trustworthiness, and attractiveness (Kirana et al., 2025; Kertz & Ohanian, 1990; Tabiza & Rohman, 2024; Shabila, 2025). Previous research also confirms that influencer

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credibility plays an important role in strengthening brand trust and purchase decisions (Rustiawati et al., 2023).

Live streaming quality has also become an important factor in digital marketing. Bründl et al. (2017), Hu et al. (2017), Chen and Lin (2018), Sjöblom and Hamari (2017), Hilvert-Burce et al. (2018), Min et al. (2021), and Li and Xie (2023) emphasized that responsive communication, empathy, and real-time interaction improve consumer engagement, strengthen trust, and encourage purchasing decisions during live shopping sessions.

Purchase decision refers to the consumer's decision-making process from recognizing a need to making and evaluating a purchase (Kotler & Keller, 2016). It reflects consumers' evaluation of available alternatives before selecting products that best satisfy their needs (Aditya & Krisna, 2021; Didik, 2022; Indrasari, 2019; Yusuf, 2021). In the context of TikTok live commerce, purchasing decisions are influenced by both the credibility of influencers and the quality of interactions established during live streaming sessions.

Therefore, this study aims to examine the influence of influencer credibility and live streaming interaction quality on consumers' purchase decisions for Glad2Glow skincare products through the TikTok application in the Greater Jakarta (JABODETABEK) area. The findings are expected to enrich the digital marketing literature while providing practical recommendations for local skincare brands to optimize influencer collaborations and interactive live streaming strategies.

METHODS

This study employed a quantitative approach with a causal associative research design. According to Sugiyono (2022), quantitative research is used to examine a population or sample in order to test predetermined hypotheses, whereas causal associative research aims to identify cause-and-effect relationships among two or more variables. In this study, the objective was to examine the effects of Influencer Credibility (X_1) and Live Streaming Interaction Quality (X_2) as the independent variables on Purchase Decision (Y) for Glad2Glow skincare products purchased through the TikTok application. Therefore, this research design was considered appropriate because it enables the measurement of the magnitude of the influence of multiple independent variables on a dependent variable through statistical analysis.

This study involved two independent variables and one dependent variable. According to Sugiyono (2022), an independent variable is a variable that influences or

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causes changes in another variable. Accordingly, the independent variables in this study were Influencer Credibility (X_1) and Live Streaming Interaction Quality (X_2). The dependent variable, according to Sekaran and Bougie (2019), is the variable influenced by the independent variables. Therefore, the dependent variable in this study was Purchase Decision (Y). Kotler and Keller (2016) defined purchase decision as the process consumers undergo from recognizing a need to post-purchase behavior.

The operationalization of Influencer Credibility was adapted from Kertz and Ohanian (1990) and Shabila (2025). This variable was measured through three dimensions: trustworthiness, expertise, and attractiveness. Trustworthiness refers to the extent to which an influencer is perceived as honest and credible in recommending Glad2Glow skincare products. Expertise reflects the influencer's knowledge, experience, and competence in explaining product benefits, while attractiveness represents the influencer's appearance and communication style in attracting audience attention.

The operationalization of Live Streaming Interaction Quality was adapted from Chen and Lin (2018), Hu et al. (2017), and Min et al. (2021). It consisted of three dimensions: responsiveness, empathy, and real-time interaction. Responsiveness refers to the influencer's ability to respond promptly and appropriately to viewers' questions during live streaming. Empathy reflects the influencer's concern, understanding, and respect toward viewers, whereas real-time interaction represents direct and simultaneous communication between influencers and audiences throughout the live-streaming session.

The dependent variable, Purchase Decision, was measured based on the dimensions proposed by Kotler and Keller (2016) and Kotler (2021), including product stability, buying habit, recommendation from others, and repurchase intention. Product stability reflects consumers' confidence in the quality and suitability of Glad2Glow skincare products. Buying habit refers to consumers' routine purchasing behavior through TikTok, recommendation from others represents purchasing decisions influenced by recommendations from influencers or other individuals, and repurchase intention reflects consumers' willingness to repurchase and recommend Glad2Glow skincare products after obtaining satisfactory experience.

