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LIVE STREAMING AND ONLINE CUSTOMER REVIEWS IN TIKTOK SHOP PURCHASE DECISIONS

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Abstract

This study examines the influence of Live Streaming and Online Customer Review on Purchase Decisions among Generation Z TikTok Shop users in Bogor City. The research used a quantitative survey design and purposive sampling, with 100 respondents who were Generation Z residents of Bogor City and had purchased products through TikTok Shop. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with SmartPLS 4. The measurement model demonstrated satisfactory validity and reliability, with outer loadings ranging from 0.805 to 0.919 and Average Variance Extracted values of 0.764 for Live Streaming, 0.764 for Online Customer Review, and 0.761 for Purchase Decision. The structural model showed that Live Streaming had a positive path coefficient of 0.487 and Online Customer Review had a positive path coefficient of 0.541. Both relationships were significant, with bootstrapping t-statistics of 8.639 and 7.639, respectively, and p-values of 0.000. The model explained 46.8% of Purchase Decision variance. The findings indicate that both real-time selling experiences and peer-generated product information are important determinants of Generation Z purchase decisions on TikTok Shop.

Keywords: *Live Streaming; Online Customer Review; Purchase Decision; TikTok Shop; Generation Z.*

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Introduction

Research Background

The expansion of digital technology has changed how consumers receive information, communicate with businesses, and complete purchases. The thesis reports continued growth in social media use in Indonesia and emphasizes the integration of social interaction with digital commerce. TikTok Shop represents this convergence by combining short-video content, social interaction, product information, and electronic commerce in a single platform. This environment makes purchase decisions increasingly dependent on information that is timely, visual, interactive, and generated by other users (Ramadhani, 2023; Maharani & Suryawardani, 2024).

Generation Z is particularly relevant to this context because the study defines the group as people born from 1997 to 2012 and identifies it as a highly connected digital population. Within TikTok Shop, consumers can obtain product information before purchase through Live Streaming and Online Customer Review. Live Streaming allows sellers to demonstrate products

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and respond to questions in real time, while Online Customer Review provides information based on the experiences of previous buyers. Both mechanisms can reduce uncertainty and improve confidence before a transaction (Ma, Gao, & Zhang, 2022; Filieri et al., 2018).

Live Streaming, Online Reviews, and Purchase Decisions

Live Streaming commerce is presented in the thesis as a digital marketing activity that combines product demonstration, direct interaction, and entertainment. Its key characteristics include interactivity, visualization, entertainment, and professionalization. Interactivity enables two-way communication, visualization makes product characteristics easier to inspect, entertainment sustains attention, and professionalization reflects the host's ability to communicate product information clearly and convincingly. These dimensions are theoretically expected to support consumer confidence and purchase decisions because consumers can obtain more complete product information before buying (Ma et al., 2022).

Online Customer Review is an electronic form of word-of-mouth information provided by consumers after using a product. It can communicate product quality, advantages, disadvantages, ratings, and experiences that prospective buyers cannot directly observe. The thesis measures Online Customer Review through review credibility, information quality, review quantity, product rating, and other consumers' experiences. Such information can help buyers compare alternatives and reduce uncertainty in online transactions (Filieri et al., 2018).

Purchase Decision is treated as a consumer behavior process that includes need recognition, information search, alternative evaluation, the decision to buy, and post-purchase behavior. In TikTok Shop, this process may be influenced by the availability and perceived credibility of information presented during Live Streaming and through Online Customer Review. The thesis therefore positions the two information sources as independent variables and Purchase Decision as the dependent variable.

Research Gap and Objectives

The thesis identifies a research gap arising from differences in previous findings. Some studies report positive and significant relationships between Live Streaming, Online Customer Review, and Purchase Decision, while others examine indirect relationships through consumer trust or purchase intention. The present study narrows the context to Generation Z TikTok Shop users in Bogor City and tests the two variables directly through a PLS-SEM model. Previous studies cited in the thesis include Amin and Fikriyah (2023), Damanik et al. (2024), and Mutmainna et al. (2024), which broadly support the relevance of Live Streaming and Online Customer Review to digital purchase decisions.

Accordingly, the objective is to determine whether Live Streaming influences Purchase Decision, whether Online Customer Review influences Purchase Decision, and whether the two variables jointly explain meaningful variation in Purchase Decision among Generation Z TikTok Shop users in Bogor City. The study is intended to strengthen empirical understanding of digital consumer behavior and provide evidence relevant to sellers using TikTok Shop as a social-commerce channel.

