Buying Interest in TikTok Shop: The Role of Live Streaming, Reviews, and Influencers

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Article History	Abstract
	This study aims to analyze the influence of live streaming, online customer reviews, and influencer marketing on consumer buying interest in the TikTok Shop application. The research was conducted at Darul Ulum Lamongan Islamic University using a quantitative approach, with a sample of 98 students selected through purposive sampling. Data were analyzed using partial and simultaneous tests with SPSS 26. The coefficient of determination test, based on the R Square value, revealed that live streaming, online customer reviews, and influencer marketing collectively influence consumer buying interest by 42.6%. The statistical analysis yielded the following findings: (1) live streaming, online customer reviews, and influencer marketing collectively impact consumer buying interest; (2) online customer reviews do not have a significant effect on consumer buying interest; (3) influencer marketing has a positive and significant influence on consumer buying interest; and (4) live streaming, online customer reviews, and influencer marketing, when considered together, significantly affect consumer buying interest. These findings highlight the critical role of influencer marketing and live streaming in shaping consumer behavior on the TikTok Shop platform, while online customer reviews appear to have a less significant impact.

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1. INTRODUCTION

The Internet has become an indispensable tool in modern society, significantly influencing various aspects of daily life, particularly in the business sector. Initially, it served primarily as a resource for accessing information, but over time, it has transformed into a dynamic platform for commercial activities, commonly known as e-commerce. This evolution has reshaped traditional business models, enabling companies and entrepreneurs to reach broader markets, streamline operations, and enhance customer engagement. With the rapid advancement of digital technology, the Internet now facilitates seamless transactions, providing businesses with innovative tools for marketing, sales, and customer service. As a result, e-commerce has become a driving force in the global economy, offering

convenience, accessibility, and efficiency to both businesses and consumers. According to Akbar & Alam (2020), e-commerce refers to the buying, selling, and marketing of goods and services through electronic systems such as television, radio, computers, and internet networks. The rapid advancement of digital technology has significantly transformed how businesses operate, with electronic networks—particularly the Internet—becoming the primary medium for business transactions. E-commerce has emerged as a critical driver of digital business transformation, enabling companies to reach broader markets, optimize operational efficiency, and enhance customer engagement.

Many businesses, including Micro, Small, and Medium Enterprises (MSMEs), which previously relied on traditional marketing methods, have now embraced online marketing. This shift has been fueled by the increasing accessibility of digital tools, changing consumer behavior, and the demand for more seamless and cost-effective business operations. Compared to traditional marketing, online marketing is considered more affordable, efficient, and impactful. The emergence of various digital marketing strategies—such as social media advertising, search engine optimization (SEO), influencer partnerships, and targeted promotions—has allowed businesses to expand their reach and tailor their marketing efforts to specific audiences (Mandagi & Aseng, 2021; Warbung et al., 2023).

E-commerce provides consumers with the convenience of purchasing goods and accessing services, such as shipping and customer support, without the need for face-to-face interaction or direct negotiation. The online shopping experience has evolved to become more streamlined, offering users the ability to browse a vast selection of products, compare prices, read customer reviews, and complete transactions within seconds. This evolution reflects a significant shift in consumer behavior, where digital platforms have become not just tools for communication but fully integrated marketplaces. The rise of mobile shopping, in particular, has further contributed to this transformation, allowing consumers to shop anytime and anywhere with just a few taps on their smartphones.

As e-commerce continues to grow, a new subset known as social commerce has emerged, blending social media engagement with online shopping (Sondakh et al., 2022). Social commerce allows consumers and sellers to interact directly and conduct transactions within social media platforms without requiring separate e-commerce applications (Marhareita et al., 2022; Carundent et al., 2024). Unlike traditional e-commerce platforms, which often function as standalone marketplaces, social commerce integrates the shopping experience within popular social networking sites, making it more interactive and community-driven. Some of the most widely used social commerce platforms include Instagram, Facebook, and TikTok, where businesses and individual sellers can promote products through live streaming, influencer collaborations, and user-generated content.

