

Brand Trust, Audience Engagement, and Interactivity as Determinants of Purchase Decisions in TikTok Live Commerce

Monalisa^{1*}, Astri Ayu Purwati², Ermina Rusilawati³, Muhammad Firmansyah⁴, Stanislaw Flejterski⁵

Management, Faculty of Business, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia^{1,2,3}

Faculty of Economics and Business, Universitas Muhammadiyah Malang, Indonesia⁴

Department of Economics, Faculty of Szczecin, University WSB Merito Poznan, Poland⁵

monalisa1226@gmail.com¹

Submitted: 4 November 2025, Accepted: 4 December 2025, Published: 31 December 2025

ABSTRACT

The rapid growth of live streaming commerce has transformed consumer purchasing behavior, particularly among Generation Z users of TikTok Live. This study aims to examine the effects of brand trust, audience engagement, and interactivity on purchase decisions among TikTok Live consumers in Pekanbaru City. A quantitative research design was employed, with data collected through a structured questionnaire from 120 respondents who had previously made purchases via TikTok Live. The data were analyzed using multiple linear regression to test the proposed hypotheses. The results indicate that brand trust and audience engagement have a positive and significant effect on purchase decisions. These findings suggest that consumers are more likely to make purchasing decisions when they trust the brand and actively engage with live streaming content. In contrast, interactivity was found to have a positive but insignificant effect on purchase decisions, indicating that interactive features alone do not directly drive purchasing behavior without the support of trust and engagement. Overall, the research model explains 61.4% of the variance in purchase decisions. This study contributes to the literature on live streaming commerce by highlighting the dominant roles of brand trust and audience engagement in shaping purchase decisions within the TikTok Live context. Practically, the findings provide insights for marketers and sellers to focus on trust-building strategies and engagement-driven content to enhance sales performance in live streaming environments.

Keywords: Brand Trust; Audience Engagement; Interactivity; Purchase Decision; Tiktok Live

1. Introduction

Live streaming commerce has become one of the most significant and rapidly growing forms of online business due to its high level of social interaction. Through virtual face-to-face communication, live streaming enables sellers to directly interact with consumers, thereby enhancing trust and increasing sales performance. Streamers can attract consumers—particularly Generation Z—by providing engaging, informative, and real-time product explanations during live broadcasts, which positively influence purchasing decisions (Lu & Chen, 2021; Lo et al., 2022; Liu & Zhang, 2023).

TikTok has emerged as one of the most popular social media platforms supporting live streaming commerce. Since its introduction in Indonesia in 2017, TikTok has experienced rapid growth and gained widespread adoption across different age groups, from adolescents to adults. Its popularity increased significantly during the COVID-19 pandemic, when restrictions on outdoor activities encouraged people to seek online entertainment and digital shopping alternatives. As a result, TikTok usage rose substantially, leading to continuous innovation and

the introduction of new features designed to meet users' needs, including live streaming shopping and integrated e-commerce services (Liu et al., 2022; Zhang et al., 2023).

TikTok is widely recognized for its user-friendly interface and interactive design, making it accessible to a broad audience. Initially known as a creative content platform, TikTok has evolved into a powerful advertising and commercial medium through TikTok Shop. TikTok Shop allows users to buy and sell products directly via live streaming sessions, creating a seamless shopping experience that combines entertainment and commerce. This feature has significantly transformed consumer shopping behavior, especially among Generation Z, who are highly responsive to interactive and social shopping environments (Lu & Chen, 2021; Luo et al., 2024).

A preliminary survey conducted among Generation Z users of TikTok Live in Pekanbaru indicates that online shopping through TikTok Live has become increasingly common. Most respondents reported having shopped online via TikTok, frequently watching live streaming sessions during the purchasing process, and recommending TikTok Live shopping to others. These findings suggest that Generation Z not only enjoys online shopping but is also highly engaged with live streaming platforms as a preferred shopping medium.

Brand trust plays a crucial role in sustaining brand competitiveness in the digital marketplace. When consumers lose trust in a brand, the brand's products face significant challenges in maintaining market presence. Brand trust represents a key relational component between consumers and brands, influencing consumers' confidence and willingness to make purchasing decisions. Previous studies have consistently demonstrated that brand trust has a positive and significant effect on purchasing decisions in online and live commerce contexts (Agustina et al., 2023; Kartika & Ganarsih, 2019; Maulana et al., 2021; Putri et al., 2022).

