

Effect of Live Features on Purchasing Decisions of Shopee and TikTok Users: The Mediating Role of E-Trust

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ABSTRACT

Digital transformation in the e-commerce sector has changed how consumers purchase. One prominent innovation is the live streaming feature, which allows sellers to deliver product information interactively and in real time. This feature is increasingly popular on platforms such as Shopee and TikTok due to its ability to increase user engagement. However, there is still a knowledge gap regarding how this feature influences purchase decisions, particularly when viewed through the mediating role of E-Trust. This study aims to evaluate the effect of live features on customer purchase decisions and determine the extent to which E-Trust mediates the relationship. A quantitative method was used with a Partial Least Square-Structural Equation Modeling (PLS-SEM) approach based on data from 100 active respondents who shopped through live features on Shopee and TikTok. The analysis results show that live features positively and significantly impact consumer purchasing decisions, where E-Trust is shown to mediate the relationship partially. The findings emphasise that trust built through live communication between sellers and consumers can strengthen purchase intentions. The contribution of this research lies in providing new insights into consumer behaviour in a digital context and offering strategic input for businesses and platform developers to optimise the shopping experience.

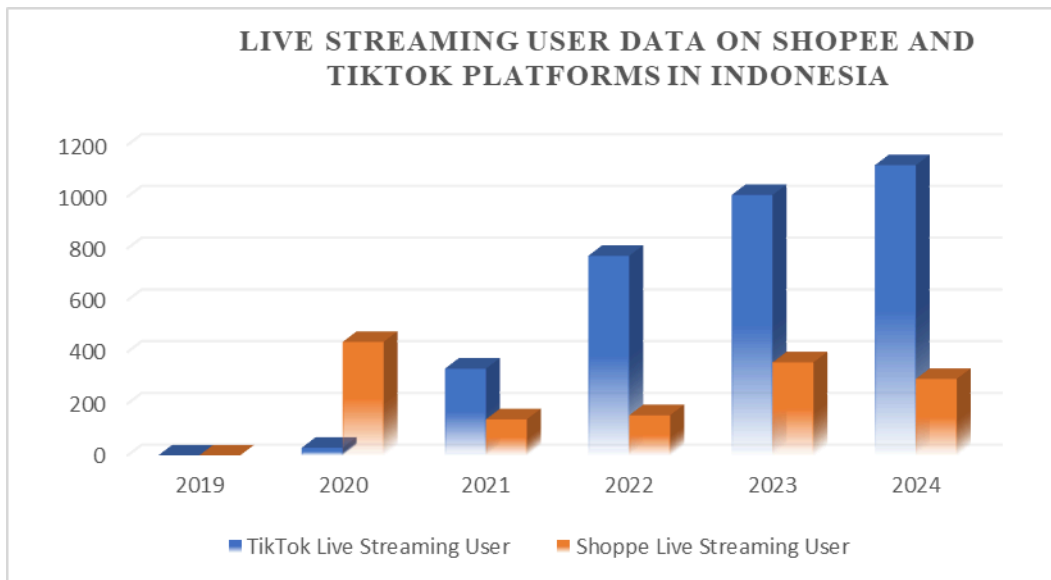
Keywords: Live streaming features, Promotions and Discounts when live, E-Trust, Purchase decision

1. INTRODUCTION

Technological changes and digital platform development have changed how consumers make purchasing decisions. Consumers make purchasing decisions regarding the products or services to be purchased. This decision includes the purchasing behavior of individuals and households buying goods and services for personal consumption (Sya'idah et al. 2020). If consumers previously relied on physical stores to get information and buy products, they are now more likely to use digital platforms. Online purchasing decisions are consumer actions in buying products or services after selecting and evaluating two or more alternatives. This process involves combining consumer knowledge to choose the best alternative based on personal characteristics, service or vendor quality, website quality, attitudes during purchase, and intention to make an online purchase until consumers finally decide (Putri and R.A.Marlien 2022)

The live streaming feature has become one of the most exciting innovations in the digital world, and features such as Shopee and TikTok combine the shopping experience with live interaction between sellers and buyers. A live streaming platform is a technology and infrastructure designed to create a virtual environment, enabling real-time interaction, entertainment, engaging activities, and trading activities. In this environment, the live streaming space serves as a virtual container for broadcasters to conduct live broadcasts while users can watch and interact directly with them. Live purchasing, known as live streaming commerce, is a relatively new but growing phenomenon. Through live streaming features,

many merchants have begun to compete for as many customers as possible because live streaming content can be easily accessed anywhere and anytime, as well as getting a wide variety of exclusive offers, such as special promotions and discounts or direct gifts during live streaming.



