

The Influence of Shopping Value on Consumer Trust and Customer Engagement in TikTok Shop Live Streaming

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Abstrak

Perdagangan melalui siaran langsung (*live-streaming commerce*) telah muncul sebagai bentuk penting dari perdagangan sosial (*social commerce*), yang memungkinkan konsumen berinteraksi dengan penjual dan produk secara *real-time*. Penelitian ini mengkaji pengaruh nilai belanja terhadap kepercayaan konsumen dan keterlibatan pelanggan dalam siaran langsung TikTok Shop di Indonesia. Data dikumpulkan melalui kuesioner daring dengan metode *purposive sampling* yang melibatkan pengguna TikTok yang memiliki pengalaman menonton sesi siaran langsung TikTok Shop. Sebanyak 301 tanggapan yang valid dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa nilai utilitarian berpengaruh signifikan terhadap kepercayaan pada produk, namun tidak berpengaruh signifikan terhadap kepercayaan pada penjual maupun keterlibatan pelanggan. Sebaliknya, nilai hedonis dan simbolis berpengaruh signifikan terhadap kepercayaan pada produk, kepercayaan pada penjual, dan keterlibatan pelanggan. Selain itu, kepercayaan pada produk berpengaruh signifikan terhadap kepercayaan pada penjual, sementara kepercayaan pada produk dan kepercayaan pada penjual sama-sama berkontribusi secara signifikan terhadap keterlibatan pelanggan. Temuan ini mengindikasikan bahwa nilai belanja memainkan peran penting dalam membentuk kepercayaan dan keterlibatan konsumen dalam siaran langsung TikTok Shop, meskipun dampaknya bervariasi pada setiap dimensi nilai.

Kata Kunci: nilai belanja; nilai utilitarian; nilai hedonis; nilai simbolis; kepercayaan konsumen; keterlibatan pelanggan; TikTok Shop; live-streaming commerce

Abstract

Live-streaming commerce has emerged as an important form of social commerce, enabling consumers to interact with sellers and products in real time. This study examines the influence of shopping value on consumer trust and customer engagement in TikTok Shop live streaming in Indonesia. Data were collected through an online questionnaire using purposive sampling from TikTok users who had experience watching TikTok Shop live-streaming sessions. A total of 301 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that utilitarian value significantly affects trust in products but does not significantly influence trust in sellers or customer engagement. In contrast, hedonic and symbolic value significantly influence trust in products, trust in sellers, and customer engagement. Furthermore, trust in products significantly influences trust in sellers, while both trust in products and trust in sellers significantly contribute to customer engagement. These findings indicate that shopping value plays an important role in shaping consumer trust and engagement in TikTok Shop live streaming, although its effects differ across value dimensions.

Keywords: *shopping value; utilitarian value; hedonic value; symbolic value; consumer trust; customer engagement; TikTok Shop; live-streaming commerce*

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INTRODUCTION

Social commerce has increasingly blurred the boundaries between social interaction, content consumption, and online shopping, with video commerce emerging as an important driver of digital commerce in Southeast Asia. In Indonesia, this transformation has become particularly pronounced. The *e-Conomy SEA 2025* report shows that the number of sellers using video increased by 75% year-on-year to 800,000, while annual video-commerce transactions increased by 90% to 2.6 billion transactions, making Indonesia the largest and fastest-growing video-commerce market in Southeast Asia (Google, Temasek, and Bain & Company, 2025). This rapid expansion indicates that video-based shopping is becoming an increasingly important component of consumers' digital purchasing activities. At the platform level, TikTok represents a particularly significant environment for understanding this development. TikTok's advertising resources indicated 180 million users aged 18 years and above in Indonesia in late 2025, equivalent to 88.9% of the country's adult population (DataReportal, 2026). The convergence of short-form video, live interaction, product discovery, and purchasing within the TikTok ecosystem further highlights the importance of TikTok Shop as a contemporary context for examining consumer behavior in live shopping.

Live-streaming shopping creates a distinctive consumer environment because the shopping process occurs simultaneously with product presentation, social interaction, and real-time communication. Unlike conventional e-commerce, consumers can observe products being demonstrated, ask questions, and receive immediate responses from sellers, making informativeness and interactivity important elements of the shopping experience (Elsholih et al., 2023). Real-time interaction can also strengthen social presence, which has been identified as an important factor in consumers' responses to live-stream shopping environments (Bengkulua and Widanti, 2025). From the perspective of consumer trust, the live-streaming environment can help consumers evaluate the credibility of sellers and the reliability of product information, while social presence, streamer characteristics, and platform-related factors can influence trust formation (Cao et al., 2021). The experiential dimension is equally important because consumers may derive hedonic value from the entertainment and enjoyment associated with live shopping, while utilitarian value relates to the functional benefits obtained from product information and shopping convenience (Caesalpinia and Suryawardani, 2025). Recent research in Indonesia further indicates that utilitarian, hedonic, and social values can shape consumer trust and behavioral outcomes in live-streaming e-commerce (Sembiring et al., 2025). Taken together, these findings suggest that consumers in live-streaming commerce evaluate more than the product itself; they also respond to the informational, experiential, and social characteristics of the shopping environment.

Research on live-streaming commerce has increasingly examined how consumers' perceived shopping value translates into trust and behavioral responses. A foundational study by Wongkitrungrueng and Assarut (2020) conceptualized three dimensions of live-streaming shopping value: utilitarian, hedonic, and symbolic value and demonstrated that these values influence consumer trust and engagement through different mechanisms. Their findings further distinguished trust in products from trust in sellers, showing that trust in products contributes to trust in sellers, while trust in sellers subsequently enhances customer engagement. More specifically, utilitarian and hedonic value were found to influence engagement indirectly through product and seller trust, whereas symbolic value had a direct effect on engagement as well as an indirect effect through seller trust (Wongkitrungrueng and Assarut, 2020). Subsequent research in Indonesia has adopted related shopping-value and trust mechanisms, reporting that shopping values can influence customer engagement through trust in products and sellers (Dewobroto and Enrica, 2021). Research on Shopee Live likewise examined the relationships among utilitarian, hedonic, and symbolic value, consumer trust, engagement, and purchase intention, confirming the relevance of this framework within Indonesian live-stream commerce (Arisman and Salehudin, 2022). More

recently, Yasser and Gayatri (2023) applied the shopping-value perspective to Instagram Live in Indonesia and found that the effects of shopping value on trust and engagement differed across value dimensions, indicating that the relationships may vary across live-streaming contexts. These studies collectively establish shopping value, consumer trust, and engagement as important components for explaining consumer responses in live-streaming commerce, while also providing a strong conceptual foundation for examining these relationships in the TikTok Shop context.