This study employed both primary and secondary data sources. Primary data were collected directly from respondents through an online questionnaire distributed via Google Forms using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2022). The questionnaire consisted of closed-ended statements measuring Influencer Credibility, Live Streaming Interaction Quality, and

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Purchase Decision. Secondary data were obtained from books, scientific journals, industry reports, and online publications, including DataReportal (2024), Compas.co.id (2025), and FastMoss (2024), to support the theoretical framework and research background.

The population comprised all TikTok users in Indonesia who had watched Glad2Glow skincare live-streaming sessions. Since the exact number of users meeting these criteria could not be determined and continuously changes over time, the population was considered an infinite population (Sugiyono, 2022). According to DataReportal (2024), TikTok had approximately 157.6 million active users in Indonesia, making it an appropriate population for investigating consumer purchase decisions in the context of TikTok live streaming.

The sample was selected using a non-probability purposive sampling technique (Sugiyono, 2019). Respondents were required to meet four criteria: (1) active TikTok users who had accessed TikTok Shop, (2) had watched at least one Glad2Glow skincare live-streaming session, (3) had purchased skincare products through TikTok Shop, and (4) resided in the Greater Jakarta area (JABODETABEK).

Because the population was infinite, the minimum sample size was determined using the formula proposed by Rao (as cited in Martanti, 2018):

o (as cited in Martanti, 2018):

$$n = \frac{Z^2}{4(MoE)^2}$$

where *n* represents the minimum required sample size, *Z* denotes the standard normal value at the 95% confidence level (1.96), and *MoE* refers to the maximum acceptable margin of error, which was set at 10%.

Accordingly,

$$n = \frac{1.96^2}{4(0.10)^2} = 96.04$$

Based on this calculation, the minimum required sample size was 96 respondents. To improve data reliability and anticipate incomplete responses, this study collected data from 100 respondents, which also satisfies the minimum sample size recommended for multiple linear regression analysis (Ghozali, 2021).

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The research object focused on consumers who had experience purchasing Glad2Glow skincare products through TikTok Shop after watching live-streaming sessions. This object was selected because it directly represents consumers who had experienced both influencer marketing and live-streaming interactions, thereby providing relevant information for examining their effects on purchase decisions.

Data were collected using a structured questionnaire developed from the indicators of each research variable. The instrument employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions regarding influencer credibility, live-streaming interaction quality, and purchase decisions (Sugiyono, 2022).

The validity test was conducted to determine whether each questionnaire item accurately measured the intended construct. According to Sugiyono (2022), validity reflects the degree to which an instrument measures what it is intended to measure. Item validity was evaluated using the Pearson Product-Moment Correlation, calculated as follows:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (X^2)][n\sum Y^2 - (\sum Y)^2]}}$$

where r_{xy}represents the correlation coefficient between the item score and the total score, $n$denotes the number of respondents, $\sum XY$is the sum of the cross-products between the item scores and the total scores, $\sum X$represents the sum of the item scores, and $\sum Y$represents the sum of the total scores.

A questionnaire item was considered valid when the calculated correlation coefficient (r_{count}) was greater than or equal to the critical value (r_{table}) at the selected significance level (Sugiyono, 2022).

Instrument reliability was assessed using Cronbach's Alpha, which measures the internal consistency among questionnaire items. According to Sugiyono (2022), a reliable instrument produces consistent results when administered repeatedly under similar conditions. Cronbach's Alpha was calculated using the following formula:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum S_i^2}{S_t^2}\right)$$

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Where αrepresents the Cronbach's Alpha reliability coefficient, $k$is the number of questionnaire items, $\sum S_i^2$denotes the sum of the item variances, and S_t^2represents the total variance.

Following Sekaran and Bougie (2019) and Hair et al. (2019), an instrument was considered reliable when the Cronbach's Alpha coefficient was 0.70 or higher.

Data were analyzed using SPSS version 27.0 to examine the effects of influencer credibility (X_1) and live streaming interaction quality (X_2) on consumers' purchase decisions (Y) regarding Glad2Glow skincare products on TikTok. Descriptive statistics were first employed to summarize respondents' characteristics and the distribution of each research variable through minimum and maximum values, mean, median, mode, and standard deviation.