Source: [Google Trends](#) (2024)

Figure 1 Shopee and Tiktok live streaming user data.

The data graph above shows the users of the live streaming feature on the Shopee and TikTok platforms for the last five years. Shopee's live streaming feature has 1386 users, and TikTok has 3262 users. In the Shopee live streaming graph, the increase in users can be said to be unstable in the sense that it has increased and decreased. Meanwhile, the TikTok platform has experienced a significant increase from year to year.

E-trust plays an important role in the success of live streaming on platforms like Shopee and TikTok. The authenticity of the content and live interaction can help reduce consumer doubts while increasing trust in the products and services provided. Described in research conducted by (Krisana and Santika 2024). entitled "The Role of E-Trust Mediating Social Media Marketing and Online Customer Reviews on Purchasing Decisions at Bukalapak" which states that E-Trust has a significant effect on purchasing decisions. In addition, the study also discusses that E-Trust can mediate the relationship between social media marketing and online customer reviews on purchasing decisions and is considered to play a role as a partial mediator.

This research is important because platform technology changes affect consumers' purchasing decisions and open new business opportunities to utilize innovative features such as live streaming. These features incorporate direct interaction between sellers and buyers and harness the power of social media, such as influencer recommendations, promotions, and discounts, to influence consumer preferences. However, despite the growing popularity of

live-streaming commerce, there is still a gap in understanding how elements such as promotions, E-Trust, and live-streaming influence consumer purchase decisions. By delving deeper into this relationship, this research can significantly contribute to digital marketing strategies, especially on digital platforms such as Shopee and TikTok, and provide relevant insights for businesses in optimizing live streaming features to increase customer engagement and loyalty.

Despite the increasing use of live streaming in digital commerce, existing studies have primarily focused on user engagement or sales performance in general, with limited exploration of the psychological mechanism, particularly the mediating role of E-Trust in influencing purchase behavior. This study uniquely contributes by quantitatively analyzing how live features and promotional tactics impact purchase decisions through the lens of E-Trust, using data from two leading platforms Shopee and TikTok which remain underrepresented in recent academic literature.

2. LITERATURE REVIEW

This study is grounded in trust theory in digital commerce, which suggests that customer behavior in online transactions is significantly influenced by perceived reliability, credibility, and transparency. These aspects shape E-Trust, a central mediator in determining the success of digital marketing efforts. The theory also posits that interactive communication such as live streaming plays a crucial role in reducing uncertainty and improving decision-making in online purchasing environments.

Purchase Decision

Purchasing decisions are thoughts where individuals evaluate various choices and decide on a choice of a product from many choices (Marbun & Khoiri, 2023). This process involves assessing various sources of information, setting purchase goals, and identifying alternatives so consumers can decide to buy. In addition, this process also includes consumer behavior after making a purchase. Various external and internal factors can influence consumer purchasing decisions. Decision-making as part of consumer behavior is a psychological process that occurs within a person. Although this process is not directly visible, the results can be recognized through visible behavior, which indicates that a decision has been made. Thus, it can be concluded that the psychological process of "decision-making" has taken place (Nuryani, Nurkesuma, and Hadibrata 2022)

Product purchasing is generally defined as the act of consumers obtaining specific goods or services to fulfill their needs or objectives. It involves both the decision to buy and the actual act of acquiring products that individuals consider necessary (Clemens et al. 2020).

E-Trust

According to (Barkah and Nabila 2021) E-trust, or electronic trust, can be defined as the belief that the parties involved in electronic transactions will fulfill the expectations and promises given. This trust involves a person's readiness to act with the confidence that the

transaction partner will deliver the expected results. More broadly, trust includes the expectation that statements or promises made by others are trustworthy, which underlies the decision to make transactions in an online context.

Live Streaming Feature

The live feature or live streaming is a feature that allows users to broadcast live in real-time. This feature can be used on social media platforms like TikTok, YouTube, and Shopee. The live streaming feature is designed to simplify communication between sellers and potential buyers, especially in providing live product explanations. This feature allows all digital platform users, from authorized brand owners to small, medium, and micro businesses, to interact directly with customers. Sellers can show their products directly, providing demonstrations accompanied by brief reviews or in-depth explanations, making it easier for buyers to understand the product details. This interaction enhances a more personalized and transparent shopping experience (Hastuti and Riofita 2024). According to a study by (Sulihandini, Mahaputra, and Suwitho 2024), live streaming can increase consumer engagement because it allows them to see products more realistically, even if it is done through a screen.