Audience engagement, also referred to as customer engagement, can be understood as two-way communication characterized by active interaction and feedback between consumers and sellers. In live streaming environments, audience engagement manifests through comments, likes, real-time responses, and interactive participation. Empirical studies have shown that higher levels of customer engagement positively influence purchasing decisions by strengthening emotional attachment and involvement with the brand or product (Devanny et al., 2022; Meilano & Hidayat, 2020; Luo et al., 2024; Nanda Barizki & Apriani, 2024).

Interactivity refers to the degree to which consumers can actively participate and influence the communication process during live streaming sessions. Interactive features—such as real-time question-and-answer sessions, product demonstrations based on viewer requests, and direct responses from streamers—encourage prolonged viewing and enhance communication effectiveness. Prior research confirms that interactivity significantly affects consumer trust, enjoyment, and purchasing decisions in live streaming commerce (Alifia & Indriani, 2022; Dharmawan et al., 2024; Fu & Hsu, 2023; Putri & Maryam, 2023).

Based on the growing adoption of TikTok Live shopping among Generation Z and the theoretical and empirical evidence highlighting the importance of brand trust, audience engagement, and interactivity, this study aims to examine the influence of these factors on purchasing decisions among TikTok Live consumers.

2. Literature Review

The Effect of Brand Trust on Purchase Decisions

Brand trust plays a crucial role in encouraging consumers to make purchasing decisions, particularly in online and live streaming commerce contexts. Consumers who have high trust in a brand are more likely to purchase its products because they believe that the brand is able to deliver the promised value, maintain product quality, and prioritize consumers' interests. In digital shopping environments, brand trust reduces perceived risk and uncertainty, thereby strengthening consumers' confidence in their purchase decisions (Lu & Chen, 2021; Liu et al., 2022).

Several empirical studies have confirmed the positive relationship between brand trust and purchase decisions. Research conducted by Agustina et al. (2023) demonstrates that brand trust significantly influences consumers' purchasing decisions. Similar findings were reported by Kartika and Ganarsih (2019) as well as Maulana et al. (2021), who found that brand trust has a

positive and significant effect on purchase decisions in e-commerce platforms. These results suggest that trust serves as a key determinant of consumer behavior in online shopping environments.

However, some studies report inconsistent findings. Putri et al. (2022) found that brand trust did not have a significant effect on purchase decisions, indicating that trust alone may not always be sufficient to drive purchasing behavior without the support of other factors such as interactivity and engagement. Despite these mixed results, the majority of prior research supports the argument that brand trust plays a vital role in shaping consumers' purchase decisions, especially in live streaming commerce where uncertainty is relatively high (Lu & Chen, 2021; Liu et al., 2022).

H1: Brand trust has a positive effect on purchase decisions among TikTok Live consumers.

The Effect of Audience Engagement on Purchase Decisions

Audience engagement has become one of the most widely used metrics for evaluating the effectiveness of social media marketing strategies. Beyond quantitative indicators such as the number of likes, shares, and followers, audience engagement reflects the quality of interactions and the strength of the relationship between consumers and brands. High levels of engagement indicate active participation, emotional involvement, and sustained interest, all of which are essential in influencing consumer behavior in digital marketing environments (Luo et al., 2024).

In live streaming commerce, audience engagement is reflected through real-time comments, questions, reactions, and interactions between viewers and streamers. Such engagement creates a sense of connection and involvement that can capture consumers' attention, maintain their interest, and encourage them to interact further with the brand or product being offered. Previous studies have shown that customer engagement positively influences purchase decisions by enhancing consumers' emotional attachment and perceived value (Devanny et al., 2022; Meilano & Hidayat, 2020).

Empirical evidence also supports the significant role of engagement in live commerce settings. Luo et al. (2024) found that customer engagement increases impulsive buying tendencies in live-streaming commerce, while Devanny et al. (2022) reported that customer engagement significantly affects consumers' decisions to purchase products promoted through live streaming. These findings indicate that engaged consumers are more likely to convert their interest into actual purchases.

H2: Audience engagement has a positive effect on purchase decisions among TikTok Live consumers.