To test the proposed hypotheses, this study applied multiple linear regression analysis, which is appropriate for examining the influence of two independent variables on a single dependent variable (Sugiyono, 2022; Ghozali, 2021). The regression model is expressed as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

where *Y* represents purchase decision, *α* is the constant, β_1 and β_2 are the regression coefficients, X_1 denotes influencer credibility, X_2 represents live streaming interaction quality, and *e* is the error term.

Before conducting regression analysis, the classical assumption tests were performed. Normality was examined using the Kolmogorov–Smirnov or Shapiro–Wilk test. Residuals were considered normally distributed when the significance value exceeded 0.05. Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF), where Tolerance values greater than 0.10 and VIF values below 10 indicated the absence of multicollinearity among the independent variables. Heteroscedasticity was evaluated through a scatterplot of standardized residuals against predicted values. Following Ghozali (2021) and Gujarati and Porter (2020), a random distribution of points without any discernible pattern above and below the zero line indicates homoscedasticity and confirms that the regression model satisfies the assumption.

The explanatory power of the regression model was measured using the coefficient of determination (R^2). According to Ghozali (2021), a higher R^2 value indicates

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that the independent variables explain a greater proportion of the variance in the dependent variable, whereas a lower value suggests that other factors outside the model contribute to purchase decisions.

Hypothesis testing was conducted using both t-tests and F-tests. The t-test was used to examine the partial effect of each independent variable on purchase decisions (Ghozali, 2021). A variable was considered to have a significant effect when the calculated *t*-value exceeded the critical *t*-value at a significance level of 0.05 ($p < 0.05$). Meanwhile, the F-test was employed to determine whether influencer credibility and live streaming interaction quality jointly affected purchase decisions. Following Sugiyono (2022), the regression model was considered significant when the calculated *F*-value exceeded the critical *F*-value at $\alpha = 0.05$.

RESULTS AND DISCUSSION

Description of the Research Object

This study involved consumers in the Greater Jakarta area (JABODETABEK) who had watched Glad2Glow live streaming sessions and purchased Glad2Glow skincare products through TikTok Shop. The research examined how influencer credibility and live streaming interaction quality influenced consumers' purchase decisions.

Glad2Glow is an Indonesian local skincare brand offering various skincare products, including moisturizers, serums, facial cleansers, sunscreens, and other skincare products designed to meet the needs of Indonesian consumers. To strengthen its digital marketing strategy, Glad2Glow actively utilizes TikTok as one of its primary promotional platforms, targeting predominantly young consumers through influencer marketing and live streaming features.

Respondent Characteristics

The study involved 100 respondents who had watched Glad2Glow live streaming sessions and purchased Glad2Glow skincare products through TikTok Shop. Most respondents were female (78%), while 22% were male, indicating that Glad2Glow skincare products were predominantly purchased by female consumers. The largest age group was 17–24 years (62%), followed by 25–34 years (22%), 35–44 years (10%), 45–54 years (5%), and 14 years (1%), suggesting that the brand primarily attracted young consumers. In terms of residence, most respondents lived in DKI Jakarta (45%), followed by Depok (21%), Bogor (17%), Bekasi (9%), and Tangerang (8%). Regarding occupation, the majority were students (56%), followed by entrepreneurs (20%),

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employees (18%), and unemployed respondents (6%). Furthermore, 78% of respondents had used TikTok for more than one year, while 22% had used the platform for 6–12 months, indicating that most participants had substantial experience using TikTok.

Validity and Reliability Test

Before hypothesis testing, the research instrument was evaluated through validity and reliability testing using responses from 100 participants. Based on the sample size, the critical r-table value at a 5% significance level was 0.196. An item was considered valid when its r-count exceeded the r-table value.