Promotions and Discounts in Live Streaming

Promotions and discounts during live streaming sessions are part of sellers' marketing strategies to attract customers' attention, promote products, and drive sales in real time. This strategy allows sellers to offer added value to consumers, such as discounts or exclusive offers, to increase interest and desire to buy during live-streaming sessions. Promotion is one of the factors that can encourage consumers to make impulse purchases. In digital platforms, sales promotions can also be carried out through live streaming, a marketing method that utilizes the live broadcast feature on social media platforms or marketplaces. Shopee, for example, offers various attractive promotions to attract consumers, such as free shipping, flash sales, price discounts, cashback, and others. This strategy is designed to create a direct appeal to consumers and increase sales effectively during live-streaming sessions (Kurniasari, Setianingsih, and Tyas 2024).

3. METHODS

The type of research used in this study is quantitative research. According to Sugiyono (Syahroni 2022), quantitative research is a method used to analyze and study specific populations or samples using statistical instruments and data analysis to test hypotheses. Explaining what indicators are used to measure independent and dependent variables so that they can be observed, tested, and analyzed (Islami 2024), a variable that is abstract or conceptual can be converted into a more concrete form so that it can finally be tested in research (Nurlan 2019). In this study, the sample that was determined was active users of the live feature on the Shopee and TikTok platforms in Bekasi and surrounding areas, with 100 samples.

Data analysis is processing data collected using various techniques to produce organized information to answer problems or test hypotheses formulated. This study uses Partial Least

Square-Structural Equation Modeling (PLS-SEM) data analysis with the SmartPLS application's help. The stages of model feasibility are tested by testing reliability and validity, then the diagram and R-square model, and the last stage of hypothesis testing. PLS-SEM is an analytical technique used to estimate and test cause-and-effect relationships. The direct and indirect effects between variable X on variable Y and variable Z can be known through this method.

The sample was selected using purposive sampling, targeting users in Bekasi and surrounding areas who had made at least one purchase using live streaming features in the last three months. Data were collected via structured online questionnaires distributed through social media groups. The questionnaire items were developed based on validated constructs from previous research and tested for content validity by three academic experts. A pilot test was conducted with 30 respondents to assess reliability prior to the full survey.

4. RESULT AND DISCUSSION

Outer Model Results

Validity Test Results

Table 1. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
E-Trust	0.681
Live Feature	0.739
Purchase Decision	0.689
Promotions and Discounts	0.715

Source: SmartPLS (2025)

Table 1 is the result of statistical tests that the Average Variance Extracted (AVE) value on each E-Trust variable (Z) is 0.681, Live Features (X1) is 0.739, Purchasing Decisions (Y) is 0.689, and Promotions and Discounts (X2) is 0.715, so it can be concluded that all variables in this study have an AVE value > 0.50 and are declared valid.

Reliability Test Results

Table 2. Cronbach Alpha Test Results

	Cronbach's Alpha
E-Trust	0.906
Live Feature	0.929

Purchase Decision	0.910
Promotions and Discounts	0.920

Source: SmartPLS (2025)

Table 2 is the result of statistical tests that the Cronbach alpha value for each variable E-Trust (Z) is 0.906, Live Features (X1) is 0.929, Purchasing Decisions (Y) is 0.910, and Promotions and Discounts (X2) is 0.920, so it can be concluded that all variables in this study have a Cronbach alpha value > 0.70 and are declared reliable.

Inner Model Results

R Square Test Results

Table 3. R Square Test Results

	R Square	Adjusted R Square
E-Trust	0.597	0.589
Purchase Decision	0.653	0.642

Source: SmartPLS (2025)

Table 3 shows that the R-Square value on the E-Trust variable is 0.597, and the purchase decision is 0.653, which shows that the model has a relationship. The Live Feature and Purchase Decision influence 65.3% of the Purchase Decision variable, and the remaining 34.7% is influenced by other variables that have not been studied in this study.