Although previous studies have established the importance of shopping value, consumer trust, and engagement in live-streaming commerce, an important platform-context gap remains. The foundational study by Wongkitrungrueng and Assarut (2020) examined small online sellers using Facebook Live and demonstrated that utilitarian, hedonic, and symbolic values can influence customer engagement through distinct trust mechanisms. However, applying this framework to TikTok Shop should not be regarded simply as a replication on a different platform. Unlike the earlier Facebook Live context, TikTok Shop operates within a highly integrated social-commerce environment in which product discovery, short-form content exposure, live interaction, social participation, and shopping activities are closely connected. Such platform characteristics may alter how consumers derive shopping value and how these values are translated into trust and engagement. Subsequent research on TikTok Shop has largely examined outcomes such as purchasing decisions, impulse buying, and purchase intention rather than the integrated value-trust-engagement mechanism. Therefore, the key research gap is not merely the change from Facebook Live to TikTok Shop, but whether the established relationships among utilitarian, hedonic, and symbolic value, product trust, seller trust, and customer engagement remain consistent within TikTok Shop's distinctive social-commerce environment. This study addresses this gap by reassessing the three-dimensional shopping-value framework and the sequential role of product trust and seller trust in explaining customer engagement in TikTok Shop live streaming.

For example, studies of TikTok Shop have investigated consumer trust as a mediator between live streaming and purchasing decisions (Muna and Dewi, 2025), while other studies have focused on live shopping, trust, and purchase decisions among TikTok Shop users (Az Zahra, 2025). Research on TikTok Live has also examined perceived value in relation to trust and repurchase intention, but its outcome extends toward repurchase rather than customer engagement (Fortuna et al., 2025). This indicates that the growing TikTok Shop literature has not yet sufficiently connected the three-dimensional shopping value perspective with the sequential roles of trust in products, trust in sellers, and customer engagement within a unified framework. Therefore, examining this mechanism in the TikTok Shop context can extend understanding of how consumers' perceived value translates into trust and engagement within contemporary live-streaming social commerce.

TikTok Shop provides a particularly relevant context for examining consumer responses to live-streaming commerce in Indonesia because the platform combines social interaction, product presentation, and real-time shopping within a highly interactive environment. Recent Indonesian research has shown that TikTok Shop users' purchasing behavior is associated with informational and emotional support, with trust in the social-commerce site playing an important role in this relationship (Burhanudin and Puspita, 2023). Other research has found that live shopping and consumer trust significantly influence purchasing decisions among TikTok Shop users, highlighting the importance of both interactive experiences and trust in the platform context (Az Zahra, 2025). More specifically, research on Indonesian TikTok live-streaming commerce has demonstrated that social-commerce elements such as reviews, recommendations, and communities can contribute to consumer trust, which subsequently influences engagement manifested through activities such as liking, commenting, and extended viewing (Bina et al., 2025). These findings indicate that trust and engagement are already important behavioral outcomes within TikTok live

commerce, but existing studies have approached them through different antecedents and conceptual frameworks. This makes TikTok Shop an appropriate context for examining how utilitarian, hedonic, and symbolic value operate together in shaping trust and customer engagement.

Against this background, this study examines the influence of shopping value on consumer trust and customer engagement in TikTok Shop live streaming. The study adopts the conceptual logic established in prior live-streaming social commerce research, while positioning TikTok Shop as a contemporary social-commerce context in Indonesia. By doing so, the study seeks to extend understanding of how different forms of shopping value are translated into consumer trust and engagement within live-streaming commerce. The findings are expected to contribute to consumer behavior and social-commerce literature by providing empirical evidence on the value-trust engagement mechanism in the TikTok Shop context, while also offering practical implications for sellers seeking to strengthen consumer trust and engagement through live-streaming activities.

Utilitarian value refers to the functional and task-oriented benefits that consumers obtain from a shopping experience, particularly the extent to which shopping helps consumers accomplish their goals efficiently and effectively (Babin et al., 1994). In live-streaming commerce, utilitarian value can arise when consumers obtain useful product information, observe product demonstrations, compare alternatives, evaluate product characteristics, and receive immediate answers from sellers. Wongkitrungrueng and Assarut (2020) conceptualized utilitarian value as one of the central dimensions of perceived shopping value in live streaming and showed that its functional benefits can contribute to consumer trust. Recent evidence from Indonesian live-streaming commerce similarly indicates that utilitarian value is associated with consumers' trust because live streaming enables consumers to observe products more directly and obtain relevant information from presenters (Zhang et al., 2024).

The functional nature of utilitarian value is particularly relevant to trust in products, because consumers can use information obtained during live streaming to assess whether a product is genuine, appropriate, and consistent with their expectations. Evidence from Indonesian social-commerce research found that utilitarian value positively influences both trust in products and trust in sellers, although the strength of these relationships can vary across platforms and shopping contexts (Yasser and Gayatri, 2023). Utilitarian value may also strengthen trust in sellers because accurate, relevant, and responsive product information can signal seller competence and reliability. Wongkitrungrueng and Assarut (2020) similarly identified the informational and functional benefits of live streaming as an important pathway through which consumers develop trust toward products and sellers. Therefore, when TikTok Shop live streaming provides consumers with useful and credible information that facilitates product evaluation and reduces uncertainty, higher utilitarian value is expected to strengthen both trust in products and trust in sellers.

H1a: Utilitarian value positively influences trust in products.

H1b: Utilitarian value positively influences trust in sellers.

Hedonic value refers to the pleasure, enjoyment, excitement, and experiential gratification that consumers obtain from a shopping activity, beyond the functional accomplishment of purchasing a product (Babin et al., 1994). In live-streaming commerce, hedonic value can emerge from entertaining product presentations, engaging livestream interactions, and the enjoyable experience of watching and participating in live shopping. Wongkitrungrueng and Assarut (2020) conceptualized hedonic value as one of the three shopping-value dimensions in live streaming and operationalized it through consumers' enjoyment, entertainment, adventure, and ability to escape from everyday concerns. Such experiential characteristics distinguish live-streaming shopping from conventional online

shopping because consumers can simultaneously obtain shopping benefits and enjoy the shopping process.

Hedonic value can also contribute to trust in products because an enjoyable and engaging presentation can help consumers visualize and experience products more vividly during the livestream. Wongkitrungrueng and Assarut (2020) found that hedonic value influenced trust in products and subsequently contributed to trust in sellers, indicating that the experiential dimension of live streaming can become part of the process through which consumers develop trust. In addition, when consumers perceive the livestream as entertaining and enjoyable, the positive experience may strengthen their favorable evaluation of the seller and the products presented. Recent research on live-streaming commerce also identifies enjoyment and entertainment as important experiential elements influencing consumer responses in livestream environments (Yum & Kim, 2024). Therefore, a higher level of hedonic value in TikTok Shop live streaming is expected to enhance both trust in products and trust in sellers.

H2a: Hedonic value positively influences trust in products.

H2b: Hedonic value positively influences trust in sellers.

Symbolic value refers to the meanings, social associations, and identity-related benefits that consumers derive from a shopping experience beyond its functional or experiential benefits. In consumer behavior, symbolic value is associated with the extent to which products or shopping experiences allow consumers to express identity, social affiliation, or desired self-image (Adha et al., 2025). In live-streaming commerce, symbolic value becomes relevant because consumers interact not only with products but also with sellers and other viewers, allowing the shopping experience to carry social and identity-related meanings. Wongkitrungrueng and Assarut (2020) incorporated symbolic value into their live-streaming framework and found that it could influence customer engagement directly as well as indirectly through trust in sellers.