Table 1. Influencer Credit Validity Test Result (X1)

No	Instrument	R calculate	R table	Description
1	The message conveyed by the influencer corresponds to the reality of the product described	0,861	0,196	*Valid*
2	Influencers look honest in giving reviews skincare product recommendations	0,831	0,196	*Valid*
3	Influencers understand well the content benefits of skincare products Glad2Glow	0,814	0,196	*Valid*
4	Influencers have experience using Glad2Glow Skincare promoted	0,822	0,196	*Valid*
5	Influencers have an attractive appearance according to the image of skincare products	0,799	0,196	*Valid*
6	Influencer talking styles make me interested in watching those skincare product promotions	0,874	0,196	*Valid*

Table 2. Validity Test Results Of Live Streaming Interaction Quality (X2)

No	Instrument	R calculate	R table	Description
1	Influencer responds quickly to a viewer's question during a live broadcast	0,853	0,196	*Valid*

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No	Instrument	R calculate	R table	Description
2	I feel influencers are responsive in answering questions about skincare products Glad2Glow	0,798	0,196	*Valid*
3	Influencers interact in a polite way appreciating the audience during the live streaming session	0,798	0,196	*Valid*
4	Influencers tried to create a pleasant atmosphere during the broadcast	0,815	0,196	*Valid*
5	I can directly provide questions during the live streaming session lasts	0,724	0,196	*Valid*
6	Influencers responded to my interaction directly without a long time lag	0,742	0,196	*Valid*

Table 3. Test Results Validity Of Purchase Decisions (Y)

No	Instrument	R calculate	R table	Description
1	Glad2Glow Skincare products according to my skin needs	0,385	0,196	*Valid*
2	I am sure that Glad2Glow Skincare products have good quality	0,549	0,196	*Valid*
3	I feel comfortable buying Glad2Glow Skincare products through the TikTok application	0,672	0,196	*Valid*
4	my decision to buy Glad2Glow Skincare products was made spontaneously because it was a habit	0,737	0,196	*Valid*
5	my decision to buy Glad2Glow Skincare products is influenced by other people's recommendations	0,722	0,196	*Valid*
6	I bought a Glad2Glow Skincare product because it was recommended by a TikTok influencer	0,712	0,196	*Valid*

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No	Instrument	R calculate	R table	Description
7	I plan to repurchase Glad2Glow Skincare products in the future	0,757	0,196	*Valid*
8	I would recommend Glad2Glow Skincare products to others.	0,526	0,196	*Valid*

As presented in Table, all questionnaire items measuring Influencer Credibility (X_1), Live Streaming Interaction Quality (X_2), and Purchase Decision (Y) had r-count values greater than 0.196, indicating that all measurement items were valid and appropriate for further analysis.

Table 4. Reliability Test Results

Instrument	Value *Alpha Cronbach's*	*Standard Alpha Cronbach's*	Conclusion
Influencer Credibility	0,911	0,70	Highly Reliable
Live Streaming Interaction Quality	0,914	0,70	Highly Reliable
Buying Decisionn	0,943	0,70	Highly Reliable

The reliability test showed that all variables had Cronbach's Alpha values exceeding the recommended threshold of 0.70, with 0.911 for Influencer Credibility, 0.914 for Live Streaming Interaction Quality, and 0.943 for Purchase Decision. These results indicate that all measurement scales demonstrated excellent internal consistency and were highly reliable for subsequent statistical analysis.

Descriptive Statistics

Respondents' perceptions of the study variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Descriptive analysis indicated that all variables were perceived positively by respondents.

For Influencer Credibility (X_1), all indicators were classified as high, with mean scores ranging from 3.73 to 3.96. The highest-rated indicator was the influencer's

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attractive appearance consistent with the skincare brand image (Mean = 3.96), while the lowest was the consistency between the influencer's message and the actual product (Mean = 3.73).

Similarly, all indicators of Live Streaming Interaction Quality (X_2) were rated high, with mean values between 3.81 and 3.97. The highest score was obtained for respondents' ability to ask questions directly during live streaming (Mean = 3.97), whereas the lowest concerned the promptness of the influencer's responses (Mean = 3.81).

For Purchase Decision (Y), all indicators also fell within the high category, with mean scores ranging from 3.78 to 3.98. The highest-rated indicator was respondents' willingness to recommend Glad2Glow products to others (Mean = 3.98), while purchasing based on habitual behavior received the lowest mean score (Mean = 3.78).