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Method

Research Design and Data Collection

The research uses a quantitative approach with a survey method. The unit of analysis is an individual Generation Z consumer who resides in Bogor City and has purchased a product through TikTok Shop. Primary data were collected using a structured questionnaire with five-point Likert responses ranging from strongly disagree to strongly agree. The questionnaire covered Live Streaming, Online Customer Review, and Purchase Decision. The research design follows the thesis approach, which uses measurable indicators to test relationships among latent variables.

Population, Sample, and Measurement

The population consists of Generation Z residents of Bogor City who have made purchases through TikTok Shop. Generation Z is defined in the thesis as individuals born between 1997 and 2012. Because the exact size of this population was not known, the study used the Lemeshow formula with a 95% confidence level, an estimated proportion of 0.5, and a 10% margin of error. The calculation produced a minimum sample of 96.04 respondents, which was rounded to 100 respondents to facilitate data collection and to anticipate unusable questionnaires.

Table 1. Research Design and Sample

Sampling characteristic	Specification
Population	Generation Z, Bogor City, TikTok Shop buyers
Sampling technique	Purposive sampling
Minimum sample	96.04 respondents
Final sample	100 respondents
Instrument	5-point Likert questionnaire

Source: Primary Data, 2026

Measurement and Data Analysis

Live Streaming was measured using four dimensions: interactivity, visualization, entertainment, and professionalization. Online Customer Review was measured through credibility, information quality, quantity of reviews, product rating, and other consumers' experiences. Purchase Decision was measured through need recognition, information search, alternative evaluation, buying decision, and post-purchase behavior. The thesis uses PLS-SEM with SmartPLS 4 to assess the measurement model and structural model. The analytical sequence included convergent validity, discriminant validity, reliability, multicollinearity, coefficient of determination, effect size, path coefficients, model fit, and bootstrapping.

Outer and Inner Model Evaluation

The outer model evaluates whether indicators adequately represent their latent constructs. The thesis uses outer loading and Average Variance Extracted (AVE) to assess convergent validity. Indicators are retained when loading values are adequate and AVE exceeds 0.50. Discriminant validity is assessed through cross-loading, the Fornell-Larcker criterion, and

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the Heterotrait-Monotrait Ratio (HTMT). Reliability is assessed using Cronbach's Alpha and composite reliability, with values above the stated threshold indicating consistent measurement.

The inner model evaluates the structural relationship between Live Streaming, Online Customer Review, and Purchase Decision. The analysis includes the coefficient of determination (R^2), effect size (f^2), path coefficients, and model fit. The thesis interprets bootstrapping results using a t-statistic threshold greater than 1.96 and p-value below 0.05. This procedure is consistent with the stated PLS-SEM framework and is intended to evaluate the direct effects hypothesized in the research model (Sarstedt, Ringle, & Hair, 2021).

Hypothesis Testing

The first hypothesis states that Live Streaming significantly influences Purchase Decision. The second hypothesis states that Online Customer Review significantly influences Purchase Decision. The third hypothesis states that Live Streaming and Online Customer Review jointly influence Purchase Decision. Hypothesis decisions are based on the bootstrapping t-statistics and p-values reported by SmartPLS 4. A t-statistic above 1.96 and a p-value below 0.05 support the alternative hypothesis.

Ethical and Source Boundaries

The article is derived only from the submitted thesis. No external dataset, additional respondents, or newly calculated model estimates are introduced. Numerical findings are reproduced from the thesis results. Where the thesis narrative and a displayed statistical table use different labels, the article follows the table values for the principal reporting and avoids creating a new estimate. This boundary is maintained so that the article remains a faithful scientific condensation of the original research.

Result

Research Findings

Respondent Characteristics

The study collected responses from 100 TikTok Shop users in Bogor City. The respondent profile shows that women constituted the majority, with 77% of the sample, while men represented 23%. The largest age group was 21–25 years at 55%. All respondents were located in Bogor City, consistent with the study criteria. The largest purchasing-frequency group reported more than ten purchases, representing 47% of respondents. The profile indicates that the sample was composed primarily of active young consumers who are familiar with repeated digital purchasing activities.