The Effect of Interactivity on Purchase Decisions

Interactivity refers to the extent to which consumers and sellers can communicate and influence each other through two-way interactions during live streaming sessions. In live commerce environments, interactivity enables consumers to ask questions, receive immediate responses, request product demonstrations, and provide feedback directly to the streamer. Such interactive communication enhances transparency and reduces information asymmetry, which is essential for encouraging purchase decisions (Fu & Hsu, 2023).

Consumers evaluate whether a brand is willing to listen and respond to their needs through interactive communication. When interactive features are perceived as convenient, responsive, and effective, consumers are more likely to develop positive attitudes toward the brand and feel confident in making purchasing decisions. Studies by Alifia and Indriani (2022) and Putri and Maryam (2023) demonstrate that interactivity positively influences trust, enjoyment, and purchase-related intentions in live streaming platforms.

Furthermore, Dharmawan et al. (2024) found that interactivity significantly affects purchasing decisions in Shopee Live, highlighting the importance of interactive communication in live commerce contexts. Similarly, Fu and Hsu (2023) reported that interactive and socially rich live streaming environments enhance shopping value, which ultimately leads to higher purchase likelihood. These findings suggest that interactivity plays a critical role in shaping consumer decision-making processes in TikTok Live shopping environments.

H3: Interactivity has a positive effect on purchase decisions among TikTok Live consumers.

3. Research Methods

This study employs a quantitative research design to examine the effects of brand trust, audience engagement, and interactivity on purchase decisions among TikTok Live consumers. A quantitative approach is considered appropriate because it enables the measurement of relationships between variables and the testing of hypotheses based on empirical data, which has been widely applied in live streaming commerce and digital marketing studies.

The population of this study consists of consumers who have made purchases through TikTok Live in Pekanbaru City. Because the exact number of TikTok Live consumers in the city is unknown, the sample size was determined using a minimum sample guideline commonly applied in multivariate quantitative research. A total of 120 respondents were selected using accidental sampling, where respondents were chosen based on their availability and experience in shopping via TikTok Live. This sampling approach has been frequently used in studies on live streaming commerce due to the difficulty of identifying a fixed population frame.

Data were collected through a structured questionnaire distributed to TikTok Live consumers. All measurement items were adapted from prior studies relevant to live streaming commerce and online purchasing behavior to ensure content validity. Responses were measured using an interval scale, which allows for parametric statistical analysis and has been commonly applied in previous live commerce research.

Purchase decision was treated as the dependent variable, reflecting consumers' evaluations of product suitability, perceived usefulness, accuracy in selecting products, and repeat purchasing behavior. Brand trust was measured through indicators such as brand predictability, brand liking, brand competence, brand reputation, and trust in the company, which capture consumers' confidence in the reliability and integrity of the brand (Putra & Ningrum, 2019; Kartika & Ganarsih, 2019). Audience engagement was measured through attention, enthusiasm, interaction, identification, and absorption, representing the level of consumers' cognitive, emotional, and behavioral involvement during TikTok Live sessions (Meilano & Hidayat, 2020; Luo et al., 2024; Nanda Barizki & Apriani, 2024). Interactivity was measured through the quality of communication, intensity of interaction, and post-purchase interaction, reflecting the extent of two-way communication between sellers and consumers during live streaming (Alifia & Indriani, 2022; Putri & Maryam, 2023; Dharmawan et al., 2024).

Prior to hypothesis testing, preliminary data analysis was conducted to evaluate the quality of the measurement instrument. Validity testing was performed to assess whether each questionnaire item accurately measured its intended construct, while reliability testing was conducted to ensure internal consistency among the measurement items. Reliability was assessed using Cronbach's alpha, with values exceeding the commonly accepted threshold indicating acceptable reliability, consistent with practices in previous live streaming commerce studies.

Classical assumption tests were conducted to ensure the suitability of the regression model. Multicollinearity was assessed by examining tolerance and variance inflation factor (VIF) values to confirm that the independent variables were not highly correlated with each other. Heteroskedasticity was examined by analyzing the distribution of residuals to ensure constant variance across observations. These diagnostic tests are essential to obtain unbiased and efficient regression estimates in quantitative consumer behavior research.