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.524	1.611		.946	.346
	Kredibilitas Influencer	1.009	.118	.714	8.534	.000
	Kualitas Interaksi Live Streaming	.394	.166	.199	2.374	.020

a. Dependent Variable: Keputusan Pembelian

Multiple linear regression analysis produced the following equation:

$$Y = 1.524 + 1.009X_1 + 0.394X_2$$

The regression results indicate that both independent variables positively influenced purchase decisions. Influencer credibility had the strongest effect (β = 1.009), followed by live streaming interaction quality (β = 0.394), indicating that improvements in either variable were associated with higher purchase decisions.

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Classical Assumption Tests

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.06363142
Most Extreme Differences	Absolute		.051
	Positive		.045
	Negative		-.051
Test Statistic			.051
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.756
	99% Confidence Interval	Lower Bound	.745
		Upper Bound	.767

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

The Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding the threshold of 0.05, indicating that the residuals were normally distributed.

Table 7. Multicollinearity Test Results

Coefficients[a]			
Model		**Collinearity Tolerance**	**Statistics VIF**
1	Kredibilitas Influencer	.321	3.117
	Kualitas Interaksi Live Streaming	.321	3.117
a. Dependent Variabel: Keputusan Pembelian			

The multicollinearity test showed Tolerance = 0.321 and VIF = 3.117 for both independent variables. These values satisfied the recommended criteria (Tolerance > 0.10 and VIF < 10), confirming that multicollinearity was not present.

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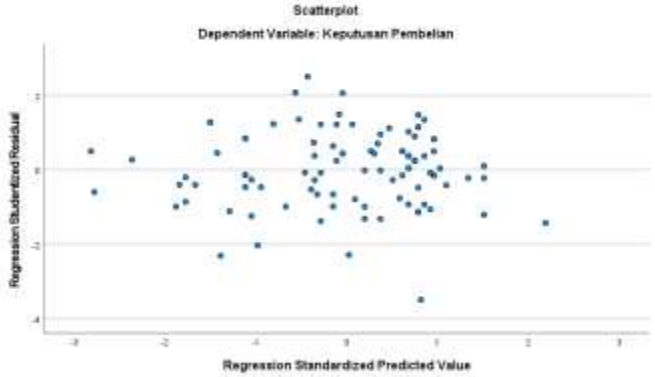


Figure 4. Scatterplot for Heteroscedasticity

The scatterplot displayed a random distribution of residuals around the zero line without any discernible pattern, indicating that the regression model was free from heteroscedasticity.

Coefficient of Determination

Table 8. Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884[a]	.782	.778	3.09505

a. Predictors: (Constant), Kualitas Interaksi Live Streaming, Kredibilitas Influencer

The regression model produced an Adjusted R^2 value of 0.778, indicating that 77.8% of the variation in purchase decisions could be explained jointly by influencer credibility and live streaming interaction quality, while the remaining 22.2% was attributable to other factors outside the model.

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Hypothesis Testing

Table 9. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.524	1.611		.946	.346
	Kredibilitas Influencer	1.009	.118	.714	8.534	<,001
	Kualitas Interaksi Live Streaming	.394	.166	.199	2.374	.020

a. Dependent Variable: Keputusan Pembelian

The t-test revealed that Influencer Credibility significantly and positively affected purchase decisions (t = 8.534, p < 0.001), supporting H_1. Likewise, Live Streaming Interaction Quality also had a significant positive effect on purchase decisions (t = 2.374, p = 0.020), supporting H_2.

Table 10. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3339.802	2	1669.901	174.323	.000[b]
	Residual	929.198	97	9.579		
	Total	4269.000	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Kualitas Interaksi Live Streaming, Kredibilitas Influencer

The F-test further demonstrated that the regression model was statistically significant (F = 174.323, p < 0.001), indicating that Influencer Credibility and Live Streaming Interaction Quality simultaneously influenced consumers' purchase decisions, thereby supporting H_3.

