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The Impact of TikTok's Live Streaming Feature on Consumer Trust Toward Online Purchases in Indonesia

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Abstract: The integration of live streaming and e-commerce on TikTok has transformed online shopping in Indonesia. This study investigates the impact of Utilitarian Value (functional benefits) and Hedonic Value (emotional benefits) on Continuous Purchase Intention, mediated by Trust in Product and Trust in Streamer. A quantitative approach was employed, with data collected via an online questionnaire from 202 active TikTok Shop users in Indonesia. Analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) revealed that Utilitarian Value significantly builds Trust in Product and Trust in Streamer. Hedonic Value significantly strengthens Trust in Streamer and directly influences Continuous Purchase Intention, but not Trust in Product. Both types of trust significantly drive Continuous Purchase Intention. The findings provide a trust mediation framework, highlighting that both rational and emotional elements are crucial for fostering long-term consumer loyalty on live streaming platforms. Practical implications suggest businesses should balance clear product information with entertaining content to build trust and encourage repeat purchases.

Keywords: Tiktok Live, Utilitarian Value, Hedonic Value, Trust, Continuous Purchase Intention, Indonesia.

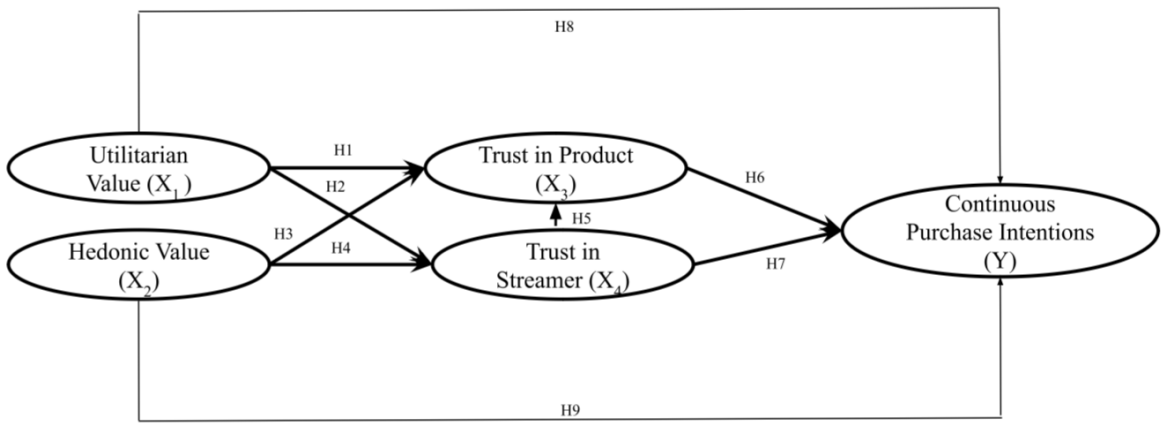
INTRODUCTION

More than ever before, the COVID-19 pandemic shifted consumer behaviour around the world to online activities. Evidence shows that by 2025, the world was largely back to normal, but online shopping habits formed during the pandemic persisted because of their convenience and time-saving attributes (He, 2023). Within the ecommerce environment, live-streaming technology has become a hallmark of modern retail, enabling users to engage and connect during a sale event as it happens. Launched in 2016, TikTok quickly became a global phenomenon and a new way for users to entertain themselves. The app does an excellent job of capturing the attention of the user with macros and sets a new way to create and engage with videos. For the purpose of live shopping, TikTok Shop can be paired with the live stream feature to create a short, engaging video. In contrast, more traditional e-commerce players such as Shopee and Tokopedia focus more on the integrated supply chain and big promotions for a wider array of products (Ashila, 2024.) Monthly Active Users (MAUs) on TikTok continue to

grow rapidly. The user base increased from 100 million in 2018 to over 1 billion in 2021. Projections estimate 1.8 billion users by 2024 (Zhang, 2024). Influencer marketing, user-generated content, and focused algorithms explain such rapid growth. Though TikTok is successful worldwide, Indonesia's strategic importance to TikTok is unparalleled, as Indonesia was the first country in Southeast Asia to have TikTok launched in 2017. The platform has shifted from just providing entertainment to becoming a business and creative center. According to (Pratomo, 2024), in Indonesia, TikTok users increased from 113 million in April 2023 to 157.6 million in July 2024. The combination of entertainment and e-commerce through TikTok Live Streaming has changed the business model in a remarkable way. This function lets sellers communicate with buyers directly during a livestream session, offering a more engaging and personalized shopping experience, which builds trust and emotional connection highly associated with purchases (Liu, 2022). Besides the growing popularity, there is a contradiction in the internal company data. According (Pratomo, 2024) noted that even with design features that should promote spontaneous engagement, users are saving items less and are apathetic even to impulsive shopping and therefore not purchasing. Research investigating the causes of declining impulse purchases in the livestreaming commerce space is sorely needed. Studies based on the Stimulus-Organism-Response (SOR) framework will be crucial in uncovering the psychological mechanisms (Kompas.com). As Lin (2023) notes, it is crucial to study online impulsive buying intent with intermediate constructs like perceived enjoyment. Such analysis will be crucial to marketing on TikTok concerning consumer behaviour in reality, to adjust engagement strategies to optimize impulse purchasing, thereby closing the gap between market potential and business results.