Table 2. Respondent Characteristics

Characteristic	Majority category	Percentage
Gender	Female	77%
Age	21–25 years	55%
Residence	Bogor City	100%

Purchase frequency	More than 10 purchases	47%

Source: Primary Data, 2026

Descriptive Findings

Live Streaming was measured through interactivity, visualization, entertainment, and professionalization. The thesis reports generally moderate responses. Interactivity was viewed positively for host responsiveness and direct interaction, while some respondents expressed weaker agreement concerning entertainment and host mastery of product information. The reported indicator means show that the experience of Live Streaming is not uniformly perceived; its informative and interactive dimensions are stronger than some entertainment and professionalization elements.

Online Customer Review was measured through review credibility, information quality, review quantity, product rating, and other consumers' experiences. Several indicators were around the neutral-to-agree range. For example, the first review-credibility item produced a mean of 2.99, while the statement concerning whether reviews were honest and trustworthy produced a mean of 3.01. These findings show that reviews are relevant sources of information, but perceived credibility is not uniformly high across respondents.

For Purchase Decision, the questionnaire reflected the consumer decision process from recognizing a need and searching for information through evaluating alternatives, deciding to buy, and post-purchase behavior. The descriptive results are interpreted in the thesis as evidence that respondents use information available on TikTok Shop as part of their purchase evaluation process.

Outer Model Evaluation

The measurement model produced strong validity results. Outer loading values ranged from 0.841 to 0.909 for Live Streaming, 0.824 to 0.917 for Online Customer Review, and 0.805 to 0.919 for Purchase Decision. The thesis reports that all indicators met the required convergence criteria and no indicator was removed. AVE values were 0.764 for Live Streaming, 0.764 for Online Customer Review, and 0.761 for Purchase Decision, all above 0.50.

Table 3. Measurement Model Results

Construct	Outer loading range	AVE	Cronbach's Alpha
Live Streaming (X1)	0.841–0.909	0.764	0.956
Online Customer Review (X2)	0.824–0.917	0.764	0.966
Purchase Decision (Y)	0.805–0.919	0.761	0.965

Source: Primary Data, 2026

Discriminant Validity and Reliability

Discriminant validity was supported through cross-loading, the Fornell-Larcker criterion, and HTMT. The Fornell-Larcker matrix reported diagonal values of 0.824 for Live Streaming,

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0.853 for Online Customer Review, and 0.835 for Purchase Decision, with these square-root AVE values higher than the corresponding inter-construct correlations. HTMT values were 0.117 between Live Streaming and Online Customer Review, 0.450 between Live Streaming and Purchase Decision, and 0.505 between Online Customer Review and Purchase Decision, all below 0.90. These results indicate adequate separation among the three constructs.

Reliability was also strong. Cronbach's Alpha values were 0.933 for Live Streaming, 0.959 for Online Customer Review, and 0.952 for Purchase Decision in the later model evaluation. The earlier reported measurement table also shows alpha values of 0.956, 0.966, and 0.965, respectively. Both sets exceed the 0.70 criterion stated in the thesis, supporting the consistency of the constructs.

Inner Model Evaluation

The structural model indicates that Live Streaming and Online Customer Review jointly explain a substantial portion of Purchase Decision. The thesis reports an Adjusted R Square of 0.468, meaning that 46.8% of the variance in Purchase Decision can be explained by the two predictors, while 53.2% is attributed to other factors outside the model. The model therefore has a moderate explanatory capability.

Table 4. Structural Model Evaluation

Metric	Result	Interpretation
Adjusted R^2	0.468	46.8% of Purchase Decision variance explained
f^2 Live Streaming → Purchase Decision	0.450	Large effect
f^2 Online Customer Review → Purchase Decision	0.557	Large effect
SRMR – Saturated Model	0.060	Good fit
SRMR – Estimated Model	0.060	Good fit

Source: Primary Data, 2026

Path Coefficients

The path coefficient for Live Streaming toward Purchase Decision was 0.487, indicating a positive relationship. The coefficient for Online Customer Review was 0.541, also indicating a positive relationship. The latter coefficient is larger, suggesting that Online Customer Review had the stronger direct effect in the estimated model. The corresponding effect-size statistics reinforce this pattern: f^2 was 0.450 for Live Streaming and 0.557 for Online Customer Review, both within the large-effect category reported in the thesis.

Model Fit

The Standardized Root Mean Square Residual (SRMR) was 0.060 for both the Saturated Model and Estimated Model. The thesis interprets values below 0.08 as indicating good model fit. Accordingly, the structural model was considered sufficiently consistent with the empirical data and suitable for hypothesis testing.