DISCUSSION

Effect of Influencer Credibility on Purchase Decisions

The partial regression analysis showed that Influencer Credibility had a positive and significant effect on Purchase Decisions (t = 8.534; *p* < 0.05). Therefore, the first hypothesis was accepted, indicating that higher perceived influencer credibility

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increases consumers' purchase decisions regarding Glad2Glow skincare products on TikTok.

These findings suggest that consumers are more likely to trust product recommendations when influencers are perceived as knowledgeable, honest, experienced, and able to communicate product information effectively. Such credibility strengthens consumers' confidence in product quality and encourages purchase decisions. The descriptive analysis also indicated that all indicators of influencer credibility were rated in the high category. These findings support the Source Credibility Theory proposed by Ohanian (1990), which identifies expertise, trustworthiness, and attractiveness as the key dimensions influencing consumer attitudes and behavior. The results are also consistent with previous studies reporting that influencer credibility has a positive and significant effect on purchase decisions.

Effect of Live Streaming Interaction Quality on Purchase Decisions

The partial regression analysis also demonstrated that Live Streaming Interaction Quality positively and significantly influenced Purchase Decisions ($t = 2.374$; $p = 0.020 < 0.05$). Thus, the second hypothesis was accepted.

High-quality live streaming interactions allow consumers to obtain complete product information through direct communication with influencers. Quick responses, respectful communication, and interactive sessions reduce consumers' uncertainty before purchasing and improve their shopping experience. These findings are consistent with Chen and Lin (2018), Hu et al. (2017), and Min et al. (2021), who explain that live streaming interaction quality is reflected through responsiveness, empathy, and real-time interaction, all of which strengthen consumer trust and encourage purchase decisions.

Effect of Influencer Credibility and Live Streaming Interaction Quality on Purchase Decisions

Based on the simultaneous regression analysis, Influencer Credibility and Live Streaming Interaction Quality jointly had a positive and significant effect on Purchase Decisions ($F = 174.323$; $p < 0.05$), supporting the third hypothesis. This finding is consistent with Kotler and Keller (2016), who describe purchase decisions as a process involving need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior.

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The coefficient of determination showed an Adjusted R^2 of 0.778, indicating that 77.8% of the variation in purchase decisions was explained by the two independent variables. Regression analysis further revealed that Influencer Credibility had the strongest influence (Standardized Beta = 0.714), compared with Live Streaming Interaction Quality (Standardized Beta = 0.199), suggesting that consumer trust in influencers plays a more dominant role in shaping purchase decisions.

Overall, the findings indicate that successful marketing through TikTok Live depends on both selecting credible influencers and maintaining high-quality live interactions. Therefore, Glad2Glow should prioritize collaborating with credible influencers while creating responsive and engaging live-streaming sessions to strengthen consumer trust and increase purchase decisions.

CONCLUSION

Based on the findings, this study concludes that Influencer Credibility has a positive and significant partial effect on consumers' Purchase Decisions regarding Glad2Glow skincare products on TikTok, as indicated by a t-value of 8.534 ($p < 0.05$) and a regression coefficient of 1.009. This finding suggests that influencers' trustworthiness, expertise, and attractiveness enhance consumer confidence and encourage purchasing decisions. Live Streaming Interaction Quality also has a positive and significant partial effect on purchase decisions, with a t-value of 2.374 ($p < 0.05$) and a regression coefficient of 0.394, indicating that responsive, empathetic, and real-time interactions during live streaming help reduce consumer uncertainty and support purchasing decisions. Furthermore, Influencer Credibility and Live Streaming Interaction Quality simultaneously have a positive and significant effect on purchase decisions, as evidenced by an F-value of 174.323 ($p < 0.05$). The model explains 77.8% of the variance in purchase decisions (Adjusted R^2 = 0.778), while the remaining 22.2% is influenced by other factors outside the research model. Among the two independent variables, Influencer Credibility demonstrates the strongest influence on purchase decisions (Standardized Beta = 0.714), compared with Live Streaming Interaction Quality (Standardized Beta = 0.199). These findings indicate that combining credible influencers with high-quality live-streaming interactions is an effective digital marketing strategy for increasing consumer purchase decisions on TikTok.

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