The R^2 value of 0.653 for purchasing decisions suggests that 65.3% of the variance in customer purchase decisions can be explained by the combined influence of live features, promotions, and E-Trust. This indicates a substantial model fit and highlights the practical significance of these variables in shaping online consumer behavior.

Path Coefficient Test Results

Table 4. Path Coefficient Test Results

	Sample Original (O)	Average Sample (M)	STDEV	(O/STDEV)	P Values
E-Trust → PD	0.255	0.251	0.089	2.852	0.005
LF → E-Trust	0.482	0.485	0.066	7.337	0.000

LF → PD	0.449	0.466	0.069	6.511	0.000
PaD → E-Trust	0.567	0.562	0.067	8.494	0.000
PaD → KP	0.360	0.354	0.084	4.283	0.000
LF → E-Trust → PD	0.123	0.121	0.046	2.696	0.008
PaD → E-Trust → PD	0.144	0.142	0.056	2.590	0.011

Source: SmartPLS (2025)

Based on Table 4, E-Trust on Purchasing Decisions It is known that a value of 0.005 is smaller than 0.05; therefore, there is a significant influence on purchasing decisions. The Live feature on E-Trust shows that the P Values value 0.000 is smaller than 0.05. Therefore, there is a significant influence on E-Trust. The Live feature on Purchasing Decisions shows that the P Values value 0.000 is smaller than 0.05. Therefore, there is a significant influence on Purchasing Decisions. Promotions and Discounts on E-Trust It is known that a value of 0.000 is smaller than 0.05. Therefore, there is a significant influence on E-Trust. Promotions and Discounts on Purchasing Decisions are known that the P Values value of 0.000 is smaller than 0.05. Therefore, there is a significant influence on Purchasing Decisions. Live features mediated by E-Trust on purchasing decisions are known to have a P Values value of 0.008, which is smaller than 0.05; therefore, there is an influence on purchasing decisions. Promotion and Discount mediated by E-Trust on Purchasing Decisions, it is known that the P Values value of 0.011 is smaller than 0.05. Therefore, there is a significant influence on Purchasing Decisions.

Bootstrapping Test Results

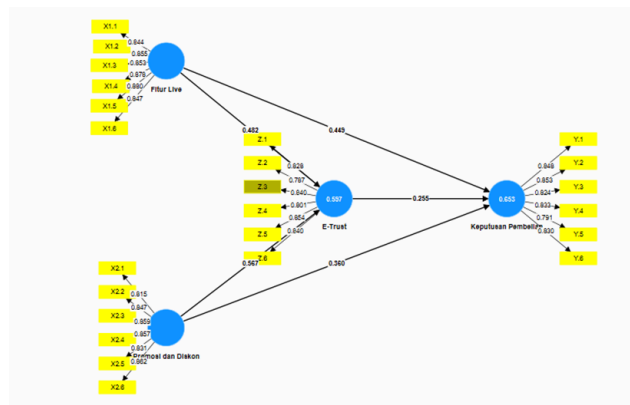


Figure 2. Bootstrapping Test Results

Source: SmartPLS (2025)

Figure 2 above is the structure of the construct against other constructs, such as independent variables, dependent variables, inner model, outer model, R-Square, and research hypotheses.

The findings show that both live features and promotions not only influence purchasing decisions directly but also exert significant indirect effects through E-Trust. This implies that while promotional strategies and interactive features are effective on their own, their impact is amplified when consumers develop trust in the platform or seller. Thus, businesses should not only focus on transactional incentives but also invest in building long-term trust through transparent and responsive interactions.

DISCUSSION

The Relationship of Live Features to Purchasing Decisions on the Shopee and Tiktok Platforms

The results of statistical research found that live features have a significant effect on purchasing decisions. Purchasing decisions in e-commerce are not only determined by price or other customer reviews but also by the shopping experience and information conveyed by the seller (Haque-Fawz et al. 2022). One of them is through a live feature that provides information in a more interactive way, where potential buyers can see the product directly, ask questions, and get a response from the seller in real time. This aligns with research conducted by (Kurniawan and Sartika 2023) which states that live-streaming activities can attract consumers because sellers directly educate consumers about the products offered. Research by (Mulyadi and Nurhasanah 2024) also emphasized that live streamers or someone in charge of live streaming must explain product information honestly, in detail, and interactively, and must be appropriate because this will make consumers interested in purchasing products. Both studies have the same results where the live streaming feature significantly affects customer purchasing decisions in e-commerce.