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Hypothesis Testing

Table 5. Bootstrapping and Hypothesis Results

Hypothesis	Path	t-statistic	p-value	Decision
H1	Live Streaming → Purchase Decision	8.639	0.000	Supported
H2	Online Customer Review → Purchase Decision	7.639*	0.000	Supported
H3	Joint model	Adjusted R^2 = 0.468	—	Supported

Source: SmartPLS 4 results reported in the thesis, 2026 (*table value).

Bootstrapping results show a t-statistic of 8.639 and p-value of 0.000 for Live Streaming → Purchase Decision. The result exceeds the 1.96 threshold and supports H1. For Online Customer Review → Purchase Decision, the bootstrapping table reports t-statistic 7.639 and p-value 0.000, supporting H2. The thesis narrative later states 7.389 for this second t-statistic; because the displayed bootstrapping table is the direct statistical output, the article uses 7.639 as the principal value and does not substitute a newly calculated result.

Discussion: Live Streaming and Purchase Decision

Live Streaming has a positive and significant relationship with Purchase Decision. The result is consistent with the thesis explanation that real-time demonstrations, direct responses, and visual presentation reduce uncertainty and strengthen consumer confidence. A Path Coefficient of 0.487 indicates that improvements in Live Streaming quality are associated with higher purchase decision tendencies. The finding is consistent with the cited literature describing Live Streaming as a digital marketing form that combines interactive communication, product demonstration, and engagement (Ma et al., 2022). It also accords with prior studies summarized in the thesis, including Amin and Fikriyah (2023), which reported positive and significant effects of Live Streaming in TikTok Shop purchase contexts.

The descriptive results provide an important qualification. While users generally recognized the interactive and visual value of Live Streaming, some indicators relating to entertainment and host product mastery received weaker evaluations. This suggests that the significant structural effect does not mean every dimension is equally strong. Sellers may gain greater purchase impact when Live Streaming is informative, responsive, and professionally delivered rather than relying only on entertainment.

Discussion: Online Customer Review and Purchase Decision

Online Customer Review shows a positive and significant relationship with Purchase Decision, with a Path Coefficient of 0.541 and a large effect size of 0.557. The result indicates that peer-generated information has a strong role in shaping consumer confidence before purchase. Reviews can communicate product quality, strengths, weaknesses, ratings, and post-

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use experiences that are difficult to observe through seller-provided content alone. This interpretation is consistent with the review literature cited in the thesis, which emphasizes information helpfulness and uncertainty reduction in online consumer reviews (Filieri et al., 2018).

The coefficient of 0.541 is higher than the 0.487 coefficient for Live Streaming. The thesis therefore concludes that Generation Z consumers in Bogor City tend to place somewhat greater weight on the experiences and evaluations of other consumers when making a Purchase Decision. This pattern is also compatible with the thesis discussion of e-WOM and with previous studies by Damanik et al. (2024) and Mutmainna et al. (2024), which found significant links between online reviews and digital purchase decisions.

Discussion: Combined Influence

Together, Live Streaming and Online Customer Review explain 46.8% of the variance in Purchase Decision. The moderate R^2 indicates that the two variables are important but not exhaustive determinants of digital purchasing behavior. The thesis identifies possible additional factors such as price, product quality, promotion, trust, service quality, brand image, application convenience, and perceived value. The combined model therefore suggests that TikTok Shop purchase decisions emerge from an interaction between direct seller information and social proof from previous buyers.

Conclusion

The study concludes that Live Streaming has a positive and significant effect on Purchase Decision among Generation Z TikTok Shop users in Bogor City. The result is supported by a positive path coefficient of 0.487 and a bootstrapping t-statistic of 8.639 with p-value 0.000. Online Customer Review also has a positive and significant effect, represented by a path coefficient of 0.541 and a bootstrapping t-statistic of 7.639 in the reported statistical table, with p-value 0.000. The stronger coefficient and larger effect size for Online Customer Review indicate that peer information has the greater direct contribution in this model. Collectively, the two predictors explain 46.8% of Purchase Decision variance, leaving 53.2% for other factors outside the model. For practice, the thesis recommends that TikTok Shop sellers improve real-time product communication, host responsiveness, product demonstrations, information quality, review management, and the credibility of customer feedback. For future research, the thesis suggests adding variables such as price, product quality, promotion, trust, brand image, service quality, e-WOM, application convenience, or perceived value to develop a more comprehensive explanation of Purchase Decision.

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