HOW TIKTOK SHOP LIVE STREAMING AND PRODUCT QUALITY SHAPE BUYING DECISIONS: THE ROLE OF E-TRUST

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ABSTRACT

This study examines the impact of live streaming shopping on TikTok Shop and product quality on purchasing decisions, with e-trust as a mediating variable. The research focuses on No Void Minds, a Bandung-based fashion brand known for its minimalist yet stylish casual wear, including hoodies, oversized t-shirts, and sweatpants. A descriptive and verification approach was employed, utilizing purposive sampling to collect data from 100 respondents through surveys. Data analysis was conducted using SmartPLS 3.0 software with the SEM-PLS technique. The findings reveal that live-streaming shopping does not significantly influence e-trust or directly affect purchasing decisions. In contrast, product quality plays a crucial role in enhancing e-trust, which strongly impacts consumer purchasing behavior. Furthermore, product quality indirectly affects purchasing decisions through e-trust, whereas live-streaming shopping does not have a significant indirect effect. These results underscore the importance of improving product quality while strategically utilizing live-streaming shopping to build online trust and encourage consumer purchases. Future research should explore additional variables to provide a more comprehensive understanding of the relationship between live-streaming shopping, product quality, e-trust, and purchasing decisions.

Keywords: Live Streaming Shopping, Product Quality, E-Trust, Purchasing Decisions, Online Shopping Behavior.

INTRODUCTION

The internet and social media have revolutionized how people connect, share, and shop. In 2023, global internet users reached 5.3 billion, marking a 17% increase from 2019 (Mullins et al., 2022). In Indonesia, as of January 2024, 185.3 million people or 66.5% of the population are internet users (Mullins et al., 2022). Social media plays a crucial role, with 139 million active users, nearly half the population (Fredericks & Bradfield, 2021). Among social platforms, TikTok stands out. Since launching in Indonesia in 2017, it has become one of the most popular apps, ranking fourth after WhatsApp, Instagram, and Facebook. Indonesia ranks second globally for TikTok usage, with 106.51 million users as of October 2023 (Julianti et al., 2023). TikTok's unique appeal extends beyond short videos to TikTok Shop, an e-commerce feature enabling sellers and buyers to interact through live streaming shopping. This tool has become crucial for businesses. Febriandika et al. (2023) highlight that live streaming helps sellers reach wider audiences and boost sales, especially when influencers are involved. Indonesian shoppers even prefer TikTok for live

streaming shopping over Shopee and Lazada (Ardiyanti, 2023). TikTok Shop recently partnered with Tokopedia to expand its e-commerce reach. In the local fashion scene, brands like No Void Minds are leveraging this trend. Founded in Bandung in 2021, No Void Minds offers minimalist yet stylish apparel, including hoodies, oversized tees, and sweatpants. They have embraced digital marketing, including TikTok live streaming, to attract customers. However, on May 21, 2024, founder Verrell Gunawan shared with researchers that live streaming hasn't been as effective for their mid-to-high-end priced products.

This study differs from previous research in several key aspects. Saputra & Fadhilah (2022) argue that live-streaming shopping fosters e-trust by enhancing transparency, establishing emotional connections, and providing social proof through real-time interactions. Similarly, Wang et al. (2022) highlight that high product quality significantly strengthens e-trust by meeting consumer expectations and ensuring satisfaction, whereas poor-quality products erode trust and damage brand reputation. Saputra & Fadhilah (2022) highlight that live-streaming shopping impacts purchasing decisions by providing interactive experiences, exclusive offers, and real-time engagement, fostering urgency and enhancing buyer confidence. Efendi & Aminah (2023) add that product quality is vital in shaping purchasing choices, as consumers value durability, functionality, and emotional satisfaction, which often result in repeat purchases and referrals. Furthermore, Deva et al. (2024) underline that e-trust significantly drives e-commerce purchasing decisions, with strong e-trust ensuring buyers about platform reliability and product genuineness. Conversely, weak e-trust causes hesitation due to fears of scams or inaccurate product information. These insights collectively demonstrate the interconnected roles of interactivity, quality, and trust in influencing consumer behaviour in online shopping environments.