The Relationship of Live Features to E-trust on the Shopee and Tiktok Platforms

Results in statistical research found that live features significantly affect E-Trust on the Shopee and TikTok platforms. Electronic trust or E-Trust is not only influenced by the security and credibility factors of an e-commerce (Haque-Fawz et al. 2022) but also by direct interactions that occur through the live streaming feature. Customers tend to feel more trust in a product when they can directly see the product demonstration carried out by the seller through the live streaming feature. This is because they can ask questions in real time and get a quick response from the seller. In line with research conducted by (Damanik et al. 2024), they argue that the transparency generated from live features can increase customer confidence in online purchases because they feel more confident in the product's authenticity. In addition, in a study conducted by (Shalaty et al. 2024), it was found that the live streaming feature has a positive and significant effect on trust as well as purchase intention, where these findings provide a link for e-commerce managers and sellers in utilizing the live streaming feature in increasing trust and encouraging purchases.

The Relationship between Promotion and Discounts on Purchasing Decisions on the Shopee and Tiktok Platforms

The results of statistical research found that promotions and discounts have a significant effect on purchasing decisions. Attractive promotions and appropriate discounts encourage customers to purchase immediately, especially on e-commerce such as Shopee and TikTok. In e-commerce, various promotions, such as discounts, cashback, and free shipping, are effective strategies for attracting customers. Customers tend to feel that they get more benefits when shopping with these offers so that they can make purchasing decisions faster. This finding aligns with research conducted by (Dehi et al. 2023), which shows that discounts positively affect buyer decisions on the shop application. In addition, research from (Mulyadi and Nurhasanah 2024) also supports these results, where time limits in promos, such as flash sales, can create a sense of urgency for customers to make purchasing decisions immediately. In other words, time-limited promotions can increase the intensity of consumers in making transactions quickly to benefit from the available offers.

The Relationship between Promotion and Discounts on E-Trust on the Shopee and Tiktok Platforms

The results of statistical research found that promotions and discounts have a significant effect on E-Trust. In the world of e-commerce, promotions and discounts are used to increase sales and as an important strategy for building customer trust (Chaffey and Ellis-Chadwick 2019). Customers who feel they are getting benefits through discounts, cashback, or free shipping tend to feel more satisfied. (Pratama and Magnadi 2017) states that customer trust will increase if the promotions and discounts are appropriate and not accompanied by confusing conditions. The consistency of the platform in providing attractive offers through promotions and discounts without any hidden deception will provide a sense of security and form a long-term good relationship between customers and the platform. Research by (Simangunsong and Morina 2021) also reinforces this by supporting that a consistent promotional strategy can build customer E-Trust. Therefore, promotions and discounts are marketing tools and an important basis for creating sustainable trust in e-commerce and digital transactions.

The Relationship between E-trust and Purchasing Decisions on the Shopee and Tiktok Platforms

The results of statistical research found that E-Trust has a significant effect on purchasing decisions. Customers cannot directly see, touch, or try the products offered in online shopping. Therefore, trust in e-commerce, sellers, and payment systems is an important factor influencing customer purchase decisions. This trust includes transaction security, information transparency, product quality, and services. According to (Salsabila, Rustomo, and Rahman 2024) buyers' trust in sellers, known as E-Trust, is formed through various elements such as security, assurance of the quality of products provided, and accuracy of information, all of which contribute to increasing customer security and confidence to buy. Other research conducted by (Pramesti, Nugraha, and Widyanto 2024) also reinforces these findings, where E-Trust is proven to have a positive, significant, and strong influence on

purchasing decisions. This can be interpreted as the higher the customer's trust in the platform and seller, the more likely they are to purchase (Chaffey and Ellis-Chadwick 2019). Thus, building E-Trust is one of the important money strategies for e-commerce players to increase customer loyalty.

E-trust Relationship Mediates Live Features on Customer Purchasing Decisions on Shopee and Tiktok Platforms

Results in statistical research found that live features mediated by E-Trust significantly affect purchasing decisions. The live streaming feature in e-commerce allows direct interaction between sellers and buyers, which can build customer trust in products and sellers (Haque-Fawz et al. 2022). According to research conducted by (Mustakim 2024), the higher the customer's trust in the product and seller in live streaming, the more likely the customer is to make a purchase. This shows that E-Trust is an important factor that strengthens the influence of live features on purchasing decisions. This statement is supported by research conducted by (Kamilla and F 2024) who found the results of their research that live-streaming shopping has a positive and significant effect on purchasing decisions and E-Trust, and E-Trust is considered capable of mediating the influence between live-streaming shopping and customer purchasing decisions. Thus, it can be said that shopping activities through live streaming positively contribute to consumer purchasing decisions by building and increasing E-Trust in their online transactions.