In this research, identify gaps in trust regarding live streaming ecommerce on how trust in product, trust in streamer, and the role of trust in product and trust in streamer in the mediation of the two factors, utilitarian and hedonic, on continuous purchase intention. Dependable information about a product increases its purchase probability. Trust in streamer credibility. Streamer credibility decreases purchase risk. Trust in a product means the consumer believing the product will meet their expectation. For example, the product received will align with the description advertised. Trust in a streamer means the consumer believes the streamer has no intention or behaviour of deception. Trust in a streamer and trust in a product refer to consumer deception (Zhang et al., 2024). As for this research study, it is quantitative.

Figure 1. Model of Research



Source: Processed by Researcher (2025)

Figure 1.1 shows how the independent variables Utilitarian Value (X_1) and Hedonic Value (X_2) are analysed using the mediation variables Trust in Product (X_3) and Trust in Streamer (X_4) in relation to the dependent variable Continuous Purchase Intentions (Y).

METHODS

Population refers to all personalities that share pertinent attributes to the study (Silva, 2024) or, as Marcus (2022) notes, all the people that have the particular characteristics under investigation. For this study, the population consists of people living in the provinces of Indonesia, watching TikTok Live Streaming, and making purchases through TikTok Shop. Since the number of such people is not known, this is considered an unknown population. A sample is a defined piece of a population selected to study (Chudasama, 2023). This research uses purposive sampling, where the sample is selected according to the given study objective. This is so because population size is not known, and purposive sampling is best used in cases where the researcher is looking for individuals who have firsthand experience of TikTok Live Streaming and TikTok Shop.

The criteria for participants in this study are as follows:

1. Individuals who watch TikTok Live Streaming,
2. Individuals aged between 12 and 50 years old,
3. Individuals who have purchased products through TikTok Live Streaming,
4. Individuals currently residing in Indonesia.

The total number of samples was calculated based on the criteria provided by Sarstedt (2021), which suggests that the number of samples should be five to ten times the number of indicators of the research. This research has a total of 17 indicators, therefore:

$$\begin{aligned} \text{Sample} &= \text{Number of Indicators} \times 10 \\ &= 17 \times 10 \\ &= 170 \end{aligned}$$

Based on the data gathered in the earlier sections, as researcher expected a minimum sample size of 170. However, as researcher was able to collect an even larger sample, as 202 respondents fully completed the online questionnaire. This additional sample size contributes to the data's validity and reliability. These respondents are individuals that have patronized Tiktok Shop in Indonesia.

RESULTS AND DISCUSSION

Table 1. Outer Loading, Composite Reliability & Average Variance Extracted

Variable	Item	Indicators	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
UV	UV1	The use of this UCS is convenient	0.792	0.727	0.845	0.645
	UV2	The use of this UCS is pragmatic	0.851			
	UV3	The use of this UCS is economical	0.764			
HV	HV1	The process of shopping on the TikTok Live Streaming made me feel relaxed	0.822	0.833	0.889	0.668

	HV2	I enjoy TikTok live shopping	0.825			
	HV3	I am able to do a lot of fantasizing while watching TikTok Live	0.871			
	HV5	Using this TikTok Live for shopping would give me pleasure	0.747			
TIP	TIP1	I think the products I order from Facebook Live will be as I imagined	0.808	0.884	0.915	0.683
	TIP2	I believe that I will be able to use products like those demonstrated on Facebook Live	0.889			
	TIP3	I trust that the products I receive will be the same as those shown on Facebook Live	0.832			
	TIP4	I trust that the products I receive will be the same as those shown on Facebook Live	0.789			
	TIP5	I trust that the products I receive will be the same as those shown on Facebook Live	0.812			
TIS	TIS1	I believe the information provided by the streamer on air	0.802	0.863	0.901	0.646
	TIS2	I believe the streamer is well-meaning and will consider the basic interests of the buyer	0.765			
	TIS3	I am comfortable buying the products recommended by the streamer	0.831			
	TIS4	I believe the streamer is capable of handling online transactions	0.819			
	TIS5	I believe that the products and services recommended by the streamer are useful to everyone	0.800			
CPI	CPI2	I intend to purchase this brand's product frequently	0.838	0.818	0.880	0.647
	CPI3	I want to buy this brand's product because others recommend it	0.792			
	CPI4	I recommend that others buy this brand's product	0.796			
	CPI5	If I want to make a purchase, I consider buying this brand's product	0.791			

Source: Smart PLS Output, 2025

Utilitarian Value variable is measured by 3 (three) valid measurement items used to evaluate the variable Utilitarian Value (UV_1, UV_2, and UV_3) which had outer loadings of 0.792, 0.851, and 0.764. Since all outer loadings are above 0.70, the items are accurate to measure Utilitarian Value. The variable's reliability was also reasonable. Evidence for this is Cronbach's Alpha equalling 0.727 and Composite Reliability equalling 0.845, both of which exceed the 0.70 threshold. Additionally, the variable successfully demonstrated convergent validity, given the AVE value of 0.645, which is greater than the benchmark of 0.50, meaning the measurement items captured 64.5% of the variance accounted for by the variable. Of the three valid measurement items, UV2 and UV1 had the highest outer loadings of 0.851 and 0.792, respectively. This indicates that these two items related to the use being pragmatic and convenient are the strongest reflections of Utilitarian Value. The value is most clearly embodied in how the platform is perceived as a practical and easy to use tool for shopping. Meanwhile, the UV_3 item (economical) with an outer loading of 0.764 is also good but indicates an aspect of the utilitarian experience that could be further enhanced.