The symbolic dimension may also contribute to trust in products and trust in sellers because consumers can use symbolic meanings associated with products and sellers to evaluate whether the shopping experience is consistent with their identity and social expectations. Research on live-stream selling in Indonesia has incorporated symbolic value alongside utilitarian and hedonic value in examining consumer trust and engagement (Arisman and Salehudin, 2022). Similarly, research on Indonesian social-commerce live streaming has demonstrated that shopping values, including symbolic value, are relevant to consumer trust, engagement, and purchase-related responses (Yasser and Gayatri, 2023). Therefore, when consumers perceive TikTok Shop live streaming as consistent with their social identity, self-expression, or desired lifestyle, symbolic value is expected to strengthen their trust in both the products presented and the sellers offering them.

H3a: Symbolic value positively influences trust in products.

H3b: Symbolic value positively influences trust in sellers.

Trust is particularly important in live-streaming commerce because consumers must make judgments about both the product being presented and the seller offering it without the direct physical inspection available in conventional shopping. Wongkitrungrueng and Assarut (2020) therefore distinguish consumer trust into trust in products and trust in sellers, rather than treating trust as a single construct. Trust in products refers to consumers' belief that the product will meet their expectations, whereas trust in sellers concerns consumers' confidence that sellers are competent, reliable, and will act in the consumers' interests (Chandrruangphen et al., 2022).

The distinction is important because consumers may first evaluate whether the product appears genuine, appropriate, and capable of meeting their expectations before forming broader judgments about the seller. In live-streaming environments, product

demonstrations, detailed explanations, and real-time communication can reduce uncertainty about product characteristics and strengthen product-related trust. At the same time, the seller's competence, reliability, honesty, and responsiveness can shape trust in the seller. Research on live-streaming commerce has consequently identified trust in products and trust in sellers as two closely related but conceptually distinct mechanisms through which consumers respond to live-streaming shopping experiences (Wongkitrungrueng and Assarut, 2020).

The relationship between the two forms of trust is also theoretically important. When consumers develop confidence that the products presented during a live stream are reliable and capable of fulfilling their expectations, this product-related confidence can contribute to their broader evaluation of the seller. Wongkitrungrueng and Assarut (2020) specifically conceptualized trust in products as an antecedent of trust in sellers, positioning the latter as a subsequent stage in the development of consumer trust within live-streaming social commerce. Accordingly, this study proposes that greater trust in products will strengthen consumers' trust in TikTok Shop sellers.

H4: Trust in products positively influences trust in sellers.

Customer engagement refers to consumers' behavioral involvement with a seller or brand through activities such as repeated visits, spending time on a platform, viewing content, participating in interactions, and sharing information. In social commerce, engagement represents an important behavioral outcome because consumers can participate in activities that extend beyond the immediate purchase process (Sashi, 2012). Wongkitrungrueng and Assarut (2020) specifically conceptualized customer engagement as an important outcome of consumers' perceived value and trust in live-streaming commerce.

Shopping value can encourage consumers to engage with sellers because consumers who perceive greater functional, experiential, or symbolic benefits may be more willing to interact with the seller and participate in the live-streaming environment. Wongkitrungrueng and Assarut (2020) therefore proposed positive relationships between utilitarian value, hedonic value, symbolic value, and customer engagement. Their empirical findings, however, showed that only symbolic value had a significant direct effect on engagement, whereas utilitarian and hedonic value affected engagement indirectly through trust in products and trust in sellers. This distinction suggests that different dimensions of shopping value may generate engagement through different mechanisms.

Trust is also central to customer engagement because confidence in the seller can encourage consumers to interact and participate more actively in the buyer-seller relationship. Wongkitrungrueng and Assarut (2020) proposed that both trust in products and trust in sellers would positively influence engagement, but their findings supported only the relationship between trust in sellers and customer engagement. More recent evidence from Indonesian TikTok live streaming similarly reports a positive relationship between customer trust and customer engagement, indicating that trust remains relevant in the TikTok context. Based on this theoretical and empirical foundation, the present study proposes that utilitarian, hedonic, and symbolic value, together with trust in products and trust in sellers, are relevant antecedents of customer engagement in TikTok Shop live streaming.

H5: Utilitarian value positively influences customer engagement.

H6: Hedonic value positively influences customer engagement.

H7: Symbolic value positively influences customer engagement.

H8a: Trust in sellers positively influences customer engagement.

H8b: Trust in products positively influences customer engagement.

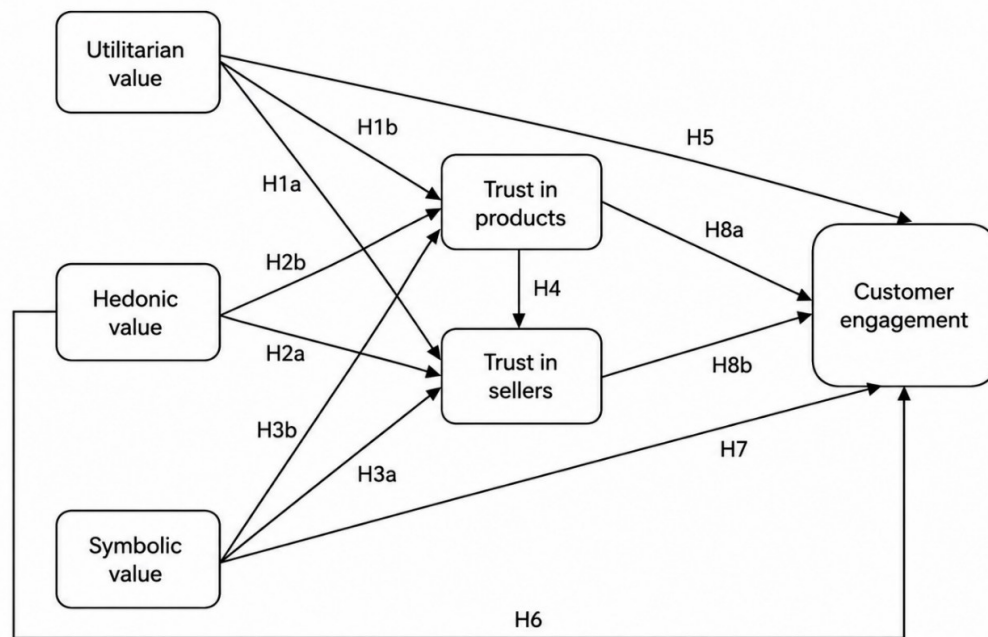


Figure 1. Conceptual Research Model

METHODOLOGY

This study employs a quantitative explanatory research design to examine the relationships among utilitarian value, hedonic value, symbolic value, trust in products, trust in sellers, and customer engagement in TikTok Shop live streaming. The population comprises TikTok users who have experience watching TikTok Shop live-streaming sessions. Purposive sampling is employed to select respondents who meet the predetermined screening criteria and have relevant experience with the research context (Sekaran and Bougie, 2016). Data are collected through an online questionnaire distributed using Google Forms, with a screening question used to confirm respondents' experience with TikTok Shop live streaming.