Among these platforms, TikTok has gained global recognition as a leading social commerce hub. Initially known for its short-form video content that enables users to express their creativity, TikTok has now become a powerful tool for digital marketing and online sales (Komaling & Taliwongso, 2023). The platform's algorithm-driven content discovery system makes it easier for brands and sellers to reach potential customers organically. As of August 2020, TikTok had been downloaded over 63.3 million

times on iOS and Android devices worldwide. With Indonesia accounting for 11% of these downloads, it stands as the country with the highest number of TikTok users. This widespread adoption highlights TikTok's growing influence in shaping consumer trends and online shopping behaviors. Figure 1 summarizes data on the countries with the highest TikTok usage worldwide.

Figure 1.

Most TikTok users in the world 2024
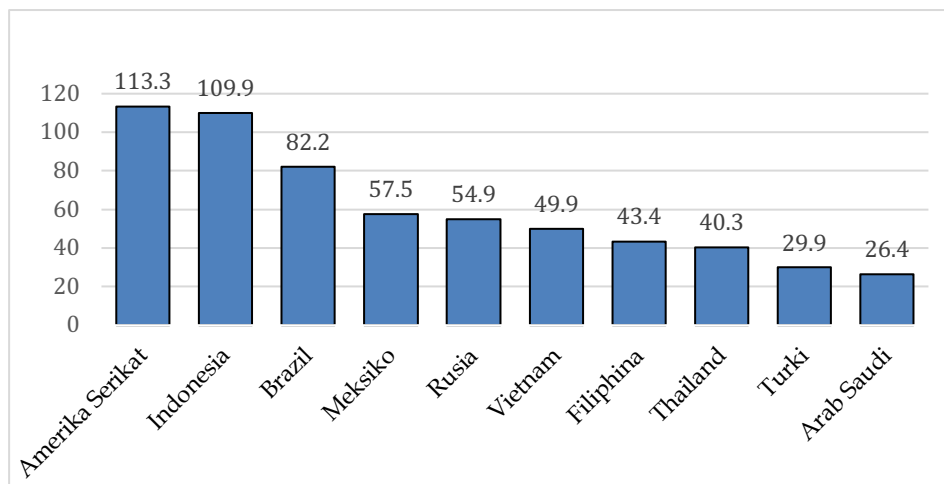
Source: Databox (2024)

According to the Indonesian Digital Eye report, Indonesia ranks second in the world for the highest number of TikTok users. This highlights the platform's strong adoption in the country and its vast potential for businesses and advertisers to reach a broad audience. TikTok has rapidly become one of the most popular social platforms, especially among young people, including students. This phenomenon is also evident at Darul Ulum Islamic University Lamongan (UNISDA), where many students actively use TikTok not only for entertainment and self-expression but also as a promotional tool. For many UNISDA students, TikTok serves as a "shopping window", connecting them to contemporary products and global trends. As a result, the platform has significantly influenced their online shopping habits and consumer behavior.

Recognizing this shift, TikTok has expanded into social commerce (S-commerce) by introducing TikTok Shop—a feature that seamlessly integrates shopping with entertainment. TikTok Shop allows users to view product reviews, watch tutorials, and explore influencer-driven promotions, making it more than just a marketplace. It combines inspiration, engagement, and commerce, particularly through live streaming promotions, which have become one of the most effective marketing tools on the platform. Currently, live streaming is a key promotional strategy for sellers, as it enables real-time interaction with potential buyers, builds trust, and enhances the credibility of products.

One of the biggest challenges consumers face when shopping online is the inability to physically inspect products before purchase, leading to hesitation. To address this concern, TikTok has integrated an Online Customer Review feature, which helps increase trust by providing insights from previous

buyers. Online reviews can be either positive or negative, directly influencing potential customers' purchase decisions. Positive reviews boost consumer confidence and encourage sales, whereas negative reviews can discourage buyers from making a purchase (Ciu & Wijayanti, 2024).