This study explores the impact of live streaming shopping on TikTok Shop and product quality on purchasing decisions, with e-trust acting as a mediating factor. It focuses on No Void Minds, a Bandung-based fashion brand known for minimalist and stylish casual wear like hoodies, oversized tees, and sweatpants. A quantitative approach was applied, combining descriptive and verification methods. The research aimed to evaluate how live-streaming shopping and product quality directly and indirectly affect purchasing decisions through e-trust. Data were gathered from 100 respondents who had engaged with No Void Minds' TikTok Shop live streams or purchased their products. The analysis utilized the Structural Equation Modeling Partial Least Square (SEM-PLS) technique, processed using SmartPLS 3.0 software.

LITERATURE REVIEW

Live streaming shopping has become a significant trend in e-commerce, merging entertainment with retail seamlessly. Chen et al. (2022), as referenced in Shih et al. (2024), term this phenomenon "shop-pertainment," where engaging video content captivates consumers, offering an immersive and enjoyable shopping experience. The interactive nature of live-streaming platforms notably shapes consumer attitudes and behaviors in communication and transactions (Chen et al., 2022). Likewise, Song & Liu (2021) emphasize that streaming media facilitates real-time buyer-seller interaction, strengthening interpersonal connections. Zhang & Tang (2023) define live streaming shopping as a synchronous social media format, characterized by its real-time engagement capabilities. According to Song & Liu (2021), critical factors influencing live-streaming shopping include the streamer's credibility, media richness, and interactivity, all of which contribute to its appeal and effectiveness in modern e-commerce.

Product quality is a multifaceted concept critical to consumer satisfaction. Hakim (2021) describes it as a product's capacity to fulfill its intended purpose, incorporating durability, reliability, ease of use, and other attributes that address consumer needs. Meliawati et al. (2023) highlight that visual appeal and packaging are also integral to product quality, as they attract and influence purchasing decisions. Fasiha et al. (2022) view product quality as a combination of marketing, engineering, manufacturing, and maintenance elements that meet customer expectations. Beyond functionality, it encompasses consumer perceptions, added value, and alignment with user requirements. Aji Nugroho & Yuniarinto (2021) outline key dimensions of product quality, such as performance, features, reliability, adherence to specifications, durability, repairability, aesthetics, and perceived quality, all of which contribute to overall consumer evaluation and satisfaction.

E-trust, or electronic trust, is a critical factor for success in online business. Pratiwi et al. (2021) define e-trust as a consumer's readiness to accept risks inherent in online transactions. Fitriana et al. (2021) describe it as confidence in online shopping, which grows with a website's popularity and credibility. Rachmawati et al. (2022) further explain that e-trust refers to the trust consumers place in internet-based purchases. It develops when consumers perceive a platform or seller as reliable and honest. Fauziah et al. (2023) identify key components of e-trust, such as benevolence, competence, integrity, and a willingness to rely on the platform, all of which contribute to fostering consumer confidence in digital transactions.

Purchase decisions result from a consumer's evaluation process in choosing products or services. Fan & Liu (2022) explain that a purchase decision involves forming an intention to buy the most preferred product, influenced by perceived risks such as financial loss or product dissatisfaction. Fan & Liu (2022) defines it as the consumer's choice between two or more alternatives to meet their needs. Iffan et al. (2018) in Santy & Atika (2020) adds that purchase decisions involve brand preferences and are made after evaluating product feasibility based on available information and real-world observations. In summary, purchase decisions are the process consumers go through to select products or services that best align with their needs and desires. Susanti et al. (2021) identifies key indicators of purchase decisions, including alignment with needs, product benefits, timeliness of purchase, and repeat purchases.

METHODOLOGY

This study employs a descriptive and verificative approach using a quantitative method, as described by Nabila & Silalahi (2022). The descriptive approach explains how live streaming shopping on TikTok Shop and product quality affect purchasing decisions via e-trust. Simultaneously, the verificative approach evaluates the extent of this influence, both collectively and individually. In this research, live streaming shopping is labeled as variable X1, product quality as variable X2, and e-trust as the mediating variable Z, impacting purchasing decisions as the dependent variable Y. The overall research framework is depicted in Figure 1.

This research adopts a quantitative approach, analysing numerical data using SmartPLS 3.0 software. Data is sourced from primary and secondary means. Primary data is gathered through questionnaires distributed to the sample, while secondary data is derived from previous studies (Andi et al., 2022). The population consists of 600 TikTok consumers who purchased No Void Minds products during live streams between April 19, 2024, and May 17, 2024. Purposive sampling was applied, selecting respondents based on predefined criteria. The final sample comprises 100 respondents for analysis.