The measurement items were adopted from Wongkitrungrueng and Assarut (2020) and adapted to the TikTok Shop context. All constructs were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. A total of 301 valid responses were included in the final analysis after the screening process. The sample size was considered adequate for the proposed PLS-SEM model based on the 10-times rule, which requires a sample size at least ten times the maximum number of structural paths directed at any endogenous construct (Hair et al., 2018). Data were analyzed using SmartPLS through Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement and structural models.

RESULT AND DISCUSSION

The respondents in this study consisted of TikTok users who had experience watching TikTok Shop live-streaming sessions. These respondents were selected because they had direct experience with the research context and were therefore considered capable of providing relevant information regarding utilitarian value, hedonic value, symbolic value, trust in products, trust in sellers, and customer engagement in TikTok Shop live streaming. Purposive sampling was employed to select respondents who met the predetermined screening criteria and had relevant experience with TikTok Shop live-streaming sessions. A total of 350 responses were collected. After data screening, 49 responses were excluded because they did not meet the predetermined screening criteria, resulting in 301 valid

responses used for the final analysis. The following is the profile of respondents in this study:

Table 1. Respondent Profile

Gender	n	%
Female	176	58.5
Male	125	41.5
Age	n	%
18 – 20 years old	45	15.0
21 – 25 years old	110	36.5
26 – 30 years old	60	19.9
31 – 35 years old	40	14.3
36 – 40 years old	33	11.0
> 40 years old	13	4.3
Last Education	n	%
Senior High School/Vocational High School/equivalent	40	13.3
Diploma	35	11.6
Bachelor degree	176	58.5
Master's (S2) / Doctoral (S3)	48	15.9
Other	2	0.7
Work	n	%
ASN	32	10.6
Businessman	36	12.0
Housewife	14	4.7
Private sector employee	139	46.2
Profesional	20	6.6
Students	59	19.6
Other: _____	1	0.3
How often do you watch TikTok Shop Live?	n	%
Every day	53	17.6
1 – 2 times a week	72	23.9
3 – 4 times a week	104	34.6
5 – 6 times a week	47	15.6
Less than once a week	25	8.3
How long do you usually watch a single TikTok Shop Live session?	n	%
< 10 minutes	22	7.3
10 – 30 minutes	107	35.5
31 – 60 minutes	100	33.2
61 – 90 minutes	48	15.9
> 90 minutes	24	8.0
Have you ever purchased a product via TikTok Shop after watching a live stream?	n	%
No	7	2.3
Yes	294	97.7
What types of products do you most frequently see or buy via TikTok Shop Live?	n	%
Accessories	25	8.3
Beauty	42	14.0

Gender	n	%
Drink	16	5.3
Electronic	35	11.6
Fashion	53	17.6
Food	37	12.3
Health	21	7.0
Household equipment	28	9.3
Self-care	41	13.6
Other	3	1.0
Total	301	100

Source: SmartPLS Data Processing Results (2026)

Based on Table 1, the demographic and behavioural characteristics of the 301 respondents indicate that they were TikTok users with experience watching TikTok Shop live-streaming sessions and were selected through purposive sampling. Female respondents constituted the majority, with 176 respondents (58.5%), while males accounted for 125 respondents (41.5%). The largest age group was 21–25 years, comprising 110 respondents (36.5%), followed by those aged 26–30 years (19.9%) and 18–20 years (15.0%). In terms of education, most respondents held a Bachelor's degree (58.5%), followed by Master's/Doctoral degrees (15.9%). Private-sector employees represented the largest occupational group (46.2%), followed by students (19.6%) and business owners (12.0%). These characteristics indicate that the sample was predominantly composed of young adults with relatively high educational attainment and active employment backgrounds.

The respondents also demonstrated substantial exposure to TikTok Shop live streaming. Most respondents watched TikTok Shop Live three to four times per week (34.6%), followed by one to two times per week (23.9%) and daily (17.6%). Overall, 91.7% watched live streams at least once or twice per week. In terms of viewing duration, 35.5% watched for 10–30 minutes per session and 33.2% for 31–60 minutes, with 83.7% typically watching between 10 and 90 minutes. Moreover, 294 respondents (97.7%) had purchased products through TikTok Shop after watching a live stream, confirming their direct experience with live-streaming commerce. Fashion was the most frequently encountered or purchased product category (17.6%), followed by beauty (14.0%) and self-care products (13.6%). Overall, the respondents had sufficient and relevant exposure to TikTok Shop live streaming, making them appropriate for assessing utilitarian value, hedonic value, symbolic value, trust in products, trust in sellers, and customer engagement.

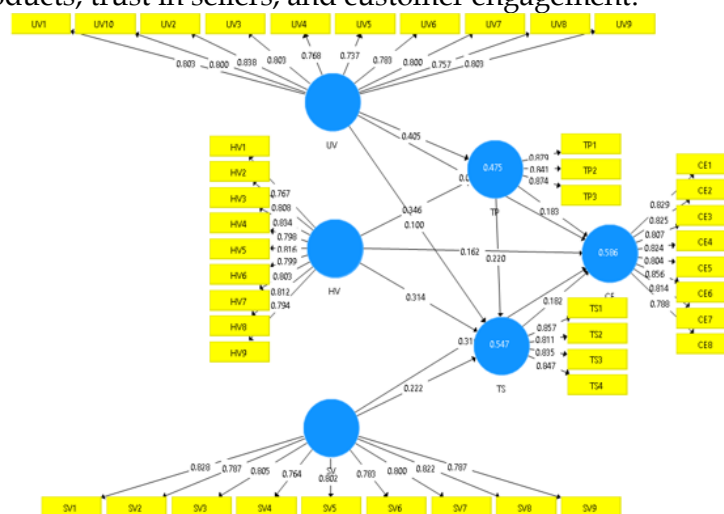


Figure 2. Outer Model

Source: SmartPLS Data Processing Results (2026)

Convergent validity is assessed using outer loadings and Average Variance Extracted (AVE). The results of the convergent validity assessment are presented in Table 2.