Another major factor shaping purchasing decisions on TikTok is influencer marketing. On TikTok, individuals with a large following are commonly referred to as influencers. According to Musnaini & Wijoyo (2021), influencers are often celebrities, YouTubers, bloggers, or key figures within specific communities. Leveraging influencer marketing has become a defining characteristic of successful social media marketing (Sijabat et al., 2022). Many businesses now rely heavily on influencers to promote their products, as their recommendations can significantly influence their followers' buying interest and decisions (Inaray et al., 2024). Purchase interest itself refers to the psychological process consumers go through before deciding to buy a product (Miranti et al., 2024). This interest develops after consumers engage in a cycle of awareness, consideration, and evaluation, ultimately forming their perception of a product (Walewangko et al., 2024).

Within TikTok Shop, live streaming, online customer reviews, and influencer marketing are widely used strategies to shape consumer purchasing intentions. Live stream broadcasters and influencers provide detailed product insights and recommendations, while online reviews reinforce consumer confidence in the products. Given the rapid evolution of digital trends and changing consumer behavior in online shopping, it is crucial for businesses to understand the factors that drive purchasing interest. With more customers making purchases through TikTok Shop, marketers—especially small and medium-sized enterprise (SME) owners—must develop consumer-focused strategies that leverage these digital tools effectively (Waworuntu et al., 2022).

Despite growing research on TikTok Shop, several gaps remain. First, user engagement with features like live streaming and marketing content is underexplored, with limited insights into factors driving participation. Second, inconsistent findings on live streaming's impact on purchasing interest suggest moderating factors like presenter appeal and brand credibility need further study. The role of online customer reviews in TikTok Shop also lacks clarity, particularly their influence compared to influencer endorsements and live demonstrations. Additionally, most research examines marketing strategies (viral, influencer, and live-stream shopping) separately, despite their combined real-world application. Demographic and geographic limitations further restrict generalizability, as studies often focus on specific regions like Darul Ulum Islamic University Lamongan. Future research should explore cross-regional differences and psychological factors like consumer trust and perceived risk, which may moderate the relationship between live streaming, online reviews, and purchasing decisions. A more holistic approach is needed to fully understand consumer behavior in TikTok Shop.

The present study aims to analyze the effect of live streaming on purchasing interest within the TikTok Shop platform. Additionally, this research seeks to understand user perceptions, the benefits of technology in e-commerce, and the factors that enhance online shopping experiences. Furthermore, the study aims to assess the effectiveness of TikTok's live streaming feature in increasing user purchasing

interest, providing valuable insights for businesses and marketers looking to optimize their strategies in the growing digital marketplace.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Effect of Live Streaming on Purchase Interest

Live streaming is a form of real-time video broadcasting that allows content creators or merchants to interact directly with their audience. Rahmayanti & Dermawan (2023) define live streaming as a synchronous communication platform that enables audiences to view and engage with content in real time. Wang et al. (2022) further emphasize that live streaming fosters interactive and responsive communication, allowing consumers to engage with sellers, ask questions, and receive immediate responses. This interactive aspect enhances consumer confidence and trust in the product, which is essential in shaping purchase interest.

According to Faradiba & Syarifuddin (2021), several factors influence the effectiveness of live streaming, including time-limited promotions, bonus offers, product descriptions, and visual appeal. Live streaming also leverages emotional engagement and exclusivity, as consumers often feel compelled to make purchases due to real-time promotions and limited-time discounts. Studies suggest that live streaming creates a more immersive shopping experience, where consumers feel a sense of urgency and excitement, ultimately stimulating purchase interest (Chen & Lin, 2022).

Empirical findings indicate that the presence of live demonstrations, product explanations, and seller-buyer interactions significantly increases consumer confidence in online shopping (Xu et al., 2021). When consumers perceive live streaming as engaging and informative, they are more likely to develop a stronger interest in purchasing the showcased product. Thus, the following hypothesis is proposed:

H1: Live streaming has a significant influence on purchase interest in the TikTok Shop application.

The Effect of Online Customer Reviews on Purchase Interest

Online customer reviews (OCR) are electronic word-of-mouth (e-WOM) communications that provide consumers with information regarding the experiences of previous buyers. Fitri (2023) defines online customer reviews as a form of word-of-mouth marketing, where customers share their opinions on a product's strengths and weaknesses. These reviews are crucial in shaping pre-purchase expectations and reducing the uncertainty associated with online shopping.