The SmartPLS 3.0 program was used to analyse the research variables. Construct validity was evaluated using loading factor values, with convergent validity confirmed if the loading factor exceeded 0.70, indicating a valid indicator (Iffan et al., 2018). Furthermore, Average Variance Extracted (AVE) values were examined, requiring a threshold of >0.5 for an adequate model fit. Reliability was assessed through the internal consistency reliability method, specifically Cronbach's alpha, to evaluate the relationships between items in the research instrument (Alshaygy et al., 2023).

For data analysis, partial least squares (PLS) were utilized as the computational tool. The outer model was tested first, which includes convergent validity and discriminant validity (Alshaygy et al., 2023). The inner model was then evaluated using path coefficients (path analysis), R-square (R^2), and F-square (Alshaygy et al., 2023). The inner model analysis examines direct effects, indirect effects, and the overall impact of the variables.
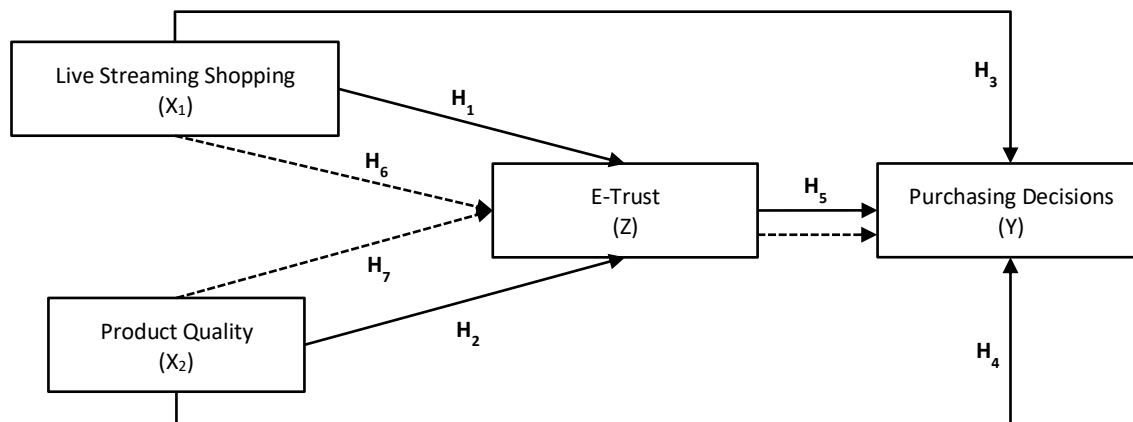
Figure 1. Research design.

Source: Data Processed by the author (2024).

As shown in figure 1, the primary hypothesis suggests that live-streaming shopping and product quality influence purchasing decisions, mediated by e-trust. This hypothesis aims to explore how live streaming shopping and product quality, by building e-trust, lead to stronger purchasing decisions among consumers buying No Void Minds products through TikTok Shop in Bandung. To dig deeper into these relationships, seven sub-hypotheses are proposed. H1 suggests that live streaming shopping significantly impacts e-trust. This means that engaging and interactive live influences e-trust. High-quality products make consumers feel secure and confident about their purchases, which strengthens their trust in the brand. H3 examines whether live-streaming shopping directly affects purchasing decisions. This explores if live streaming alone can drive consumers to purchase without other influencing factors. H4 investigates whether product quality directly impacts purchasing decisions. This study explores whether consumers prioritize perceived product quality in purchasing decisions. H5 examines the e-trust and purchasing decision relationship, suggesting higher e-trust boosts purchasing behaviour. When consumers trust the platform and seller, they are more likely to complete a purchase. H6 explores whether live-streaming shopping indirectly influences purchasing decisions through e-trust. This means that live streaming might not directly lead to purchases but could do so by first building e-trust. Lastly, H7 investigates whether product quality indirectly influences purchasing decisions through e-trust. This suggests that high-quality products may not directly drive purchases but could do so by first enhancing consumer trust in the brand.