Data analysis was performed using multiple linear regression to test the effect of brand trust, audience engagement, and interactivity on purchase decisions. This analytical technique is appropriate for examining the simultaneous and partial effects of multiple independent variables on a dependent variable and has been widely applied in live commerce and digital marketing research. The overall model fit was evaluated using the F-test to determine whether the independent variables jointly influenced purchase decisions. The coefficient of determination (R^2) was used to assess the explanatory power of the model, while t-tests were employed to examine the individual effects of each independent variable on purchase decisions at a 5% significance level.

4. Results and Discussions

Preliminary Tests (Validity Test and Reliability Test)

Table 1. Preliminary Tests

Variable	Item	CITC	Cronbach's Alpha	Description
Brand Trust (X1)	X1.1	0.780	0.901	Valid and Reliable
	X1.2	0.738		Valid and Reliable
	X1.3	0.711		Valid and Reliable
	X1.4	0.750		Valid and Reliable
	X1.5	0.769		Valid and Reliable
	X1.6	0.683		Valid and Reliable
	X1.7	0.695		Valid and Reliable
	X1.8	0.704		Valid and Reliable
	X1.9	0.734		Valid and Reliable
	X1.10	0.722		Valid and Reliable
Audience Engagement (X2)	X2.1	0.757	0.909	Valid and Reliable
	X2.2	0.687		Valid and Reliable
	X2.3	0.759		Valid and Reliable
	X2.4	0.777		Valid and Reliable
	X2.5	0.739		Valid and Reliable
	X2.6	0.706		Valid and Reliable
	X2.7	0.728		Valid and Reliable
	X2.8	0.748		Valid and Reliable
	X2.9	0.728		Valid and Reliable
	X2.10	0.796		Valid and Reliable
Interactivity (X3)	X3.1	0.757	0.856	Valid and Reliable
	X3.2	0.798		Valid and Reliable
	X3.3	0.758		Valid and Reliable
	X3.4	0.796		Valid and Reliable
	X3.5	0.733		Valid and Reliable
	X3.6	0.744		Valid and Reliable
Purchase Decision (Y)	Y1	0.817	0.890	Valid and Reliable
	Y2	0.799		Valid and Reliable
	Y3	0.741		Valid and Reliable
	Y4	0.827		Valid and Reliable
	Y5	0.648		Valid and Reliable
	Y6	0.659		Valid and Reliable
	Y7	0.758		Valid and Reliable
	Y8	0.807		Valid and Reliable

Source: SPSS Processed Data, 2025

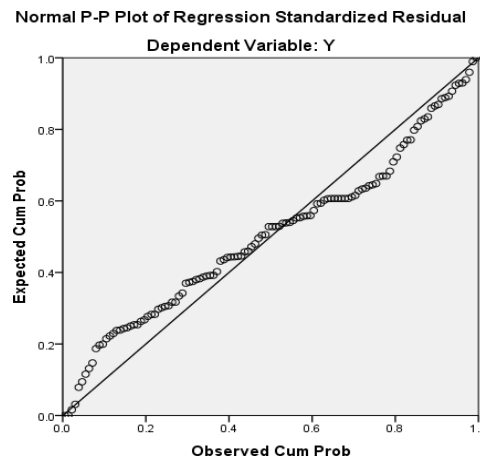
Based on Table 1, it is shown that all statement items for the variables Brand Trust (X1), Audience Engagement (X2), Interactivity (X3), and Purchase Decision (Y) have corrected item-total correlation values greater than 0.30. This indicates that all variables are valid for further testing.

Furthermore, Table 1 shows that the reliability values for all variables are above 0.60. Therefore, it can be concluded that all questionnaire items are reliable, as they have values exceeding 0.60. This indicates that each statement item is capable of obtaining consistent data, meaning that if the statements are administered again, relatively similar responses will be obtained.

Classical Assumption Tests

Normality Test

The normality test aims to examine whether the independent and dependent variables in the regression model are normally distributed. The results of the normality test in this study can be seen below.



Source: SPSS Processed Data, 2025

Figure 1. Normal P-P Plot

Based on the results shown in the normality test output, the data points are distributed symmetrically around the diagonal line and do not exhibit extreme deviations. This pattern indicates that the residuals follow a normal distribution. Therefore, it can be concluded that the regression model in this study satisfies the normality assumption and is appropriate for further statistical analysis.