The effectiveness of online reviews is influenced by several factors. Akfinniha & Sari (2022) highlight three key aspects: perceived usefulness, which refers to how informative and helpful consumers find the reviews; perceived enjoyment, which relates to how engaging and relatable the content is; and perceived control, which reflects the ability of consumers to filter and evaluate reviews before making a decision. Positive reviews often enhance consumer trust and encourage purchase

decisions, while negative reviews can create doubt and discourage potential buyers (Cheung et al., 2020).

Research indicates that detailed and authentic customer feedback significantly influences consumer behavior. When buyers see real experiences from previous customers, they form more realistic expectations about the product's quality and usability (Zhou et al., 2021). This helps to reduce uncertainty in online shopping and strengthens purchase interest. Based on this, the following hypothesis is proposed:

H2: Online customer reviews have a significant influence on purchase interest in the TikTok Shop application.

The Effect of Influencer Marketing on Purchase Interest

Influencer marketing is a social media marketing strategy that utilizes individuals with high credibility and a strong following to promote products. Lengkawati & Saputra (2021) define influencer marketing as a strategic approach in which businesses collaborate with influencers to enhance brand awareness, trust, and sales. Agustin & Amron (2022) emphasize that influencer marketing leverages the authenticity and engagement of influencers to persuade their followers to make purchasing decisions.

The effectiveness of influencer marketing is largely shaped by four factors: visibility, credibility, attractiveness, and persuasive power (Ali et al., 2021). Visibility determines how widely an influencer's content is seen, while credibility reflects their trustworthiness and expertise. Attractiveness enhances relatability with their audience, and persuasive power plays a role in shaping opinions and influencing purchasing behavior. Studies show that consumers tend to trust recommendations from influencers more than traditional advertisements, as influencers provide genuine product experiences and testimonials. Furthermore, influencer endorsements create a sense of social proof, making consumers feel more confident in their purchasing decisions (Lou & Yuan, 2019).

Several empirical studies support the idea that influencer marketing significantly impacts consumer purchase interest, especially in sectors like beauty, fashion, and technology (Djafarova & Rushworth, 2020). By building credibility and fostering strong engagement, influencers help brands increase consumer trust and interest. Based on this, the following hypothesis is proposed:

H3: Influencer marketing has a significant influence on purchase interest in the TikTok Shop application.

With the rise of social commerce, purchase interest is no longer shaped by a single factor but rather a combination of digital marketing strategies (Wijaya et al., 2023). TikTok Shop integrates live streaming, online customer reviews, and influencer marketing to create a highly engaging and persuasive shopping environment. The interactive and real-time nature of live streaming, combined with peer-generated product reviews and influencer endorsements, leads to a multi-dimensional influence on consumer decision-making (Zhang et al., 2022).

Live streaming enhances real-time engagement, allowing consumers to see products demonstrated live and interact with sellers. At the same time, online customer reviews act as social proof, providing

reassurance about product quality and performance. Meanwhile, influencer marketing strengthens brand credibility and generates a sense of authentic endorsement, which increases consumer trust. Studies suggest that when these elements are used together, they amplify each other's effects, leading to a greater impact on purchase interest compared to when they are used in isolation (Liu et al., 2021).

Consumers are more likely to make purchase decisions when they are exposed to a combination of trusted influencer recommendations, positive customer reviews, and engaging live-stream promotions (Mandagi et al., 2024). The ability of these marketing strategies to work synergistically demonstrates the importance of an integrated approach in driving consumer behavior in online shopping. Based on this, the following hypothesis is proposed:

H4: Live streaming, online customer reviews, and influencer marketing collectively have a significant influence on purchase interest in the TikTok Shop application.

The relationship among the variables in this study, along with the corresponding hypotheses, is illustrated in Figure 2.