These hypotheses assess the direct and indirect impacts of live-streaming shopping and product quality on purchasing decisions, with e-trust mediating among TikTok Shop users buying No Void Minds products in Bandung. By analyzing these relationships, the study seeks to provide insights for businesses to utilize live streaming, improve product quality, and foster trust to enhance purchasing behaviour in digital markets.

DISCUSSION

Outer Model

The outer model, or measurement model test, assesses validity and reliability. Validity is evaluated through Convergent Validity, which checks the relatedness of a construct's indicators, and Discriminant Validity, which ensures constructs are distinct (Alshaygy et al., 2023). Reliability is measured using Cronbach's alpha to gauge the internal consistency of the research instrument. These analyses were performed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method in SmartPLS 3.0, with outcomes illustrated in figure 2 for clarity.
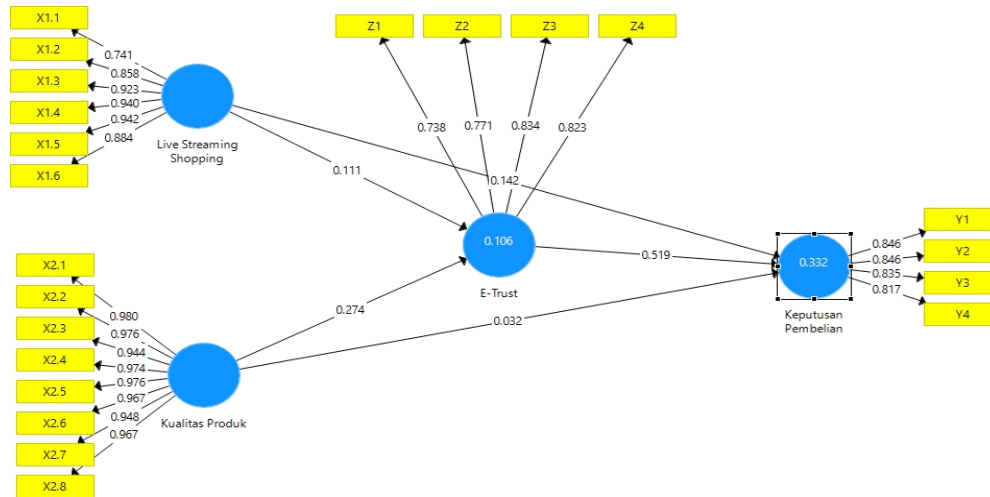
Figure 2. Loading factor path diagram.

Source: Data Processed by the author (2024).

In Figure 2, all loading factor values are higher than 0.7, so they pass the test to move to the next step. The outer loading for every indicator is ≥ 0.6, which means the data is valid and ready for deeper analysis (Spada et al., 2021). For convergent validity, the AVE values in Table 1 need to be at least 0.5 (Spada et al., 2021).

Table 1. Average Variance Extracted.

variable	AVE value
Live Streaming Shopping (X_1)	0.628
Product Quality (X_2)	0.699
E-Trust (Z)	0.934
Purchasing Decisions (Y)	0.781

Source: data processed by the Author (2024)

The average variance extracted (AVE) reflects the average squared loading of a construct's indicators, requiring a minimum threshold of 0.5. An AVE value of ≥ 0.5 signifies that the construct explains over half of its indicators' variance. As displayed in Table 1, all latent variables satisfy this requirement, confirming adequate validity and enabling the analysis to advance. Table 2 showcases the discriminant validity results using the Fornell-Larcker Criterion (Spada et al., 2021).

Tabel 2. Fornell-Loacker Criteria Value.

Variable	E-Trust	Purchasing Decisions	Product Quality	Live Streaming Shopping
E-Trust	0.792			
Purchasing Decisions	0.556	0.836		
Product Quality	0.308	0.235	0.967	
Live Streaming Shopping	0.194	0.252	0.302	0.884

Source: data processed by the Author (2024)

As shown in Table 2, the cross-loading values demonstrate that each indicator loads highest within its respective construct compared to other variables. This confirms strong discriminant validity for measuring the intended constructs (Spada et al., 2021). Additionally, Table 3 displays the Cronbach's Alpha and Composite Reliability values for each variable, ensuring the measurement model's reliability.

Table 3. Cronbach's Alpha and Composite Reliability.