Table 2. Convergent Validity Test Results

Variable/ Indicator		Outer Loading	AVE	Result
Customer Engagement			0.670	Valid
	CE1	0.829		Valid
	CE2	0.825		Valid
	CE3	0.807		Valid
	CE4	0.824		Valid
	CE5	0.804		Valid
	CE6	0.856		Valid
	CE7	0.814		Valid
	CE8	0.788		Valid
Hedonic Value			0.646	Valid
	HV1	0.767		Valid
	HV2	0.808		Valid
	HV3	0.834		Valid
	HV4	0.798		Valid
	HV5	0.816		Valid
	HV6	0.799		Valid
	HV7	0.803		Valid
	HV8	0.812		Valid
	HV9	0.794		Valid
Symbolic Value			0.636	Valid
	SV1	0.828		Valid
	SV2	0.787		Valid
	SV3	0.805		Valid
	SV4	0.764		Valid
	SV5	0.802		Valid
	SV6	0.783		Valid
	SV7	0.800		Valid
	SV8	0.822		Valid
	SV9	0.787		Valid
Trust in Products			0.748	Valid
	TP1	0.879		Valid
	TP2	0.841		Valid
	TP3	0.874		Valid
Trust in Sellers			0.702	Valid
	TS1	0.857		Valid
	TS2	0.811		Valid
	TS3	0.835		Valid
	TS4	0.847		Valid
Utilitarian Value			0.623	Valid
	UV1	0.803		Valid
	UV2	0.838		Valid
	UV3	0.803		Valid
	UV4	0.768		Valid

Variable / Indicator	Outer Loading	AVE	Result
UV5	0.737		Valid
UV6	0.783		Valid
UV7	0.800		Valid
UV8	0.757		Valid
UV9	0.803		Valid
UV10	0.800		Valid

Source: SmartPLS Data Processing Results (2026)

Table 2 presents the results of the convergent validity test for all research variables. The results show that all indicator outer loading values range from 0.737 to 0.879, exceeding the recommended threshold of 0.70. This indicates that all indicators have adequate convergent validity and appropriately represent their respective constructs. Furthermore, the Average Variance Extracted (AVE) values for all variables range from 0.623 to 0.748, which are above the minimum threshold of 0.50. The highest AVE value is observed for Trust in Products (0.748), while the lowest is found for Utilitarian Value (0.623). Therefore, all constructs meet the convergent validity criteria, and all indicators are considered valid for further analysis.

Next is the assessment of discriminant validity, which is tested using HTMT. The results of the discriminant validity assessment are presented in Table 3.

Table 3. Discriminant Validity Test Results

	Customer Engagement	Hedonic Value	Symbolic Value	Trust in Products	Trust in Sellers	Utilitarian Value
Customer Engagement						
Hedonic Value	0.700					
Symbolic Value	0.738	0.731				
Trust in Products	0.708	0.705	0.688			
Trust in Sellers	0.712	0.749	0.707	0.728		
Utilitarian Value	0.642	0.734	0.690	0.727	0.669	

Source: SmartPLS Data Processing Results (2026)

Based on the HTMT results in Table 3, all HTMT values between constructs fall within the range of 0.642–0.749, all of which are below the common threshold of 0.90. This indicates that each construct possesses adequate discriminant validity; thus, the constructs of Customer Engagement, Hedonic Value, Symbolic Value, Trust in Products, Trust in Sellers, and Utilitarian Value can be empirically distinguished. Consequently, the discriminant validity requirement is met, and all constructs are suitable for further analysis.

Next, internal consistency reliability was assessed using Cronbach's alpha and composite reliability. The results of the reliability assessment are presented in Table 4.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Result
Customer Engagement	0.929	0.942	Reliable

Hedonic Value	0.931	0.943	Reliable
Symbolic Value	0.928	0.940	Reliable
Trust in Products	0.832	0.899	Reliable
Trust in Sellers	0.858	0.904	Reliable
Utilitarian Value	0.933	0.943	Reliable

Source: SmartPLS Data Processing Results (2026)

Table 4 presents the reliability test results for all research variables. The Cronbach's Alpha values range from 0.832 to 0.933, while the Composite Reliability values range from 0.899 to 0.943. Since all values exceed the commonly accepted threshold of 0.70, all constructs are considered reliable. These results indicate that the measurement items for Customer Engagement, Hedonic Value, Symbolic Value, Trust in Products, Trust in Sellers, and Utilitarian Value demonstrate satisfactory internal consistency and are suitable for further analysis.

Next is the multicollinearity test, conducted using VIF. The results of the multicollinearity test are presented in Table 5.

Table 5. Multicollinearity test – VIF

	Customer Engagement	Hedonic Value	Symbolic Value	Trust in Products	Trust in Sellers	Utilitarian Value
Customer Engagement						
Hedonic Value	2.645			1.881	2.427	
Symbolic Value	2.306				2.197	
Trust in Products	2.107				1.999	
Trust in Sellers	2.208					
Utilitarian Value	2.354			1.881	2.331	

Source: SmartPLS Data Processing Results (2026)

Table 5 presents the Inner Variance Inflation Factor (VIF) values for the relationships among the constructs in the research model. The VIF values range from 1.881 to 2.645, which are below the commonly accepted threshold of 5.00. This indicates that there is no critical multicollinearity among the predictor constructs in the structural model. Therefore, the independent constructs utilitarian value, hedonic value, symbolic value, trust in products, and trust in sellers do not exhibit problematic redundancy when predicting customer engagement. Overall, the structural model can be considered free from significant multicollinearity concerns.

Next is the coefficient of determination (R^2), which indicates the proportion of variance in the endogenous constructs explained by their respective predictors. The results of the R^2 assessment are presented in Table 6.

Table 6. R Coefficient of Determination (R^2) Values

Variable	R^2
Customer Engagement	0.586
Trust in Products	0.475
Trust in Sellers	0.547

Source: SmartPLS Data Processing Results (2026)

Table 6 presents the coefficient of determination (R^2) values for the endogenous variables in the research model. Customer Engagement has an R^2 value of 0.586, indicating that 58.6% of its variance can be explained by utilitarian value, hedonic value, symbolic value, trust in sellers, and trust in products, while the remaining 41.4% is explained by other factors outside the model. Trust in Products has an R^2 value of 0.475, meaning that 47.5% of its variance is explained by utilitarian value, hedonic value, and symbolic value. Meanwhile, Trust in Sellers has an R^2 value of 0.547, indicating that 54.7% of its variance is explained by utilitarian value, hedonic value, symbolic value, and trust in products. Overall, the R^2 values indicate that the proposed model provides a moderate level of explanatory power for the endogenous constructs.

Next is the f^2 effect size (f^2), which assesses the substantive contribution of an exogenous construct to an endogenous construct in the structural model. The results of the f^2 effect size assessment are presented in Table 7.

Table 7. F Square (f^2) Values

	Customer Engagement	Hedonic Value	Symbolic Value	Trust in Products	Trust in Sellers	Utilitarian Value
Customer Engagement						
Hedonic Value	0,024			0,121	0,090	
Symbolic Value	0,101				0,050	
Trust in Products	0,038				0,054	
Trust in Sellers	0,036					
Utilitarian Value	0,004			0,166	0,009	

Source: SmartPLS Data Processing Results (2026)

Table 7 presents the effect size (f^2) values of the structural model, which indicate the extent to which an exogenous construct contributes to the explained variance of an endogenous construct. The results show that the effect sizes vary from very small to moderate. For Customer Engagement, Hedonic Value has an f^2 value of 0.024, Symbolic Value 0.101, Trust in Products 0.038, Trust in Sellers 0.036, and Utilitarian Value 0.004. Based on the recommended thresholds, Hedonic Value, Symbolic Value, Trust in Products, and Trust in Sellers have small effects on Customer Engagement, while Utilitarian Value has a negligible effect.