Figure 2. Conceptual Framework
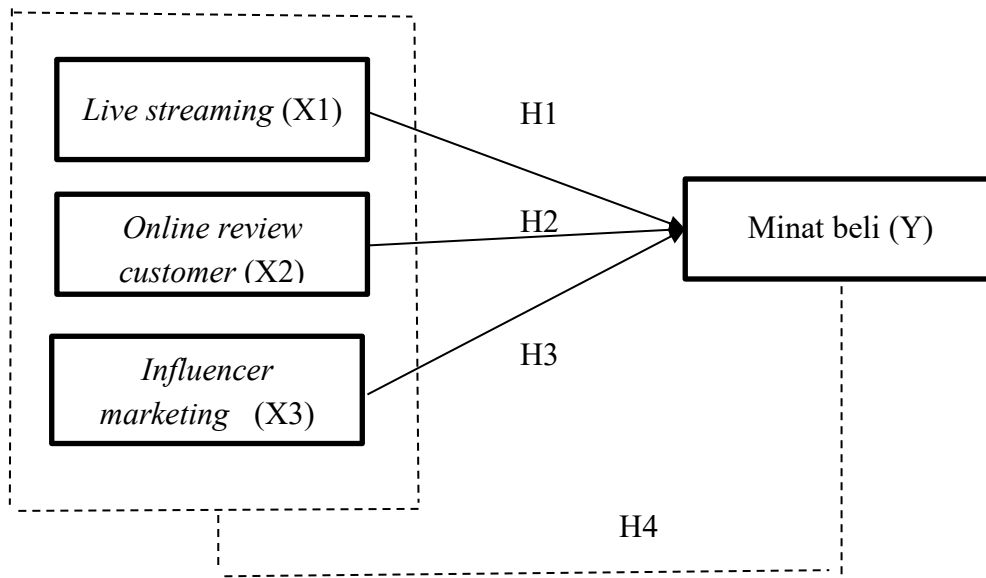
3. RESEARCH METHOD

This study employed a quantitative research approach to analyze the effect of live streaming, online customer reviews, and influencer marketing on purchasing interest. The population of this research consisted of students from Darul 'Ulum Lamongan Islamic University (UNISDA). The sample represents a subset of the population selected to provide relevant data and insights while reflecting the characteristics of the entire population.

The non-probability sampling method was used in this study, specifically employing the purposive sampling technique. According to Sugiyono (2017:85), "Purposive sampling is a sampling technique

based on certain considerations." This means that the selected respondents must meet predefined criteria relevant to the study's objectives. The purposive sampling method ensures that only respondents who meet specific conditions are included in the research, enhancing the study's reliability and relevance. The criteria for selecting respondents included students enrolled at UNISDA in semesters 2, 4, 6, and 8, active users of the TikTok platform and TikTok Shop, and those who have been exposed to live streaming, influencer marketing, and online customer reviews on TikTok Shop. A total of 98 students from UNISDA were selected as respondents.

To determine the appropriate sample size, the Slovin formula was applied as follows:

$$n = \frac{N}{1 + N.e^2}$$

Description:

n = Number of Samples

N = Number of Population

e = Error Tolerance 10% (0.1)

Using this formula, the sample size calculation resulted in 97.7, which was rounded up to 98 respondents.

This research was conducted at Darul 'Ulum Lamongan Islamic University, located at Jln. Airlangga No. 3 Sukodadi, Lamongan. The primary data collection method used was an online survey distributed via Google Forms to students from the selected semester groups. The questionnaire was designed to capture respondents' perceptions and experiences related to live streaming, online customer reviews, and influencer marketing on TikTok Shop.

The collected data were structured, grouped, and analyzed using statistical methods with SPSS (Statistical Package for the Social Sciences). This analysis aimed to test the research hypotheses and determine the impact of live streaming, online customer reviews, and influencer marketing on purchasing interest. The statistical methods applied included descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination test (R^2). By employing this methodological framework, the study ensures accuracy and reliability in its findings regarding the influence of live streaming, online customer reviews, and influencer marketing on purchasing interest within the TikTok Shop platform.