E-trust Relationship Mediates Promotion and Discounts on Purchasing Decisions on Shopee and Tiktok Platforms

Results in statistical research found that promotions and discounts mediated by E-Trust significantly affect purchasing decisions. Although promotions and discounts can attract customers to buy a product, trust in platforms and sellers remains a key element in encouraging consumers to purchase (Chaffey and Ellis-Chadwick 2019). Without a sense of trust, customers will tend to be more cautious and can even delay and cancel their purchase decisions. In research conducted by (Regina, Rini, and Sembiring 2021), it is explained that E-Trust acts as a mediating variable that can strengthen the relationship between promotions and discounts with purchasing decisions. When customers feel confident that the promotions offered are not just marketing tricks but provide benefits, the desire to buy will increase. In addition, the study results from (Wijayanto, Salma, and Saryadi 2022) support these findings by showing that effective marketing strategies can increase E-Trust, which drives customer purchasing decisions. Therefore, promotions and discounts accompanied by strong trust will be more effective in increasing sales.

However, this study has limitations. The geographic focus on Bekasi and limited sample size may affect generalizability. In addition, self-reported data may introduce response bias. For practitioners, the findings underline the importance of training live streamers in communication and product transparency to build E-Trust, and highlight the value of consistent, credible promotions as trust-building tools. Future research should consider demographic segmentation and explore longitudinal patterns of trust and loyalty.

5. CONCLUSIONS

This study analyzes how the live feature on the Shopee and TikTok platforms affects customer purchasing decisions with the mediating role of E-Trust. Based on the results of the statistical analysis, it was found that the Live Feature has a significant effect on E-Trust and live interaction through the Live Streaming feature, which has been proven to increase customer trust in sellers and platforms. This is based on the perception of transparency and quick response during the live broadcast. Live features significantly affect Purchasing Decisions; real-time product presentation allows customers to obtain more precise and convincing information, thus encouraging purchasing decisions. Live features influence purchasing decisions through the mediation of E-Trust; live features have a direct and indirect impact through increasing E-Trust, which strengthens purchase intentions.

Promotions and discounts have a significant effect on E-Trust. This promotional strategy is consistent, transparent, and profitable for customers and has been proven to increase customer trust in offers. Promotions and discounts have a significant effect on purchasing decisions. Forms of promotion such as discounts, cashback, and flash sales are strong driving factors influencing customer urgency and shopping decisions. Promotions and Discounts Influence Purchasing Decisions through the mediation of E-Trust. Trust is important in ensuring that promotions are not just gimmicks but strategies that truly build customer loyalty. E-trust has a significant effect on Purchasing Decisions; customer trust in platforms and sellers is a key determinant in digital transactions due to the limited physical experience of the product.

This study makes an academic contribution by bridging the literature gap regarding the mechanism of influence of interactive features and promotions on purchasing decisions mediated by E-Trust. This research strengthens trust theory in digital marketing and confirms the importance of interactive experiences in shaping consumer behavior. The study results provide strategic recommendations for businesses on the Shopee and TikTok platforms to optimize the live streaming feature further to build consumer trust. In addition, promotional offers should be designed with clarity and consistency to maintain trust and encourage purchases. Platform management must ensure that live streamers are trained to deliver information professionally and transparently.

This study has limitations on the scope of the Shopee and TikTok platforms and the respondent population, which has not covered all demographic segments. Furthermore, other variables, such as content quality, customer satisfaction, or brand loyalty, can be further explored as mediating or moderating factors. Follow-up studies can also adopt a longitudinal approach to observe changes in trust and purchase decisions over some time. Researchers believe trust-based interactions are key to creating sustainable purchase decisions in an increasingly competitive digital age. Therefore, a strategy that integrates interactivity, transparency, and digital trust is imperative for all e-commerce platforms that want to survive and thrive in today's market.

For platform developers, this study suggests the need to enhance live shopping infrastructure with real-time interaction tools, product verification systems, and professional

training modules for sellers. Marketers should craft promotions that are not only attractive but also credible and clearly communicated, to foster trust and drive repeat purchases.

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