The hedonic value variable exhibits strong measurements across 4 (four) valid items

using measurements where HV1, HV2, HV3, and HV5 produced outer loadings ranging from 0.747 to 0.871. Since all outer loadings exceeded 0.70, the four items above are considered valid for measuring hedonic value. The variable demonstrates overall reliability of acceptable standard, since its predictive values are 0.833 and 0.889 for Cronbach's Alpha and Composite Reliability, respectively, both of which exceed the 0.70 threshold. The convergent validity of the variable is good, as demonstrated by the AVE value of 0.668, which is above the 0.50 expectation. The items capture 66.8% of the total variance, based on the total measurements. Among the four measurement items for Hedonic Value, items HV_3 and HV_2 have the highest outer loadings of 0.871 and 0.825. This reflects that these two items, in relation to the ability to do a lot of fantasizing and the feeling of enjoyment while shopping, are the strongest indicators of Hedonic Value. The platform's ability to encourage imagination and foster a pleasant shopping experience defines this value best. In the meantime, the other items HV_1 and HV_5 are also good, but they represent dimensions of the hedonic experience that are still in need of further development, especially HV_5 would give me pleasure, which has the lowest outer loading of 0.747.

Trust in product is assessed using five distinct measurement items (TIP_1 to TIP_5). The outer loading of each of the five measurement items was between 0.789 and 0.889. All outer loading values surpassed the 0.70 threshold, which means all five items are valid in measuring the trust in the product. The variable has excellent reliability as shown by the 0.884 of the Cronbach's Alpha and the 0.915 of the Composite Reliability, which both exceed the 0.70 threshold. The AVE value of 0.683, which is greater than the 0.50 threshold, demonstrates good convergent validity as well. Together, these measurement items account for 68.3% of the variance in the Trust in Product variable. From the five items used to assess trust in product, TIP_2 and TIP_3 had the highest values, with scores of 0.889 and 0.832, respectively. This indicates that the statements to which respondents aligned with TIP_2, 'confidence in the ability to use the product as demonstrated,' and TIP3, 'confidence that the product received will match the one shown,' most effectively encapsulated trust in the product. This part of Trust in Product could be related to the customer's expected utility of the product and its demonstrated functionality during the livestream. In contrast, TIP_1, TIP_4, and TIP_5 also contributed to the overall score, in which some improvements still needed to be done in the trust dimension, with the weakest being relevant to TIP4, which received the lowest score of 0.789.

The measurement of trust in the streamer was conducted through five valid items for trust in the streamer, all of which had outer loadings of 0.765 to 0.831. Each outer loading exceeding 0.70 means that all five items are valid for measuring trust in the streamer. The Trust in Streamer variable exhibited no issues with reliability, evidenced by a Cronbach's Alpha score of 0.863, which, alongside a Composite Reliability score of 0.901, is over 0.70. The calculated AVE score of 0.646 exhibits requisite good convergent validity, of which is over 0.50. Overall, the measure constitutes 64.6% of the converged variance for the variable Trust in Streamer. Among the five measurement items for Trust in Streamer, TIS_3 and TIS_4 have the highest outer loadings with scores of 0.831 and 0.819. This means that these two items, which pertain to the comfort of purchasing the recommended items and trusting the streamer's ability to manage the financial transactions, are the best indicators of Trust in Streamer. Here, trust refers to the customer's feeling of security about the recommendations made by the streamer and their competence in handling the sales transactions. On the other hand, the remaining items still have value, but they also suggest that there are more opportunities to build trust in the streamer; this is most evident in TIS_2, which has the lowest loading value of 0.765.

The Continuous Purchase Intentions variable consists of 4 (four) valid measurement items and assumes values of outer loadings of 0.791 to 0.838. Since outer loadings exceed 0.70, all four measurement items are valid for measuring continuous purchase intentions. A value of 0.818 for Cronbach's Alpha and composite reliabilities of 0.880 (both valid for reliabilities

exceeding 0.70) show that the reliabilities for the variable are excellent. The variable's AVE value of 0.647 (greater than 0.50) confirms the good level of convergent validity. The four measurement items, with 64.7% capturing the variance of the Continuous Purchase Intentions variable, indicate a need for refinement. The outer loadings of CPI_2 (0.838) and CPI_4 (0.796) demonstrate relative strengths with maintaining the intention to purchase frequently and the willingness to purchase and recommend the brand, respectively, in reflections of Continuous Purchase Intentions. This construct is most clearly embodied in the customer's habitual purchasing behaviour and brand advocacy. Conversely, the other items (CPI_3 and CPI_5) as a whole, while CPI_5 has good validity, with a comparatively low loading of 0.791, indicate a need for strengthening around long-term purchase intention.