Variable	cronbach's alpha	composite reliability
E-Trust	0.803	0.871
Purchasing Decisions	0.856	0.903
Product Quality	0.990	0.991
Live Streaming Shopping	0.943	0.955

Source: data processed by the Author (2024)

According to Table 3, all composite reliability values surpass the minimum threshold of 0.7, confirming high reliability for all variables (Alshaygy et al., 2023). Composite reliability assesses the consistency of indicators within a variable, with values above 0.7 validating reliability. Likewise, the cronbach's alpha values in this study exceed the required threshold (>0.7), reinforcing the constructs' reliability. As both composite reliability and Cronbach's Alpha meet the established criteria, the measurement model is considered reliable for subsequent analysis.

Inner Model (Path Coefficient and R-Square)

This section outlines the path coefficient, R-square, F-square, and hypothesis test results. The structural model is assessed using the t-test to evaluate dependent constructs and path significance. Following adjustments to refine the model, the final structural model is depicted in Figure 3 for clarity and validation.
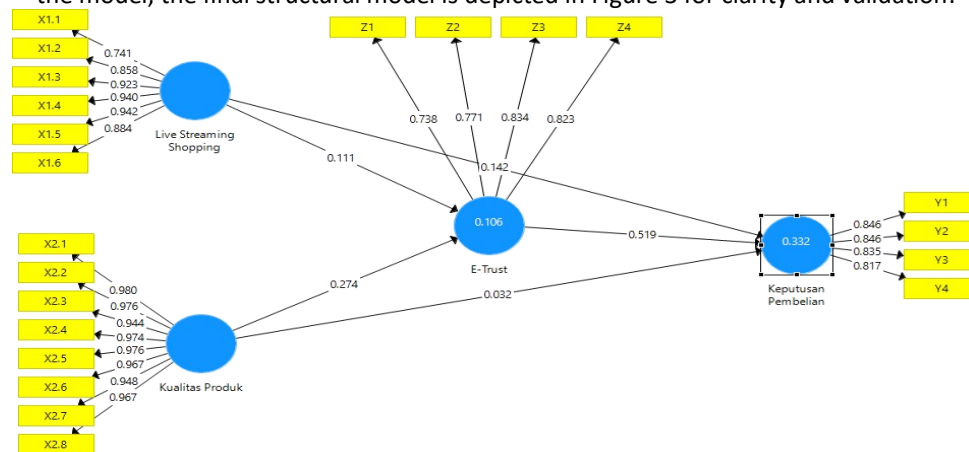

Figure 3. PLS model.
Source: Data Processed by the author (2024).

Path Coefficients

The path coefficient quantifies the strength of the independent variables' impact on the dependent variable. The analysis results are summarized in table 4.

Table 4. Path Coefficient Value.

Relationships Between Variables	Path Coefficient Value
E-Trust → Purchasing Decisions	0.519
Live Streaming Shopping → Purchasing Decisions	0.142
Live Streaming Shopping → E-Trust	0.111
Product Quality → Purchasing Decisions	0.032
Product Quality → E-Trust	0.274

Source: data processed by the Author (2024)

Table 4 shows that all path coefficient values indicate positive relationships between the variables. E-Trust has a 0.519 effect on Purchasing Decisions, Live Streaming Shopping Affects Purchasing Decisions by 0.142 and E-Trust by 0.111, while Product Quality influences Purchasing Decisions by 0.032 and E-Trust by 0.247. This suggests that an increase in one variable leads to an increase in the related variable.

R-Square Value

The R-square (R^2) value measures the influence of exogenous variables on endogenous variables, as shown in Table 5. An R^2 value of 0.67 or higher indicates a 'good' level of influence. According to Santy & Iffan (2023), R^2 values are classified as > 0.67 (good), 0.33–0.67 (moderate), and 0.19–0.33 (weak).

Table 5. R—Square Value.

variable	R-Square Value	R-Square adjusted
E-Trust	0.106	0.088
Purchasing Decisions	0.332	0.311

Source: data processed by the Author (2024)

In Table 5, E-Trust has an R^2 value of 0.106 (10.6%), indicating that Live Streaming Shopping and Product Quality account for 10.6% of the variance in E-Trust. The remaining 89.4% is affected by factors outside this research model. E-trust is typically shaped by electronic-related variables like E-WOM (Electronic Word of Mouth), E-Service Quality, and E-Security. As Devi et al. (2023) highlight, E-Trust is strongly influenced by electronic-based elements.