4. RESULTS AND DISCUSSIONS

Multiple Linear Regression Analysis

To assess the relationship between the independent variables—Live Streaming, Online Customer Reviews, and Influencer Marketing—and the dependent variable, Purchase Interest, a multiple linear regression analysis was conducted. This test evaluates the strength and significance of the predictors in explaining variations in consumer purchase interest on TikTok Shop. The regression results,

summarized in **Table 1**, include unstandardized and standardized coefficients, significance levels, and multicollinearity diagnostics. Additionally, model fit statistics such as R^2 and the F-test are provided to determine the overall explanatory power of the model. The results help identify which factors most significantly influence purchase interest, offering insights for businesses and marketers in optimizing their digital strategies.

Table 1. Regression Analysis results

Predictor	B	SE	β	t	p
(Constant)	1.386	1.821	—	0.761	.448
Live Streaming	0.410	0.128	.306	3.212	.002
Online Customer Reviews	0.139	0.136	.100	1.023	.309
Influencer Marketing	0.385	0.082	.407	4.704	<.001

Note. N = 98. Dependent Variable: Purchase Interest. B = Unstandardized Coefficient, SE = Standard Error, β = Standardized Coefficient.

Source: Primary Data Processed by SPSS (2024)

From the table above, the multiple linear regression equation can be formulated as follows:

$$Y = 1.386 + 0.410X_1 + 0.139X_2 + 0.385X_3 + 1.821$$

This equation represents the relationship between Live Streaming (X_1), Online Customer Reviews (X_2), and Influencer Marketing (X_3) as independent variables and Purchase Interest (Y) as the dependent variable. The interpretation of each coefficient is as follows:

The constant (α = 1.386) indicates that if Live Streaming, Online Customer Reviews, and Influencer Marketing have a value of zero, the baseline purchase interest remains at 1.386. This suggests that other unaccounted factors may still contribute to purchase interest beyond the three variables studied.

The coefficient β_1 = 0.410 for Live Streaming implies that for every one-unit increase in Live Streaming engagement, purchase interest is expected to increase by 0.410, assuming all other variables remain constant. This significant positive relationship (p = 0.002) aligns with previous findings that interactive live streaming sessions, real-time engagement, and promotional offers enhance consumer trust and encourage purchase behavior.

Similarly, the coefficient β_2 = 0.139 for Online Customer Reviews suggests that a one-unit increase in online reviews would lead to a 0.139 increase in purchase interest, assuming no changes in the other variables. However, the relationship is not statistically significant (p = 0.309), indicating that while customer reviews provide valuable product insights, they may not be the primary driver influencing purchase intent within the TikTok Shop ecosystem. This could be due to the dynamic nature of TikTok, where impulsive purchases driven by influencers and live streaming are more common than reliance on written reviews.

The coefficient β_3 = 0.385 for Influencer Marketing demonstrates that a one-unit increase in influencer marketing efforts leads to a 0.385 increase in purchase interest ($p < 0.001$), making it the most influential factor in this study. The high standardized coefficient ($\beta = 0.407$) suggests that influencer marketing has a stronger impact than live streaming and online reviews. This finding is consistent with research indicating that consumers tend to trust influencers, perceive their recommendations as credible, and develop stronger purchase intentions when influencers promote products through engaging content.

Overall, the model explains 46.5% of the variation in purchase interest (R^2 = 0.465), meaning that nearly half of the changes in purchase interest can be attributed to the three independent variables. The F-statistic (22.452, $p < 0.001$) confirms the overall significance of the model, reinforcing that at least one of the independent variables has a meaningful impact on purchase interest. Additionally, the Variance Inflation Factor (VIF) values are below 2, indicating no multicollinearity issues, and the Durbin-Watson statistic (1.876) confirms no severe autocorrelation.

In conclusion, Live Streaming and Influencer Marketing significantly influence purchase interest on TikTok Shop, with Influencer Marketing being the strongest predictor. However, Online Customer Reviews do not show a statistically significant impact. These findings suggest that businesses should prioritize engaging influencers and optimizing live streaming strategies to maximize consumer interest and sales on the platform.

F Test

Table 1 presents the results of the ANOVA test, which evaluates the overall significance of the regression model in explaining the variance in purchase interest. The analysis determines whether the independent variables—live streaming, online customer reviews, and influencer marketing—collectively have a statistically significant impact on the dependent variable. The F-value and significance level ($p < .05$) indicate whether the regression model provides a good fit for the data and whether the predictors significantly contribute to variations in purchase interest.