Table 2. Fornell-Larcker

	Continuous Purchase Intentions	Hedonic Value	Trust in Product	Trust in Streamer	Utilitarian Value
Continuous Purchase Intentions	0.805				
Hedonic Value	0.664	0.817			
Trust in Product	0.650	0.628	0.827		
Trust in Streamer	0.670	0.684	0.818	0.804	
Utilitarian Value	0.549	0.636	0.719	0.716	0.803

Source: Smart PLS Output, 2025

Fornell–Larcker criterion (Fornell & Larcker, 1981), the square root of the AVE of each construct should be higher than the construct's highest correlation with any other construct in the model, and the convergent validity AVE ≥ 0.50 (Hair, 2022). Discriminant validity is a form of assessment ensuring that variables that are theoretically different are proven so through statistical testing. The Fornell-Larcker criterion states that the square root of a variable's AVE must be greater than its correlation with any other variable. For the Continuous Purchase Intention variable, the square root of AVE (0.805) is greater than its correlations with Hedonic Value (0.664), Trust In Product (0.650), Trust In Streamer (0.670), and Utilitarian Value (0.549). The discriminant validity results for the Continuous Purchase Intention variable are therefore fulfilled. The hedonic value variable has a square root of AVE (0.817), which is greater than its correlations with trust in product (0.628), trust in streamer (0.684), and utilitarian value (0.636). The results show that the discriminant validity for the hedonic value variable is fulfilled.

The Trust In Product variable has a square root of AVE (0.827), which is less than its correlation with Trust In Streamer (0.818), or else it is not capable of sufficiently explaining its indicators. However, it is still greater than its correlation with utilitarian value (0.719). Hence, this means that the underscored Trust In Product variable still meets discriminant validity. For the Trust In Streamer variable, its square root of AVE (0.804) is greater than its correlation with Utilitarian Value (0.716). Hence, the Trust In Streamer variable also meets the discriminant validity. For the utilitarian value variable, its square root of AVE (0.803) also stands alone with no correlations with other variables.

Table 3. Cross Loading

	CPI	HV	TIP	TIS	UV
CPI2	**0.838**	0.558	0.559	0.547	0.449
CPI3	**0.792**	0.534	0.521	0.580	0.545

CPI4	**0.796**	0.480	0.483	0.503	0.399
CPI5	**0.781**	0.559	0.524	0.523	0.369
HV1	0.584	**0.822**	0.488	0.542	0.487
HV2	0.478	**0.825**	0.511	0.587	0.570
HV3	0.561	**0.871**	0.559	0.612	0.573
HV5	0.547	**0.747**	0.493	0.493	0.447
TIP1	0.512	0.467	**0.808**	0.659	0.561
TIP2	0.565	0.570	**0.889**	0.748	0.637
TIP3	0.498	0.498	**0.832**	0.659	0.626
TIP4	0.544	0.555	**0.789**	0.671	0.573
TIP5	0,563	0.499	**0.812**	0.636	0.573
TIS1	0.489	0.533	0.608	**0.802**	0.586
TIS2	0.511	0.561	0.641	**0.765**	0.549
TIS3	0.579	0.585	0.657	**0.831**	0.595
TIS4	0.516	0.532	0.642	**0.819**	0.566
TIS5	0.589	0.538	0.730	**0.800**	0.581
UV1	0.396	0.458	0.506	0.562	**0.792**
UV2	0.508	0.585	0.676	0.663	**0.851**
UV3	0.405	0.478	0.531	0.483	**0.764**

Source: Smart PLS Output, 2025

Cross loading method is utilized to determine the discriminant validity of this research. Table shows the result of the discriminant validity through cross loading method. The values that are bold determine that it is greater than other constructs result, indicating that this research's items passed the discriminant validity test.

Hypothesis Test

With the help of hypothesis testing, the attributes of the endogenous and exogenous variables, including the strength and direction of any impact, can be determined, taking both direct and indirect impacts into consideration, supported by t-statistics and p-values. When t-statistics exceed 1.96 and p-values fall below 0.05 (both criteria set for a 5% significance level), the hypothesis qualifies for significance. The hypothesis, on the other hand, receives an insignificance classification when the t-statistics are 1.96 or lower, or the 0.05 level is surpassed by the p-value (Hair, 2022). Table 6 contains these results and the assessments for the relationships in the model. The results of the relationships analysis in the model are also included.

Table 4. Path Coefficients and Hypotheses Testing

Path	Path Coefficient (Original Sample)	Sample Mean	Standard Deviation	T Statistics (|O/STDEVI)	P-Values	Result
H1.Utilitarian Value → Trust in Product	0.257	0.257	0.066	4.208	0.000	Accepted
H2.Utilitarian Value → Trust in Streamer	0.472	0.471	0.060	7.987	0.000	Accepted
H3.Hedonic Value → Trust in Product	0.058	0.056	0.063	0.893	0.372	Rejected
H4.Hedonic Value →Trust in Streamer	0.384	0.383	0.064	6.281	0.000	Accepted
H5.Trust in Streamer → Trust in Product	0.595	0.596	0.074	8.751	0.000	Accepted
H6.Trust in Product → Continuous Purchase Intentions	0.246	0.248	0.107	2.161	0.021	Accepted
H7.Trust in Streamer → Continuous Purchase Intentions	0.245	0.247	0.116	2.037	0.034	Accepted
H8.Utilitarian Value → Continuous Purchase Intentions	-0.036	-0.037	0.076	0.503	0.615	Rejected
H9.Hedonic Value → Continuous Purchas Intentions	0.365	0.364	0.076	5.090	0.000	Accepted

Source: Smart PLS Output, 2025

The results represented in Table 4 display the path coefficient values as well as the results of hypothesis testing in the constructed structural model. Considering these outcomes, the p-value < 0.5 in the following paths indicates that the variables in the model significantly affect each other: UV -> TIP, UV -> TIS, HV -> TIS, TIS > TIP, TIP -> CPI, TIS -> CPI, HV > CPI.