In Table 4, Purchasing Decisions have an R^2 value of 0.322 (32.2%), indicating that E-Trust accounts for 32.2% of the variance in Purchasing Decisions. The remaining 67.8% is affected by variables outside this research model. Purchasing decisions are typically influenced by complex factors like price, consumer income, product benefits, and past experiences. As Sari & Purwanto (2022) explain, purchasing decisions are situational and often unpredictable, with consumers forming purchase intentions based on expected income, estimated price, and perceived product benefits.

F-Square Value

F-Square is a metric used to evaluate the relative impact of an exogenous variable (the influencing variable) on an endogenous variable (the influenced variable). According to Spada et al. (2021), F-Square values are categorized as follows: an $F^2 > 0.02$ indicates a small or weak impact, An F^2 value > 0.15 indicates a moderate effect, while an $F^2 > 0.35$ signifies a strong impact. Table 6 displays the F-Square test results, illustrating each exogenous variable's contribution to the endogenous variables. These values are compared against established criteria to classify the impact as small, moderate, or large.

Table 6. F-Square Value.

Variable	E-Trust	Purchasing Decisions	Product Quality	Live Streaming Shopping
E-Trust		0.360		
Purchasing Decisions				
Product Quality	0.076	0.001		
Live Streaming Shopping	0.013	0.027		

Source: data processed by the Author (2024)

According to Table 6, the F-square value for E-Trust's effect on Purchasing Decisions is 0.360, signifying a strong impact as it surpasses 0.35. This highlights that online trust significantly influences purchasing decisions. When consumers trust the integrity and quality Of products promoted by No Void Minds, they are more likely to make a purchase, as highlighted by Listianayanti et al. (2023). However, the F-square value for Product Quality on E-Trust is only 0.076, which falls within the 'small' category as it is below 0.15. This implies that while product quality does have some influence on E-Trust, its impact is minimal. Other factors such as e-WOM (Electronic Word of Mouth), e-service quality, and e-security are more dominant in shaping E-Trust, as noted by Saodin et al. (2019).

The f-square value for Product Quality on Purchasing Decisions is only 0.001, indicating a small or negligible impact. While product quality is acknowledged, its influence on purchasing decisions is minimal, suggesting other factors like price or reviews dominate initial purchases. However, as Maiza et al. (2022) note, product quality remains critical for repeat purchases. Additionally, the F-Square value for Live Streaming Shopping on E-Trust is 0.013, also categorized as small or weak. This implies that live streaming strategies require enhancement to effectively build trust, aligning with Juliana's (2023) findings.

Finally, the F-square value for Live Streaming Shopping on Purchasing Decisions is also 0.013, showing minimal impact. Even though there's some effect, it's not strong enough to be a main factor in purchasing decisions. Research by Wicaksana & Nuswantoro (2024) highlights that other factors like price, reviews, and personal needs are more dominant. Moreover, not all livestream viewers intend to buy, as some watch just for entertainment or information.

Hypothesis Testing

The data processing results evaluate the research hypotheses by examining t-statistics and p-values. A hypothesis is deemed significant if the p-value is below 0.05. The findings from hypothesis testing, derived from the Inner Model, are presented in table 7.

Table 7. Direct and Indirect Effect.

Hypothesis	Effect	T-Statistics	P-Values	Results
H1	*Live Streaming Shopping → E-Trust*	1.119	0.263	Rejected
H2	*Product Quality → E-Trust*	3.365	0.001	Accepted
H3	*Live Streaming Shopping → Purchasing Decisions*	1.575	0.116	Rejected
H4	*Product Quality → Purchasing Decisions*	0.359	0.720	Rejected
H5	*E-Trust → Purchasing Decisions*	6.823	0.000	Accepted
H6	*Live Streaming Shopping → E-Trust → Purchasing Decisions*	1.156	0.248	Rejected
H7	*Product Quality → E-Trust → Purchasing Decisions*	2.533	0.002	Accepted

Source: data processed by the Author (2024)   s

According to Table 6, the first hypothesis indicates that live streaming shopping does not significantly impact e-trust, as the t-value (1.119) is below the T-Table (1.984), and the p-value (0.263) exceeds 0.05. This suggests that live streaming alone is insufficient to establish strong consumer trust, as viewers may rely more on reviews or consistent shopping experiences. This finding aligns with Juliana-(2023), which also indicates that live streaming has no significant impact on e-trust. The second hypothesis validates that product quality significantly affects e-trust, with a t-value of 3.365 exceeding the t-table (1.984) and a p-value of 0.001 being less than 0.05. This indicates that No Void Minds' product quality enhances consumer trust online, fostering loyalty and encouraging repeat purchases.