Multicollinearity Test

**Table 2. Classical Assumptions
Multicollinearity Test (Tolerance)**

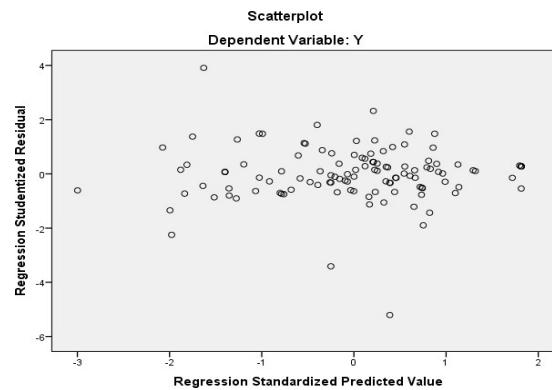
Variable	Value	Description
Brand Trust (X1)	0.266	No Multicollinearity
Audience Engagement (X2)	0.197	No Multicollinearity
Interactivity (X3)	0.296	No Multicollinearity

Multicollinearity Test (VIF)		
Variable	Value	Description
Brand Trust (X1)	3.763	No Multicollinearity
Audience Engagement (X2)	5.094	No Multicollinearity
Interactivity (X3)	3.427	No Multicollinearity

Source: SPSS Processed Data, 2025

Table 2 presents the results of the multicollinearity test using tolerance and variance inflation factor (VIF) values. All independent variables—Brand Trust (X1), Audience Engagement (X2), and Interactivity (X3)—have tolerance values greater than 0.10 and VIF values less than 10. These results indicate that there is no multicollinearity problem among the independent variables in the regression model. Therefore, each independent variable can independently explain variations in the dependent variable without overlapping effects.

Heteroscedasticity Test



Source: SPSS Processed Data, 2026

Figure 2. Heteroscedasticity Test Results

The results of the heteroscedasticity test shown in Figure 2 indicate that the points are randomly scattered both above and below the value of 0 on the Regression Studentized Residual axis. This means that the regression model in this study is free from heteroscedasticity problems and further analysis can be conducted.

Simultaneous Test (F-Test)

Table 3. Results of the Simultaneous Test (F-Test)

Variable	F Test	Sig.	Description
Brand Trust (X1)			
Audience Engagement (X2)	64.108	0.000	Model Fit
Interactivity (X3)			

Source: SPSS Processed Data, 2025

Based on Table 3, the results of the simultaneous test (F-test) show that the confidence level or significance level (α) used is 5% (0.05). Since the significance value is $0.000 < 0.05$, the null hypothesis is rejected. This indicates that brand trust, audience engagement, and interactivity simultaneously have a significant effect on purchase decisions.

Coefficient of Determination Test (R^2)

Table 4. Results of the Coefficient of Determination Test (R^2)

Variable	Adjusted R Square	Percentage
Brand Trust (X1)		
Audience Engagement (X2)	0.614	61.4%
Interactivity (X3)		

Source: SPSS Processed Data, 2025

Based on Table 4, the adjusted R-square value obtained is 0.614. This indicates that brand trust, audience engagement, and interactivity explain 61.4% of the variance in purchase decisions, while the remaining 38.6% is influenced by other variables not examined in this study.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Relationship
Purchase Decision (Y)	0.856	—
Brand Trust (X1)	0.215	Positive
Audience Engagement (X2)	0.540	Positive
Interactivity (X3)	0.014	Positive

Source: SPSS Processed Data, 2025

Based on Table 5, the partial test results can be explained as follows:

$$Y = 0.856 + 0.215 + 0.540 + 0.014$$

The coefficient value of Brand Trust (X1) is positive at 0.215, meaning that if other independent variables remain constant and Brand Trust increases by one unit, Purchase Decision will increase by 0.215. A positive coefficient indicates a positive relationship between Purchase Decision and Brand Trust. The better the Brand Trust, the higher the Purchase Decision.

The coefficient value of Audience Engagement (X2) is positive at 0.540, meaning that if other independent variables remain constant and Audience Engagement increases by one unit, Purchase Decision will increase by 0.540. A positive coefficient indicates a positive relationship between Purchase Decision and Audience Engagement. The better the Audience Engagement, the higher the Purchase Decision.