For Trust in Products, the f^2 value of 0.121 for Hedonic Value indicates a small effect, while the value of 0.054 for Symbolic Value also represents a small effect. Meanwhile, Utilitarian Value has an f^2 value of 0.166, indicating a moderate effect on Trust in Products. This suggests that, among the shopping value dimensions, utilitarian value makes the strongest contribution to explaining Trust in Products.

For Trust in Sellers, Hedonic Value has an f^2 value of 0.090, indicating a small effect, while Symbolic Value has an f^2 value of 0.050, also representing a small effect. Utilitarian Value shows an f^2 value of 0.009, which indicates a negligible effect on Trust in Sellers. Overall, the results indicate that the shopping value dimensions generally have relatively limited effects on the endogenous constructs, with the exception of Utilitarian Value on Trust in Products, which demonstrates a moderate effect.

Next is the predictive relevance (Q^2), which assesses the predictive capability of the structural model for the endogenous constructs. The results of the Q^2 assessment are presented in Table 8.

Table 8. Predictive Relevance (Q^2) Values

Variable	Q^2	Interpretation
Customer Engagement	0.258	Moderate
Trust in Products	0.634	Strong
Trust in Sellers	0.490	Strong

Source: SmartPLS Data Processing Results (2026)

Table 8 presents the predictive relevance (Q^2) values for the endogenous constructs. The results show that all Q^2 values are greater than zero, indicating that the structural model has predictive relevance for Customer Engagement, Trust in Products, and Trust in Sellers. Customer Engagement has a Q^2 value of 0.258, indicating moderate predictive relevance. Trust in Products has the highest Q^2 value of 0.634, indicating strong predictive relevance, followed by Trust in Sellers with a Q^2 value of 0.490, which also indicates strong predictive relevance. Overall, these results demonstrate that the structural model has adequate predictive capability, particularly in predicting Trust in Products and Trust in Sellers.

After confirming that the measurement model meets the required standards of validity and reliability, the next step is to test the proposed research hypotheses. The hypothesis testing results are presented based on path coefficient estimates, statistical significance, and p-values. The results of the hypothesis testing are as follows:

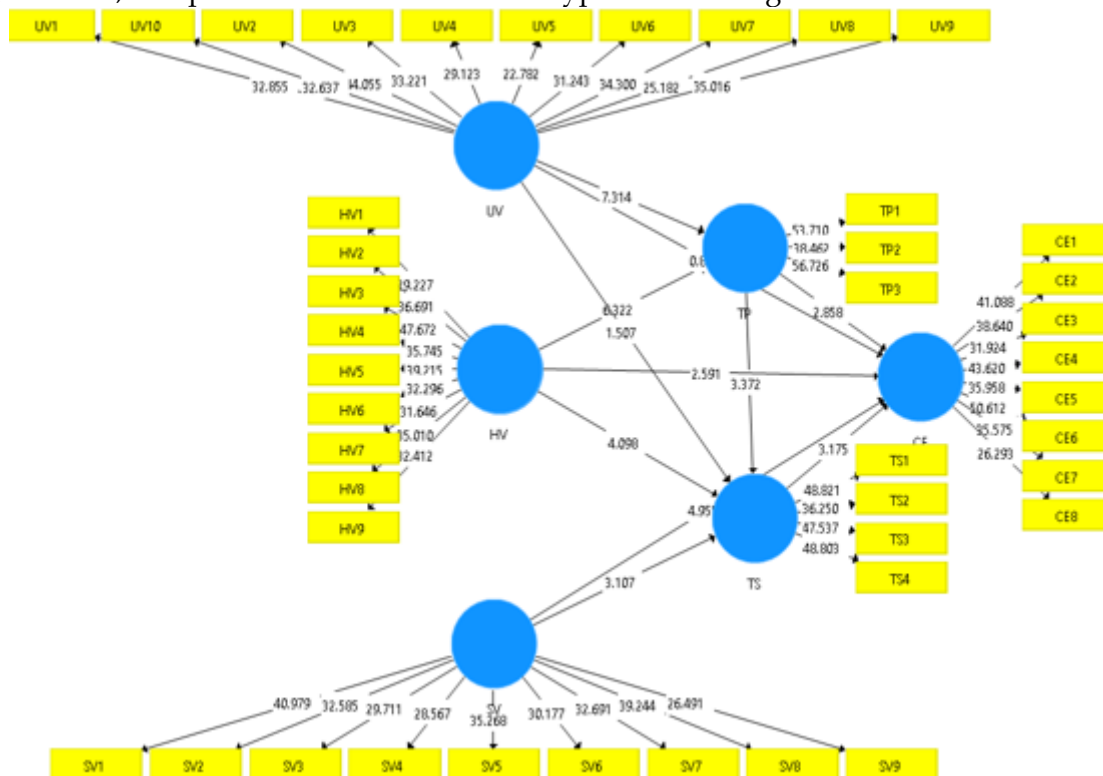


Figure 3. Inner Model (Bootstrapping)

Source: SmartPLS Data Processing Results (2026)

Table 9. Bootstrapping Results

Hypothesis	Path Coefficients	t statistics	P Values	Information
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The Influence of Shopping Value on Consumer Trust and Customer Engagement.....

H1a: Utilitarian value positively influences trust in products.	0.405	7.314	0.000	Supported
H1b: Utilitarian value positively influences trust in sellers.	0.100	1.507	0.132	Not Supported
H2a: Hedonic value positively influences trust in products.	0.346	6.322	0.000	Supported
H2b: Hedonic value positively influences trust in sellers.	0.314	4.098	0.000	Supported
H3a: Symbolic value positively influences trust in products.	0.258	2.584	0.008	Supported
H3b: Symbolic value positively influences trust in sellers	0.222	3.107	0.002	Supported
H4: Trust in products positively influences trust in sellers.	0.220	3.372	0.001	Supported
H5: Utilitarian value positively influences customer engagement.	0.062	0.889	0.374	Not Supported
H6: Hedonic value positively influences customer engagement.	0.162	2.591	0.010	Supported
H7: Symbolic value positively influences customer engagement.	0.310	4.955	0.000	Supported
H8a: Trust in sellers positively influences customer engagement.	0.182	3.175	0.002	Supported

H8b: Trust in products positively influences customer engagement.	0.183	2.858	0.004	Supported
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Source: SmartPLS Data Processing Results (2026)

Based on Table 9, H1a is supported, indicating that utilitarian value has a positive and significant influence on trust in products. The path coefficient is 0.405, with a t-statistic of 7.314 and a p-value of 0.000. This indicates that greater utilitarian value perceived by users during TikTok Shop live streaming is associated with higher trust in the products offered.

For H1b, utilitarian value has a positive but statistically insignificant influence on trust in sellers. The path coefficient is 0.100, with a t-statistic of 1.507 and a p-value of 0.132. Therefore, H1b is not supported, indicating that the practical or functional benefits perceived from TikTok Shop live streaming do not significantly influence users' trust in sellers.