Table 2. ANOVA Results for the Regression Model

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	309.632	3	103.211	23.507	.000
Residual	417.115	95	4.391		
Total	726.747	98			

Note. Dependent variable: Purchase Interest. Predictors: Live Streaming, Online Customer Reviews, and Influencer Marketing.
Source: Primary Data Processed by SPSS (2024).

The ANOVA table evaluates the overall significance of the regression model in explaining variations in purchase interest. The regression sum of squares (SS) is 309.632, indicating the variation in purchase interest explained by the independent variables—live streaming, online customer reviews,

and influencer marketing. The residual sum of squares (SS) is 417.115, representing unexplained variation due to other factors not included in the model. The total sum of squares (SS) is 726.747, which accounts for the overall variance in purchase interest.

The degrees of freedom (df) for regression is 3, corresponding to the three independent variables, while the residual df is 95, representing the remaining observations. The mean square for regression is 103.211, calculated by dividing the regression sum of squares by its degrees of freedom. The mean square for residuals is 4.391, obtained by dividing the residual sum of squares by its degrees of freedom.

The F-statistic (23.507) is used to determine whether the independent variables significantly contribute to predicting purchase interest. A high F-value indicates that the model explains a substantial portion of the variance in the dependent variable. The significance level (p = .000) confirms that the regression model is statistically significant at $p < .05$, meaning that live streaming, online customer reviews, and influencer marketing collectively have a significant effect on purchase interest.

Furthermore, the R Square value of 0.426 suggests that the independent variables—live streaming (X_1), online customer reviews (X_2), and influencer marketing (X_3)—collectively explain 42.6% of the variability in purchase interest (Y). The remaining 57.4% of the variability is influenced by other external factors that were not included in this study, highlighting the potential influence of additional variables that future research may explore.

Discussion

The findings of this study provide insights into the factors influencing purchase interest in the TikTok Shop application, focusing on live streaming, online customer reviews, and influencer marketing. The results highlight the significant role of live streaming and influencer marketing while revealing the limited impact of online customer reviews on purchase interest. Additionally, the combined effect of these factors significantly influences consumer interest in purchasing through TikTok Shop.

The Influence of Live Streaming on Purchase Interest

The results demonstrate that live streaming has a significant and positive influence on purchase interest, with a coefficient value of 0.410 and a t-value of 3.212, surpassing the critical t-table value of 1.984. The significance level (0.002) is below the 0.05 threshold, leading to the rejection of H0 and acceptance of H1. This indicates that live streaming plays a crucial role in increasing purchase interest among TikTok Shop users.

The positive impact of live streaming on purchase interest aligns with previous research, which emphasizes that live streaming enhances customer engagement by providing real-time interaction, detailed product demonstrations, and instant responses to inquiries (Wang et al., 2022). The interactive features of live streaming, including promotions, bonuses, and product visuals, create an immersive shopping experience that fosters trust and encourages impulse purchases. Sellers who effectively utilize live streaming can attract more potential buyers and enhance their brand loyalty.

The Influence of Online Customer Reviews on Purchase Interest

Contrary to expectations, the study found that online customer reviews do not have a significant impact on purchase interest. The t-value of 1.023 is below the t-table value of 1.984, with a significance level of 0.309, exceeding the 0.05 threshold. As a result, H0 is accepted, and H2 is rejected, indicating no substantial correlation between online customer reviews and consumer purchase interest.

This finding suggests that online customer reviews may not be a primary determinant in consumers' purchasing decisions on TikTok Shop. One possible explanation is that online reviews are often manipulated by sellers using automated chatbots to generate artificial feedback, leading to consumer skepticism. Additionally, customers may prioritize other factors, such as live demonstrations or influencer recommendations, over written reviews when making purchase decisions. Previous research by Akfinniha & Sari (2022) supports this argument, highlighting that perceived authenticity plays a crucial role in the effectiveness of online reviews.

The Influence of Influencer Marketing on Purchase Interest

Influencer marketing has been proven to have a significant and positive effect on purchase interest. With a regression coefficient of 0.385, a t-value of 4.704 (higher than the t-table value of 1.984), and a significance level of 0.000, the results confirm that influencer marketing effectively increases purchase interest. As a result, H0 is rejected, and H3 is accepted.