The coefficient value of Interactivity (X3) is positive at 0.014, meaning that if other independent variables remain constant and Interactivity decreases by one unit, Purchase Decision will increase by 0.014. A positive coefficient indicates a positive relationship between Purchase Decision and Interactivity. The better the Interactivity, the higher the Purchase Decision.

Hypothesis Testing (t-Test)

Table 6. Results of Hypothesis Testing (t-Test)

No	Variable	Regression Coefficient	t-value	t-table	Significance	Decision
H1	Brand Trust (X1)	(+)	2.035	1.9806	0.044	Positively Significant
H2	Audience Engagement (X2)	(+)	4.532	1.9806	0.000	Positively Significant
H3	Interactivity (X3)	(+)	0.086	1.9806	0.931	Not Significant

Source: SPSS Processed Data, 2025

Table 6 presents the results of hypothesis testing using the t-test. The results show that Brand Trust (X1) has a t-value of 2.035 with a significance value of 0.044, which is less than 0.05. This indicates that Brand Trust has a positive and significant effect on Purchase Decisions, supporting Hypothesis 1 (H1). Audience Engagement (X2) has a t-value of 4.532 with a significance value of 0.000, which is also less than 0.05. This result indicates that Audience Engagement has a positive and significant effect on Purchase Decisions, thus supporting Hypothesis 2 (H2). Interactivity (X3) has a t-value of 0.086 with a significance value of 0.931, which is greater than 0.05. This indicates that Interactivity does not have a significant effect on Purchase Decisions. Therefore, Hypothesis 3 (H3) is not supported.

Discussion

The Effect of Brand Trust on Purchase Decisions

Based on the results of data analysis and hypothesis testing, this study finds that brand trust has a positive and significant effect on purchase decisions among TikTok Live consumers in Pekanbaru City. This result indicates that consumers who have higher trust in a brand are more likely to make purchasing decisions during TikTok Live shopping sessions.

This finding is consistent with previous studies that emphasize the importance of brand trust in shaping consumer purchase behavior. Agustina et al. (2023) found that brand trust significantly influences purchase decisions, indicating that trust strengthens consumers' confidence in selecting products offered by a brand. Similar results were reported by Kartika and Ganarsih (2019), who demonstrated that trust positively affects purchase decisions in e-commerce platforms. Furthermore, Maulana et al. (2021) revealed that brand trust mediates the relationship between electronic word of mouth and purchase decisions, highlighting its central role in reducing perceived risk in online transactions.

In the context of live streaming commerce, brand trust becomes increasingly important due to the uncertainty associated with online shopping. Lu and Chen (2021) explain that trust functions as a mechanism for reducing uncertainty in live streaming commerce, thereby encouraging consumers to proceed with purchasing decisions. Likewise, Liu et al. (2022) found that trust mediates the relationship between live streaming features and purchase intention, reinforcing the argument that trust is a key determinant of consumer behavior in live commerce environments.

However, the findings of this study differ from those of Putri et al. (2022), who reported that brand trust does not have a significant effect on purchase decisions in the Shopee marketplace. This discrepancy may be attributed to differences in research context, platform characteristics, and consumer behavior. TikTok Live shopping emphasizes real-time interaction and entertainment, which may strengthen the role of brand trust compared to conventional marketplace platforms.

Overall, the results of this study confirm that brand trust plays a crucial role in influencing purchase decisions in TikTok Live shopping, particularly among Generation Z consumers who rely heavily on perceived credibility and reliability when making online purchases.

The Effect of Audience Engagement on Purchase Decisions

The results of hypothesis testing indicate that audience engagement has a positive and significant effect on purchase decisions among TikTok Live consumers in Pekanbaru City. This finding suggests that higher levels of engagement during live streaming sessions increase the likelihood of consumers making purchasing decisions.

Audience engagement in this study is closely related to the concept of customer engagement, which reflects consumers' cognitive, emotional, and behavioral involvement with a brand. Previous studies support this finding by demonstrating that customer engagement positively influences purchase decisions. Devanny et al. (2022) found that customer engagement significantly affects consumer decisions in live streaming contexts, as interactive and engaging content enhances consumers' interest and intention to purchase.

Similarly, Meilano and Hidayat (2020) showed that customer engagement positively and significantly affects purchase decisions, particularly when consumers feel emotionally connected to the brand. Luo et al. (2024) further emphasized that customer engagement plays a key role in boosting impulsive buying behavior in live streaming commerce, indicating that engaged consumers are more responsive to promotional messages and product demonstrations during live sessions.