Direct Effect

The results of the path analysis show that the Utilitarian Value variable (X_1) has a significant positively effect on Trust in Product (X_3) with an original sample value of 0.257, a T-statistics value of 4.208 > 1.96, and a p-value of 0.000 < 0.05. This means that the higher level of Utilitarian Value experienced by Trust in Product, the worse their Utilitarian Value tends to be. H_1 Accepted

Path analysis indicates that the Utilitarian Value variable (X_1) significantly and positively impacts the Trust in Product variable (X_3). This is evidenced by an original sample value of 0.285, T-statistics of 4.208 (which is more than 1.96), and a p-value of 0.000, which is lower than 0.05. This indicates that the higher the level of utilitarian value experienced by the trust in the product, the lower the value of utilitarian value tends to be. Thus, H_1 is accepted. The path analysis results also showed that the Utilitarian Value variable (X_1) positively and significantly affected Trust in Streamer (X_4) as evidenced by a value of 0.472, T-statistics of 7.987, which is greater than 1.96, and a p-value of 0.000, which is lower than 0.05. This indicates that the higher the utilitarian value perceived by individuals, the more trust they have toward the streamer. Thus, H_2 is accepted.

Based on the data in the table and using a significance level of 0.05, the hypotheses that are accepted are H_1, H_2, H_4, H_5, H_6, H_7, and H_9. This is because the p-values for these hypotheses are less than 0.05. Conversely, the hypotheses that are rejected are H_3 and H_8. This rejection is because the p-values for these two hypotheses are greater than 0.05, indicating that the relationships tested are not significant.

Mediation Testing

Mediation testing is conducted to determine whether the mediator variable of this research, trust in product and trust in streamer have an influence or not. The mediation analysis procedure by (Hair et al, 2022) is used by the researcher to determine the type of mediation: fully or partially. All possible mediation analyzes situations linked to mediation, which occur when there is a significant effect on the mediated, though the direct effect is missing. In this case, the mediator variable is sufficiently explained within the relationship between an exogenous, subsequently leading to an endogenous latent variable. Full mediation might also be referred to as indirect-only mediation (Hair, 2022). According (Hair, 2022) Partial mediation or Complementary mediation is the indirect effect and direct effect are significant or both supported the point in the same direction.

Table 5. Specific Indirect Effect

Path	Path Coefficient (Sample Size)	Sample Mean	Standard Deviation	T Statistics (|O/STDEVI)	P Value	Result
UV→TIP→CPI	0.063	0.061	0.027	2.283	0.023	Partial Mediation
HV→TIP→CPI	0.014	0.015	0.020	0.721	0.471	Fully Mediation
TIS→TIP→CPI	0.146	0.151	0.075	1.944	0.052	Partial Mediation
UV→TIS→CPI	0.116	0.116	0.057	2.046	0.041	Fully Mediation
HV→TIS→TIP	0.229	0.229	0.049	4.775	0.000	Partial Mediation
UV→TIS→TIP	0.280	0.281	0.049	6.105	0.000	Partial Mediation

Source: Smart PLS Output, 2025

Table 5 shows that Trust in Product successfully plays in a role mediating the relationship between UV → CPI with a original sample 0.063, T-Statistic 2.283 > 1.96, and p-value 0.023 < 0.05. This means that TIP significantly mediates the relationship between UV→CPI is accepted, indicating that higher UV increases TIP, which in turn strengthens CPI. That's determine that UV and CPI indicates partial mediation.

Path of HV→TIP→CPI with a original sample 0.014, T-Statistic 0.721<1.96, and p-value 0.471 > 0.05. This means that TIP significantly mediates the relationship between HV→CPI is not accepted. That means there is no statistical evidence that TIP mediates the relationship between HV and CPI indicates fully mediation.

Based on the mediation analysis results, the relationships in the model demonstrate a mix of partial and full mediation. The paths exhibiting partial mediation are UV to CPI through TIP, TIS to CPI through TIP, HV to TIP through TIS, and UV to TIP through TIS. In contrast, full mediation is observed in the paths from HV to CPI through TIP and from UV to CPI

through TIS. Overall, this pattern indicates that Trust in Product (TIP) and Trust in Streamer (TIS) most commonly function as partial mediators, with full mediation being a less frequent occurrence in the model.

Discussion of Research Result

The Effect of Utilitarian Value (X1) towards Trust in Product (X3)

With a result of p-value under 0.05 significance level, 0.000, Hypothesis 1 "Utilitarian value influence to Trust in Product" is accepted, t-statistic value also exceeds 4.208 > 1.96. Indicating that relationship between utilitarian value and trust in product is significant. Utilitarian value has a significant impact on trust in product within the context of live streaming commerce (Evelina, 2020). This value encompasses functional benefits such as clarity of information, ease of use, efficiency, and product transparency demonstrated directly by the streamer. When consumers can observe the actual condition of products through live streaming, receive accurate information, and experience a more convenient purchasing process, their level of trust in the product increases (Ashila, 2024). This indicates that the higher the perceived utilitarian value, the stronger consumers' confidence that the product offered meets their expectations and is worth purchasing and these findings are consistent with (Wongkitrungrueng, 2020), who confirm the positive and significant relationship between utilitarian value and trust in product. In this research H_1: UV influence TIP because products with high utilitarian value provide consistent functional benefits, which reduce consumer risk and enhance reliability perceptions. This strengthens consumer confidence and leads to greater trust in the product.