H2a is supported, showing that hedonic value positively and significantly influences trust in products. The path coefficient is 0.346, with a t-statistic of 6.322 and a p-value of 0.000. This suggests that enjoyable, entertaining, and pleasurable live-streaming experiences contribute to greater trust in the products presented.

Similarly, H2b is supported, as hedonic value has a positive and significant effect on trust in sellers. The path coefficient is 0.314, with a t-statistic of 4.098 and a p-value of 0.000. This indicates that an enjoyable and entertaining live-streaming experience can strengthen users' trust in sellers.

For H3a, symbolic value positively and significantly influences trust in products. The path coefficient is 0.258, with a t-statistic of 2.584 and a p-value of 0.008, indicating that the symbolic meaning or identity associated with products contributes to users' trust in those products. Therefore, H3a is supported.

H3b is also supported, with symbolic value having a positive and significant influence on trust in sellers. The path coefficient is 0.222, the t-statistic is 3.107, and the p-value is 0.002. This suggests that symbolic value associated with the shopping experience can also contribute to users' trust in sellers.

For H4, trust in products has a positive and significant influence on trust in sellers, with a path coefficient of 0.220, a t-statistic of 3.372, and a p-value of 0.001. This indicates that when users have greater confidence in the products offered, their trust in the corresponding sellers also tends to increase. Therefore, H4 is supported.

Regarding H5, utilitarian value does not significantly influence customer engagement. Although the path coefficient is positive (0.062), the t-statistic of 0.889 and p-value of 0.374 indicate that the relationship is not statistically significant. Thus, H5 is not supported, suggesting that functional or practical value alone is insufficient to significantly encourage customer engagement in TikTok Shop live streaming.

In contrast, H6 is supported, as hedonic value has a positive and significant influence on customer engagement. The path coefficient is 0.162, with a t-statistic of 2.591 and a p-value of 0.010. This indicates that an enjoyable and entertaining live-streaming experience encourages users to become more engaged with the seller or shopping content.

H7 is supported, with symbolic value showing a positive and significant effect on customer engagement. The path coefficient of 0.310, t-statistic of 4.955, and p-value of 0.000 indicate that symbolic value is an important factor in encouraging customer engagement in TikTok Shop live streaming.

For H8a, trust in sellers has a positive and significant influence on customer engagement. The path coefficient is 0.182, with a t-statistic of 3.175 and a p-value of 0.002. This suggests that greater trust in sellers encourages users to interact and engage more actively with TikTok Shop live-streaming activities. Therefore, H8a is supported.

Finally, H8b is supported, indicating that trust in products positively and significantly influences customer engagement. The path coefficient is 0.183, with a t-statistic of 2.858 and a p-value of 0.004. This shows that users who have greater confidence in the products presented during live streaming are more likely to engage with the shopping experience.

Discussion

Utilitarian Value Positively Influences Trust in Products

H1a is supported: utilitarian value positively influences trust in products ($\beta = 0.405$; $t = 7.314$; $p < 0.001$). This result is consistent with Wongkitrungrueng and Assarut (2020), who identified utilitarian value as a pathway through which consumers develop trust in live-streaming commerce. The finding suggests that functional usefulness remains important in TikTok Shop because product demonstrations, detailed information, comparisons, and immediate seller responses can reduce uncertainty about product attributes. However, the result should be distinguished from trust in sellers: usefulness appears to help consumers evaluate whether a product can meet their needs, rather than automatically validating the seller behind it. Theoretically, this supports a differentiated view of trust formation in which utilitarian value is particularly effective at reducing product-related uncertainty. Practically, TikTok Shop sellers should provide clear demonstrations, accurate specifications, and responsive information as a foundation for product trust.

Utilitarian Value Positively Influences Trust in Sellers

H1b is not supported: utilitarian value has no significant direct influence on trust in sellers ($\beta = 0.100$; $t = 1.507$; $p = 0.132$). This contrasts with Indonesian social-commerce evidence showing that utilitarian value can contribute to both product and seller trust (Yasser & Gayatri, 2023). The divergence suggests that, on TikTok Shop, useful information may be evaluated separately from judgments about seller credibility. Consumers can use demonstrations and product specifications to assess the product while requiring additional cues such as consistency, responsiveness, transparency, and relational interaction to assess whether the seller is trustworthy. This distinction is theoretically important because it indicates that functional value does not necessarily transfer across trust objects. For practice, sellers should therefore complement useful product information with credible and relationship-building behaviors rather than assuming that informative livestreams alone will establish seller trust.

Hedonic Value Positively Influences Trust in Products

H2a is supported: hedonic value positively influences trust in products ($\beta = 0.346$; $t = 6.322$; $p < 0.001$). The result is consistent with Wongkitrungrueng and Assarut (2020), who showed that hedonic value forms part of the value-trust process in live-streaming commerce. In TikTok Shop, enjoyment and entertainment may increase consumers' attention to demonstrations and explanations, making product information easier to process and the product experience more vivid. Thus, hedonic value appears to complement rather than replace functional evaluation: consumers may trust products more when useful information is delivered through an enjoyable experience. Theoretically, this extends the shopping-value perspective by showing that experiential value can contribute to product-related trust in a TikTok-based setting. Practically, sellers can strengthen product trust by presenting demonstrations in engaging, entertaining, and interactive formats.

Hedonic Value Positively Influences Trust in Sellers

H2b is supported: hedonic value positively influences trust in sellers ($\beta = 0.314$; $t = 4.098$; $p < 0.001$). This finding is consistent with Wongkitrungrueng and Assarut (2020), supporting the view that the experiential benefits of live streaming can contribute to trust

formation. The relationship may be particularly relevant to TikTok Shop because the platform blends commerce with entertainment and social interaction; an enjoyable interaction can make sellers appear more approachable and authentic, thereby shaping seller-level judgments beyond the product itself. Theoretically, the result indicates that trust in sellers is not formed only through informational competence but can also emerge from positive experiential encounters. Practically, sellers should develop entertaining interaction styles while maintaining credible and consistent communication, so that enjoyment is accompanied by perceptions of seller reliability.

Symbolic Value Positively Influences Trust in Products

H3a is supported: symbolic value positively influences trust in products ($\beta = 0.258$; $t = 2.584$; $p = 0.008$). This result is consistent with the broader live-streaming literature that incorporates symbolic value as a meaningful dimension of consumers' shopping responses (Wongkitrungrueng & Assarut, 2020; Arisman & Salehudin, 2022). In TikTok Shop, products are encountered within a content environment shaped by trends, lifestyles, creators, and social meanings, so consumers may evaluate a product partly according to whether it fits their identity or desired lifestyle. This may strengthen product confidence even when the symbolic benefit is not purely functional. Theoretically, the finding suggests that product trust can reflect not only expected performance but also perceived identity congruence. Practically, sellers can strengthen trust by connecting product benefits with relevant lifestyles, communities, and forms of self-expression.