These results are consistent with Deva et al. (2024) stress the positive effect of product quality on e-trust, underscoring the need to uphold high standards for boosting consumer confidence. The third hypothesis shows that live streaming shopping has no significant impact on purchasing decisions, with a t-value (1.575) below the t-table (1.984) and a P-value. (0.116) exceeds 0.05. This suggests that No Void Minds' live streaming events are not strong enough to drive purchases, as other factors such as price, reviews, and personal needs play a more crucial role, aligning with Wicaksana & Nuswantoro (2024). The fourth hypothesis reveals that product quality does not significantly affect purchasing decisions, as the t-value (0.359) is below the t-table (1.984) and the p-value (0.720) exceeds 0.05. This suggests that while product quality matters for repeat purchases, first-time buyers may prioritize price or promotions, consistent with Maiza et al. (2022). The fifth hypothesis confirms that e-trust significantly impacts purchasing decisions, with a t-value of 6.823 surpassing the t-table (1.984) and a p-value of 0.000. This highlights that strong online trust boosts purchase intentions and fosters loyalty for No Void Minds, emphasizing the importance of transparency and quality in driving sales, as noted by Deva et al. (2024) and Listianayanti et al. (2023).

The sixth hypothesis indicates that live-streaming shopping does not significantly affect buying choices through e-trust, with a t- value of 1.156 (below 1.984) and p- value of 0.248 (above 0.05). This suggests that No Void Minds' live streaming has not effectively built trust or driven purchases, as factors like price, reviews, and individual needs play a more crucial role (Song & Liu, 2021). Additionally, live streams being perceived as entertainment or having shallow content further reduces their impact (Juliana, 2023; Oktavianti et al., 2023; Wicaksana & Nuswantoro, 2024). Meanwhile, the seventh hypothesis confirms that product quality significantly affects purchasing decisions through e-trust, with a T-value of 2.533 (above 1.984) and a P-value of 0.002 (below 0.05). This means product quality influences purchasing decisions when mediated by e-trust. The fourth hypothesis showed that product quality alone does not directly impact purchases, highlighting the importance of trust-building factors like product reviews. High product quality establishes trust, and this trust then drives purchase decisions, whether first-time or repeat purchases. Thus, No Void Minds should focus on improving product quality to strengthen consumer trust and long-term Customer relationships. These results are consistent with Deva et al. (2024), emphasizing that trust is a key mediator linking product quality to consumer buying behaviour.

CONCLUSION AND RECOMMENDATION

The study finds that while respondents view live streaming shopping, product quality, e-trust, and purchasing decisions positively, live streaming does not significantly impact e-trust or purchases, as consumers rely more on reviews. Product quality significantly boosts e-trust but does not directly influence initial purchases, playing a greater role in repeat buying. This suggests that while quality strengthens trust, businesses must enhance online trust factors like reviews and transparency to convert first-time buyers and drive long-term customer loyalty. E-trust itself significantly affects purchasing decisions, showing how important online trust is in e-commerce. Also, live streaming isn't effective in influencing purchasing decisions through e-trust, while product quality affects purchasing decisions through e-trust with the help of online trust factors like product reviews. Based on the conclusions, even though responses to live streaming shopping, product quality, e-trust, and purchasing decisions for No Void Minds fall into the "Good" category, there are still areas that need improvement. First, for live streaming shopping, No Void Minds should improve streamer credibility by training them to have deeper product knowledge and explain details clearly. Second, for product quality, using higher-quality materials, conducting durability tests before launching, and improving repair services to be more responsive are key priorities. Third, for e-trust, transparency in information like product reviews, warranties, testimonials, and transaction security should be enhanced to build greater trust. Fourth, for purchasing decisions, No Void Minds needs to highlight the functional benefits of products through marketing campaigns that emphasize real advantages and innovative features. Lastly, for future research, it's suggested to expand the population and include other variables like e-word of mouth and e-security to strengthen the findings.

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