The Effect of Utilitarian Value (X1) towards Trust in Streamer (X4)

With a result of p-value under 0.05 significance level, 0.000, Hypothesis 2 "Utilitarian value influence to Trust in Streamer" is accepted, t-statistic value also exceeds 1.96, 7.889. Indicating that relationship between utilitarian value and trust in product is significant. According to (Wu & Huang, 2023) and (Liu et al, 2023), utilitarian value, which refers to the functional benefits and efficiency perceived by consumers during live streaming sessions, plays a crucial role in shaping trust toward the streamer. When the information delivered in the live broadcast, such as price, product specifications, and usage demonstrations, is perceived as accurate, relevant, and useful, it triggers a cognitive evaluation that strengthens audience trust in the streamer. Such findings fit into the S-O-R theory, where the stimulus, in this case the utilitarian value, acts as a rational trigger for the organismic response of trust (Wu & Huang, 2023). Additionally, Liu et al. (2023) mention that, in the context of cross-border e-commerce for search goods, streamlined and organized information delivered by the streamer can mitigate perceived risk and deepen trust on the part of consumers. Although the study by (Yasser & Gayatri, 2023) focuses more on trust in sellers and products rather than in streamers, their findings still support the idea that utilitarian value significantly influences trust formation when consumers receive comprehensive product information during live streaming sessions. Thus, consistent, objective, and practical information delivery by streamers becomes a critical element in building consumer trust, which directly impacts subsequent purchase intention (Wu & Huang, 2023; Liu et al, 2023; Yasser & Gayatri, 2023). In this research H_2: UV influence TIS because audiences perceive practical benefits such as accurate product information, clear demonstrations, and helpful recommendations.

The Effect of Hedonic Value (X2) towards Trust in Product (X3)

With a result of p-value above 0.05 significance level, 0.372, Hypothesis 3 "Hedonic value influence to Trust in Product" is not accepted, t-statistic value also exceeds 1.96, 0.893. Indicating that relationship between utilitarian value and trust in product is not significant.

According to (Chandraa, 2024) hedonic value, which reflects the emotional and experiential enjoyment consumers feel during live streaming, demonstrates a varying degree of influence on trust in the product. (Wu & Huang, 023) found that hedonic value has a significant positive effect on both trust in the product and trust in the streamer. This suggests that when consumers are entertained or emotionally engaged during live streaming, they tend to perceive the product more favourably, fostering greater trust (Yasser & Gayatri, 2023). Similarly, (Liu et al, 2023) observed that emotional stimulation through interactive and immersive live content contributes to emotional trust, particularly in cross-border contexts where consumers rely on feelings of connection and authenticity to overcome uncertainty. In contrast, (Yasser & Gayatri, 2023) reported that hedonic value did not have a direct influence on trust in the product, though it did enhance consumer engagement. This implies that while enjoyment and entertainment can support trust indirectly through increased engagement or positive affect, their direct impact on product trust may depend on contextual factors such as product type or platform, although the effect of hedonic value on trust in product is not uniformly supported across studies, it remains a relevant factor in shaping consumer perceptions in live streaming environments (Wu & Huang, 2023; Liu et al, 2023; Yasser & Gayatri, 2023). In this research H_3: HV not influence TIP because emotional enjoyment and pleasure do not ensure product reliability or consistent performance, consumers may appreciate a product's design or feel good while using it, but trust is built more on functional and practical factors.

The Effect of Hedonic Value (X2) towards Trust in Streamer (X4)

With a result of p-value under 0.05 significance level, 0.000, Hypothesis 4 "Hedonic Value influence Trust in Streamer in Tiktok shop" is accepted, t-statistic value also exceeds 1.96, 6.281. Indicating that relationship between Hedonic Value and Trust in Streamer is significant. Hedonic value also reflects the entertainment, pleasure, and emotional enjoyment consumers experience during live streaming, has been identified can be affected of trust in the streamer (Wijaya, 2024). According to (Wu & Huang, 2023) found that hedonic value significantly influences trust in the streamer, indicating that when consumers feel entertained or emotionally engaged during a live session, they are more likely to perceive the streamer as credible and trustworthy. According (Liu et al, 2023) emphasized that the emotional appeal created through real-time interaction, humour, and charismatic presentation style enhances viewers emotional trust toward the streamer, especially in cross-border e-commerce settings where the absence of physical inspection increases reliance on emotional cues. While the study by (Yasser & Gayatri, 2023) did not directly examine trust in the streamer, their findings suggest that hedonic value fosters greater engagement, which could indirectly support trust formation through sustained viewer attention and interaction. These findings collectively highlight that hedonic value plays an important role in strengthening trust in the streamer by creating a more enjoyable and emotionally satisfying live shopping experience (Yasser & Gayatri, 2023). In this research H_4: HV influence TIS because enjoyment and emotional engagement create a positive viewing experience, when audiences feel entertained and connected, they perceive the streamer as more authentic and relatable.