In addition, Liu and Zhang (2023) explained that engagement mechanisms in multimedia live platforms strengthen consumers' purchase intention by increasing involvement and perceived value. These findings align with the results of this study, confirming that audience engagement is a critical factor in converting viewers into buyers in TikTok Live shopping.

Therefore, the significant influence of audience engagement found in this study highlights the importance for sellers and streamers to create interactive, entertaining, and engaging live content to stimulate consumer purchasing decisions.

The Effect of Interactivity on Purchase Decisions

The results of this study indicate that interactivity does not have a significant effect on purchase decisions among TikTok Live consumers in Pekanbaru City. This finding suggests that although interactive features are present during live streaming sessions, they do not directly influence consumers' final purchasing decisions.

This result differs from several previous studies that reported a positive effect of interactivity on purchase decisions. Alifia and Indriani (2022) found that perceived brand interactivity positively influences purchase decisions through trust. Similarly, Dharmawan et al. (2024) demonstrated that interactivity significantly affects purchasing decisions on Shopee Live, indicating that two-way communication between sellers and consumers can enhance buying behavior. Putri and Maryam (2023) also found that interactivity positively affects trust and impulsive buying intention in live streaming commerce.

However, the findings of this study may be explained by the possibility that interactivity alone is insufficient to directly drive purchase decisions without being supported by other factors such as brand trust and audience engagement. Fu and Hsu (2023) emphasized that interactive features influence purchasing behavior indirectly by enhancing shopping value and para-social interaction rather than directly triggering purchase decisions.

Moreover, differences in platform characteristics and consumer expectations may explain the non-significant result. TikTok Live consumers may perceive interactivity as a standard feature rather than a decisive factor, focusing instead on trust and engagement when making purchasing decisions. This interpretation is consistent with findings by Lu and Chen (2021), who argued that trust plays a more dominant role than interactivity in reducing uncertainty and encouraging purchase intention in live streaming commerce.

In summary, although interactivity is an important component of live streaming environments, this study finds that it does not directly influence purchase decisions among TikTok Live consumers in Pekanbaru. Instead, its role may be indirect or complementary, working through trust and engagement rather than acting as a primary determinant of purchasing behavior.

5. Conclusion

This study concludes that brand trust and audience engagement have a positive and significant effect on purchase decisions among TikTok Live consumers in Pekanbaru City. These findings indicate that consumers are more likely to make purchasing decisions when they trust the brand and actively engage with live streaming content. Brand trust plays a crucial role in reducing uncertainty in online transactions, while audience engagement strengthens emotional involvement and consumer interest during live shopping sessions. In contrast, interactivity was found to have a positive but not significant effect on purchase decisions, suggesting that interactive features alone are not sufficient to directly influence consumers' final purchasing behavior without being supported by trust and engagement.

Based on these findings, it is recommended that TikTok Live sellers prioritize building strong brand trust by providing accurate product information, maintaining transparency, and ensuring consistent product quality. Additionally, sellers should focus on enhancing audience engagement through creative content, real-time interaction, and entertaining live streaming strategies to sustain consumer interest and encourage purchases. Future research is suggested to explore other factors that may influence purchase decisions in live streaming commerce, such as streamer credibility, perceived value, and promotional strategies, as well as to apply different analytical approaches or broader research settings to strengthen the generalizability of the findings.

References

- Agustina, R., Hinggo, H. T., & Zaki, H. (2023). Pengaruh brand ambassador, electronic word of mouth, dan brand trust terhadap keputusan pembelian. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1), 433–445.
- Alifia, F., & Indriani, F. (2022). Pengaruh electronic word of mouth dan perceived brand interactivity terhadap keputusan pembelian dengan kepercayaan sebagai variabel intervening. *Diponegoro Journal of Management*, 11(6), 1–11.
- Devanny, I., Tertia, N. S., Afifah, R. B., & Meliana, V. (2022). Pengaruh daya tarik wisata melalui live streaming terhadap keputusan berkunjung. *Streaming Jurnal Manajemen*, 1(2), 1–9.
- Dharmawan, R., Sugiono, A., & Nugraha, P. (2024). Interactivity and customer engagement: Its influence on purchasing decisions on Shopee Live (Survey on Eiger Adventure consumers in Indonesia). *Jurnal Ilmu Manajemen*, 21(1), 15–25.
- Do, H. N., Shih, W., & Ha, Q. A. (2020). Effects of mobile augmented reality apps on impulse buying behavior: An investigation in the tourism field. *Heliyon*, 6(8), e04667. <https://doi.org/10.1016/j.heliyon.2020.e04667>