Symbolic Value Positively Influences Trust in Sellers

H3b is supported: symbolic value positively influences trust in sellers ($\beta = 0.222$; $t = 3.107$; $p = 0.002$). This finding extends the symbolic-value perspective beyond the product itself and is broadly consistent with Indonesian live-streaming research in which symbolic value is relevant to consumer trust and engagement (Arisman & Salehudin, 2022; Yasser & Gayatri, 2023). The result may arise because TikTok users encounter sellers as part of a social-content environment: when the seller's content, style, and product presentation fit consumers' identities or lifestyle aspirations, the seller may be perceived as more relatable and credible. Thus, symbolic value can function as a social cue that transfers positive meaning from the shopping experience to the seller. Theoretically, this highlights the relational dimension of symbolic value in live commerce. Practically, sellers should build a recognizable identity and content style that is consistent with the lifestyles and communities they seek to engage.

Trust in Products Positively Influences Trust in Sellers

H4 is supported: trust in products positively influences trust in sellers ($\beta = 0.220$; $t = 3.372$; $p = 0.001$). The finding is consistent with Wongkitrungrueng and Assarut (2020), who conceptualized product trust as an antecedent of seller trust in live-streaming commerce. The result suggests that consumers may use confidence in the product as an initial basis for judging the seller, particularly when direct physical inspection is unavailable. In TikTok Shop, credible demonstrations and convincing product performance can therefore provide evidence from which broader seller judgments are formed. Theoretically, this supports a sequential trust-building process rather than treating product trust and seller trust as completely independent evaluations. Practically, sellers should protect product quality and authenticity because failures at the product level may also undermine trust in the seller.

Utilitarian Value Positively Influences Customer Engagement

H5 is not supported: utilitarian value has no significant direct influence on customer engagement ($\beta = 0.062$; $t = 0.889$; $p = 0.374$). This result is consistent with Wongkitrungrueng and Assarut (2020), whose empirical model did not find a significant direct effect of

utilitarian value on engagement, indicating that functional value may work through trust-related mechanisms instead. The finding is particularly meaningful in TikTok Shop because engagement is not equivalent to efficient information acquisition. A consumer may watch a livestream, obtain the needed product information, and leave without commenting, sharing, asking questions, or otherwise interacting. In an entertainment- and socially oriented platform environment, active engagement appears to require experiential or symbolic stimulation beyond functional usefulness. The significant effects of hedonic value ($\beta = 0.162$) and symbolic value ($\beta = 0.310$) reinforce this interpretation. Theoretically, the result indicates that the value dimensions do not contribute to engagement uniformly; practically, sellers should embed useful information within entertaining and identity-relevant content rather than relying on information efficiency alone to stimulate participation.

Hedonic Value Positively Influences Customer Engagement

H6 is supported: hedonic value positively influences customer engagement ($\beta = 0.162$; $t = 2.591$; $p = 0.010$). This finding differs from the direct-effect pattern reported by Wongkitrungrueng and Assarut (2020), where hedonic value contributed to engagement primarily through trust-related pathways rather than through a significant direct effect. The difference may reflect the TikTok context, in which entertainment is deeply integrated into content consumption and users can move seamlessly between entertainment, social interaction, and shopping. Enjoyment may therefore encourage consumers to remain in the livestream and participate even before strong trust is fully established. Theoretically, this suggests that the role of hedonic value can become more direct when commerce is embedded in an entertainment-oriented platform. Practically, sellers can use demonstrations, storytelling, games, humor, and interactive formats to turn product presentation into an engaging experience.

Symbolic Value Positively Influences Customer Engagement

H7 is supported: symbolic value positively influences customer engagement ($\beta = 0.310$; $t = 4.955$; $p < 0.001$), and it has the strongest direct effect among the three shopping-value dimensions. This pattern is consistent with Wongkitrungrueng and Assarut (2020), who also identified symbolic value as the shopping-value dimension with a direct role in engagement. The result suggests that TikTok Shop engagement is strongly connected to the meanings consumers attach to products, sellers, and lifestyles, not merely to the usefulness of the shopping process. Because TikTok is highly social and trend-oriented, identity expression and social relevance may help transform passive viewing into active participation. Theoretically, symbolic value therefore appears to be especially important for explaining engagement in TikTok-based live commerce. Practically, sellers should connect products with relevant identities, trends, communities, and lifestyle narratives to encourage interaction and participation.

Trust in Sellers Positively Influences Customer Engagement

H8a is supported: trust in sellers positively influences customer engagement ($\beta = 0.182$; $t = 3.175$; $p = 0.002$). This finding is consistent with Wongkitrungrueng and Assarut (2020), who identified seller trust as an important pathway to engagement, and with more recent Indonesian TikTok live-streaming evidence linking consumer trust with engagement (Koeswanto et al., 2025). The result indicates that credible sellers create a safer relational environment in which consumers are more willing to ask questions, respond to content, and participate in livestream activities. In TikTok Shop, where interaction is highly visible and immediate, trust may reduce hesitation and make participation feel less risky. Theoretically, this reinforces the role of seller trust as a relational mechanism connecting consumer evaluation with active engagement. Practically, sellers should maintain transparent

information, consistent communication, and responsive interaction to convert trust into sustained participation.

Trust in Products Positively Influences Customer Engagement

H8b is supported: trust in products positively influences customer engagement ($\beta = 0.183$; $t = 2.858$; $p = 0.004$). This result extends the findings of Wongkitrungrueng and Assarut (2020), whose original model did not find a significant direct effect of product trust on engagement. The difference suggests that, in the TikTok Shop context, confidence in the product itself may be sufficient to encourage participation, even before considering broader seller-related judgments. When consumers believe that products are authentic, reliable, and suitable for their needs, uncertainty is reduced and they may feel more comfortable interacting with the livestream. Theoretically, this indicates that the role of product trust in engagement may be platform- and context-dependent. Practically, sellers should make product quality, authenticity, demonstrations, and evidence of performance highly visible because product credibility can contribute directly to engagement as well as to seller trust.

CONCLUSION

This study concludes that shopping value plays an important role in shaping consumer trust and customer engagement in TikTok Shop live streaming. Utilitarian value significantly influences trust in products but does not significantly affect trust in sellers or customer engagement, while hedonic and symbolic value significantly influence trust in products, trust in sellers, and customer engagement. Trust in products also significantly influences trust in sellers, and both forms of trust contribute significantly to customer engagement. These findings imply that TikTok Shop sellers should combine useful product information with enjoyable and identity-relevant experiences while strengthening product and seller credibility. Theoretically, the findings demonstrate that different dimensions of shopping value contribute differently to consumer trust and engagement in live-streaming commerce. However, the use of purposive sampling, a cross-sectional design, and a focus on TikTok Shop limits the generalizability of the findings. Future research should consider larger and more diverse samples, longitudinal approaches, comparisons across live-commerce platforms, and additional variables such as perceived risk, streamer credibility, social presence, or interactivity to provide a broader understanding of consumer responses to live-streaming commerce.

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