The Effect of Trust in Streamer (X4) towards Trust in Product (X3)

With a result of p-value under 0.05 significance level, 0.000, Hypothesis 5 "Trust in Streamer influence towards Trust in Product." is accepted, t-statistic value also exceeds 1.96, 8.751. Indicating that relationship between Trust in Streamer and Trust in Product is significant. Trust in the streamer plays a critical role in shaping consumer trust in the product during live streaming commerce (Wu, 2023), significant positive relationship between trust in the streamer and trust in the product, suggesting that when viewers perceive the streamer as honest, competent, and reliable, this perception extends to the products being promoted

(Wongkitrungrueng, 2020). This aligns with the notion that streamers act as mediators of product credibility, especially in environments where consumers rely heavily on real time verbal assurance and non-verbal cues. Supporting this, (Liu et al, 2023) emphasized that in cross-border e-commerce, trust in the streamer, both cognitive and emotional, serves as a foundation for building trust in the product, particularly when direct physical evaluation is not possible. The streamer's ability to communicate clearly, demonstrate products authentically, and establish emotional resonance with viewers strengthens consumers' belief in product quality and reliability. While the study by (Yasser & Gayatri, 2023) did not explicitly test the relationship between streamer trust and product trust, their findings suggest that interpersonal cues and trust-related aspects during live sessions influence consumer perceptions of both the seller and the product. Overall, trust in the streamer acts as a critical bridge that transfers perceived integrity and competence to the product being offered, ultimately reinforcing consumer confidence (Wu & Huang, 2023; Liu et al, 2023; Yasser & Gayatri, 2023). In this research H_5: TIS influence TIP because viewers often perceive the streamer as a credible and reliable source of information, when a streamer is seen as honest, knowledgeable, and authentic, their positive endorsement transfers to the product being promoted.

The Effect of Trust in Product (X3) towards Continuous Purchase Intentions (Y)

With a result of p-value under 0.05 significance level, 0.024, Hypothesis 6 "Trust in Product impact towards Continuous Purchase Intentions" is accepted, t-statistic value also exceeds 1.96, 2.161. Indicating that relationship between Trust in Product and Continuous Purchase Intentions is significant. According (Yasser & Gayatri, 2023) trust in the product is a key determinant in fostering consumers continuous purchase intentions in live streaming commerce. (Wu, 2023) found that when consumers perceive a product as trustworthy, based on its perceived quality, authenticity, and alignment with expectations, they are more likely to repurchase or continue purchasing through the same channel. This suggests that trust in the product serves not only as a cognitive evaluation but also as a behavioural driver in the post-purchase phase. (Liu, 2022) further reinforce this finding by demonstrating that both cognitive and emotional trust in the product significantly influence long-term purchase intentions, particularly in cross-border e-commerce where product evaluation depends heavily on mediated communication. Their study highlights that when consumers are confident in product credibility, communicated through live demonstrations, transparency, and positive prior experiences, they tend to develop stronger loyalty. Although (Yasser & Gayatri, 2023) primarily focus on initial purchase intention rather than continuity, their results also show that trust in the product positively impacts purchase intention, thereby implying its potential effect on repeated purchases. Collectively, these findings underline the importance of building product trust as a foundation for sustaining consumer engagement and driving continuous purchase behaviour in live streaming environments (Wu, 2023). In this research H_6: TIP influence CPI because when consumers believe that a product is reliable, high quality, and delivers consistent value, they are more likely to make repeat purchases.

The Effect of Trust in Streamer (X4) towards Continuous Purchase Intentions (Y)

With a result of p-value under 0.05 significance level, 0.034, Hypothesis 7 "Trust in Streamer influence Continuous Purchase Intentions." is accepted, t-statistic value also exceeds 1.96, 2.037. Indicating that relationship between Trust in Streamer and Continuous Purchase Intentions is significant. Trust in streamer is recognized as a crucial determinant in fostering consumers' continuous purchase intentions, when viewers perceive the streamer as credible, honest, and capable of delivering product information transparently, their sense of security in making online transactions increases while perceived risks decrease (Wu, 2023). This condition not only drives the initial purchase but also encourages repeat buying behaviour in the future.

Consequently, trust in streamer strengthens consumers emotional bonds and loyalty, which in turn positively impacts their continuous purchase intentions (Zhang, 2024). In this research H_7: TIS influence CPI because when viewers perceive the streamer as credible, honest, and knowledgeable, they are more likely to follow their product recommendations, this trust builds emotional connection and reduces uncertainty in purchase decisions, leading consumers to repeatedly buy products endorsed by the streamer over time.

The Effect of Utilitarian Value (X1) towards Continuous Purchase Intentions (Y)

With a result of p-value under 0.05 significance level, 0.615, Hypothesis 8 "Utilitarian Value influence Continuous Purchase Intentions" is not accepted, t-statistic value also exceeds 1.96, 0.503. Indicating that relationship between Utilitarian Value and Continuous Purchase Intentions is significant. Utilitarian value plays a significant role in shaping continuous purchase intentions. Functional attributes such as ease of use, efficiency, product information clarity, and transaction transparency enhance consumers' confidence in making purchasing decisions (Bae, 2022). When consumers experience practical benefits through live streaming shopping, such as competitive pricing, comprehensive product details, and direct interaction with sellers, their satisfaction increases, which further motivates repeat purchases (Ozturk, 2023). In other words, the higher the perceived utilitarian value, the greater the likelihood that consumers will continue purchasing. This is consistent with prior studies by (Osei, 2024), which confirm the positive influence of utilitarian value on consumer loyalty and continuous purchase intentions. In this research H_8: UV not influence CPI because consumers may prioritize emotional or social aspects such as entertainment, enjoyment, or trust in the streamer over functional benefits when making repeated purchases, in a live streaming context like TikTok Shop, hedonic and trust related factors tend to have a stronger influence on ongoing buying behaviour than purely practical or functional considerations.