- Fu, J.-R., & Hsu, C.-W. (2023). Live-streaming shopping: The impacts of para-social interaction and local presence on impulse buying through shopping value. *Industrial Management & Data Systems*, 123(7), 1861–1886. <https://doi.org/10.1108/IMDS-03-2022-0171>
- Kartika, M., & Ganarsih, R. L. (2019). Analisis e-WOM, online shopping experience, dan trust terhadap keputusan pembelian dan kepuasan konsumen e-commerce Shopee pada mahasiswa pascasarjana Universitas Riau. *Tepak Manajemen Bisnis*, 11(2), 289–307.
- Liu, J., & Zhang, M. (2023). Formation mechanism of consumers' purchase intention in multimedia live platforms: A case study of Taobao Live. *Multimedia Tools and Applications*, 83(2), 3657–3680. <https://doi.org/10.1007/s11042-023-15666-6>
- Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live-streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in Psychology*, 13, Article 995129. <https://doi.org/10.3389/fpsyg.2022.995129>
- Lo, P.-S., Dwivedi, Y. K., Tan, G. W.-H., Ooi, K.-B., Aw, E. C.-X., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis. *Journal of Business Research*, 147, 325–337. <https://doi.org/10.1016/j.jbusres.2022.04.013>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty-reduction perspective. *Information & Management*, 58(7), 103509. <https://doi.org/10.1016/j.im.2021.103509>
- Luo, X., Cheah, J.-H., Hollebeek, L. D., & Lim, X.-J. (2024). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Services*, 77, Article 103644. <https://doi.org/10.1016/j.jretconser.2023.103644>
- Maulana, N., Saftari, I. J., & Lumban Batu, R. (2021). Pengaruh electronic word of mouth terhadap keputusan pembelian dimediasi oleh brand trust pada Bukalapak. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 5(3), 2327–2341.
- Meilano, Y., & Hidayat, R. (2020). Analysis of the effect of customer engagement and brand trust on purchase decisions on Skind Aesthetic products. *E-Proceeding of Applied Science*, 6(2), 886–893.
- Nanda Barizki, R., & Apriani, Y. (2024). Strategi konten kreatif Doteens dalam meningkatkan audience engagement melalui Instagram. *Jurnal Ilmiah Ilmu Komunikasi*, 5(1), 29–36. <https://doi.org/10.55122/kom57.v5i1.1255>
- Putra, P. Y., & Ningrum, S. (2019). The influence of celebrity endorser, brand image, and brand trust on consumer purchasing decisions of Nike brand sport shoes in Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Putri, E. N., Susanti, R., & Lamidi, L. (2022). Pengaruh brand image, brand trust, dan harga terhadap keputusan pembelian pada marketplace Shopee (Survey pada pengguna Shopee di Kota Klaten). *Jurnal Ekonomi dan Kewirausahaan*, 22(1), 29–36. <https://doi.org/10.33061/jeku.v22i1.7589>
- Putri, N. A., & Maryam, D. (2023). Pengaruh interactivity terhadap trust, perceived enjoyment, dan impulsive buying intention di Shopee Live. *Economic and Education Journal (Ecoducation)*, 5(3), 303–316. <https://doi.org/10.33503/ecoducation.v6i1.3810>
- Song, S., Yao, X., Zhao, Y. C., & Ba, Z. (2024). Get inspired and pay for the goods: Customer inspiration and purchase intention in livestream shopping. *Journal of Retailing and Consumer Services*, 78, 103750. <https://doi.org/10.1016/j.jretconser.2024.103750>
- Zhang, L., Chen, M., & Zamil, A. M. A. (2023). Live stream marketing and consumers' purchase intention: An IT-affordance perspective using the S-O-R paradigm. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1069050>
- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers' purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLOS ONE*, 19(2), e0296339. <https://doi.org/10.1371/journal.pone.0296339>