These findings are consistent with previous studies emphasizing the effectiveness of influencer marketing in digital commerce (Agustin & Amron, 2022). Influencers, through their credibility, visibility, and attractiveness, have the power to shape consumer perceptions and encourage purchasing behavior. Consumers are more likely to trust recommendations from influencers they follow, particularly when the endorsements appear authentic and align with their interests. This underscores the importance of brands collaborating with influencers who have strong engagement with their target audience.

The Combined Influence of Live Streaming, Online Customer Reviews, and Influencer Marketing on Purchase Interest

The study further reveals that the combination of live streaming, online customer reviews, and influencer marketing significantly affects consumer purchase interest in the TikTok Shop application. The F-test results show a significance value of 0.000, which is below 0.05, and an F-count value of 23.507, exceeding the F-table value of 2.70. This indicates that these variables, when considered together, significantly contribute to shaping consumer purchase interest.

The R-square value of 0.426 further confirms that 42.6% of the variation in purchase interest can be explained by live streaming, online customer reviews, and influencer marketing, while the remaining 57.4% is influenced by other factors not included in the study. This suggests that additional elements, such as product pricing, brand reputation, and user experience, may also play a role in influencing purchase interest.

CONCLUSION

This study highlights the significant role of live streaming and influencer marketing in driving consumer purchase interest in social commerce platforms such as TikTok Shop. The findings indicate that live streaming significantly enhances consumer trust and engagement by providing real-time interactions between sellers and buyers. Influencer marketing also plays a crucial role in shaping consumer perceptions and increasing purchase intention, leveraging the credibility and persuasive power of social media influencers. However, online customer reviews do not significantly impact purchase interest, suggesting that concerns over authenticity and reliability may limit their effectiveness.

Based on the analysis and discussion, the following conclusions can be drawn:

- Live streaming has a significant and positive influence on consumer purchase interest in TikTok Shop, with a significance level of 0.002 (<0.05) and a t-value of 3.212 (>1.984), confirming that interactive and real-time engagement increases consumer confidence in making purchases.

- Online customer reviews do not significantly influence consumer purchase interest, as indicated by a significance value of 0.309 (>0.05) and a t-value of 1.023 (<1.984). This suggests that while online reviews provide product insights, they may not be the primary factor affecting purchase decisions, possibly due to concerns over fake or manipulated reviews.

- Influencer marketing has a significant and positive effect on consumer purchase interest, with a significance level of 0.000 (<0.05) and a t-value of 4.704 (>1.984). This highlights the effectiveness of influencers in promoting products and driving consumer behavior.

- Live streaming, online customer reviews, and influencer marketing collectively have a significant influence on consumer purchase interest in TikTok Shop, as demonstrated by a significance value of 0.000 (<0.05) and an F-value of 23.507 (>2.70), indicating that these digital marketing strategies, when combined, enhance consumer engagement and purchasing decisions.

The findings provide valuable insights for businesses and marketers leveraging TikTok Shop as an e-commerce platform. Companies should prioritize live streaming as a marketing tool to enhance customer engagement and trust. By offering interactive and real-time shopping experiences, businesses can increase conversion rates and foster brand loyalty. Additionally, influencer marketing should be strategically utilized to target relevant consumer segments, ensuring that influencers align with the brand image and values. However, brands should carefully manage online customer reviews, addressing authenticity concerns to maintain credibility and consumer trust.

While this study provides valuable insights, it has several limitations. The research focuses only on students from the Islamic University of Darul 'Ulum Lamongan (UNISDA), limiting the generalizability of the findings to a broader demographic. Future research should include diverse

populations across different regions and consumer segments to validate the results further. Additionally, this study examines only three factors—live streaming, online customer reviews, and influencer marketing—while other potential determinants of purchase interest, such as price perception, brand reputation, and user-generated content, remain unexplored. Future research could integrate these additional factors and employ qualitative approaches to gain deeper insights into consumer motivations in social commerce settings.

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