The Effect of Hedonic Value (X2) towards Continuous Purchase Intentions (Y)

With a result of p-value under 0.05 significance level, 0.000, Hypothesis 9 "Hedonic Value influence Continuous Purchase Intentions" is accepted, t-statistic value also exceeds 1.96, 5.090. Indicating that relationship between Hedonic Value and Continuous Purchase Intentions is significant. Hedonic value also serves as an important factor in encouraging consumers to sustain their purchase intentions (Zhang, 2024). Emotional elements such as enjoyment, entertainment, satisfaction, and a pleasant shopping experience during live streaming foster stronger emotional attachment, which enhances consumer intention to repurchase (Osei, 2024). When the shopping atmosphere is engaging and interactive, supported by friendly streamer communication and exclusive promotions or rewards, consumers are more likely to feel satisfied and return for future purchases (Evelina, 2020). Thus, the higher the perceived hedonic value, the stronger the consumers' continuous purchase intentions. These findings align with the research of (Wu, 2023), which highlight the positive effect of hedonic value on continuous purchase intentions. In this research H_9: HV influence CPI because consumers who experience enjoyment, excitement, and emotional satisfaction during the shopping process are more likely to make repeat purchases.

Based on the hypothesis testing results, it can be concluded that Utilitarian Value has a positive and significant effect on building Trust in both the product and the streamer, although it does not have a direct effect on continuous purchase intention. Hedonic Value directly strengthens Continuous Purchase Intention as well as Trust in Streamer. Further mediation analysis reveals the crucial role of trust as a mediator. The path from utilitarian value to purchase intention through trust in the product shows partial mediation, indicating the existence of other underlying mechanisms. In contrast, the effect of hedonic value on purchase intention is fully mediated by trust in the product, which is categorized as full mediation. Meanwhile,

trust in the streamer partially mediates the relationship between utilitarian value and purchase intention, as well as the relationship between utilitarian value and trust in the product. These findings confirm that trust functions as a central mechanism connecting the functional and emotional dimensions of live streaming with sustainable purchasing behaviour. Therefore, marketing strategies need to balance informative and entertaining content to maintain customer trust and loyalty.

There are important limitations of this study that can be addressed. The results have limited generalizability because they are only based on TikTok Live Streaming and will likely vary on other live streaming platforms like Shopee Live or Instagram Live, which have different user profiles. There are also methodological limitations related to the use of self-administered questionnaires, which contain biases, for example, social desirability or recall bias. In addition, this research did not factor in other possible influences on the results, which include but are not limited to product type, viewer demographics, or streamer charisma, that may operate as confounding variables. Finally, the cross-sectional research design is only able to provide a snapshot of a given time and, as a result, fails to account for the gradual shifts that occur over time within the consumer's purchase intention and trust.

There are several ways in which future research can be expanded, considering these limitations. To examine the universal attributes of the model and the contextual differences, it would be useful to validate this model across different live streaming platforms. In measuring changes in actual purchase intentions and behaviours over time, longitudinal studies would address the limitations of the cross sectional design. Further development of the theoretical model would include other mediator or moderator variables, like viewer engagement or social value, which would deepen the understanding of the underlying mechanisms. For more definitive causal evidence, a stronger experimental design, such as obtaining viewer response data to content skewed toward information versus entertainment, would be useful. To obtain data on viewer motivations, perceptions, and emotional states, which are difficult to measure quantitatively, the use of qualitative methods, such as in depth interviews, would be useful, thereby enriching contextual understanding.

CONCLUSION

Considering how the hypothesis was tested, it was found that utilitarian value affects the trust in the product (H_1) and the trust in the streamer (H_2) both positively and significantly (H_2), which leads to the conclusion that it positively and significantly affects both. This means that the value that consumers live stream sessions attribute to the value these sessions add, including the ease of understanding provided, the total ease, and the overall usefulness of the sessions, is hugely critical in the development of trust in the offered product, as well as the streamer. But the absence of a direct effect on continuous purchase intention (H_8) indicates that the functional value as a trust builder is more dominant. On the other hand, hedonic value significantly strengthens the trust in the streamer and positively and directly enhances the continuous purchase intention (H_9) (H_4) to a greater degree. This shows that the viewers' experiences and entertainment, as well as the emotion they feel while actively watching the live broadcasts, play a major role in the loyalty towards purchasing. However, it is clear that the trust in the product (H_3) is more influenced by emotions rather than by the functional trust or the cognitive-informational trust. (H_5) confirmed that streamer trust goes hand in hand with trust in the product. This supports the streamer's trust as a barren funnel through which the trust is fully transferred to the product streamer. Product trust (H_6) and streamer trust (H_7) are both significant predictors of continuous purchase intention, which highlights that both cognitive and affective trust tiers are crucial to repeat purchase behaviour. The above results clarify the complex blend of functional and emotional components of TikTok Live Streaming,

with trust being the fundamental unifying element. Hence, the strategy of live streaming marketing should be clear, informative, and fun to maintain trust and retention.

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