

THE EFFECT OF LIVE STREAMING AND ONLINE CUSTOMER REVIEW ON THE PURCHASE DECISION OF HANA FASHION PRODUCTS IN TIKTOK SHOP WITH CONSUMER TRUST AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze the influence of live streaming and online customer reviews on purchasing decisions for Hana Fashion products at TikTok Shop with consumer trust as an intervening variable. The research method used is a quantitative approach with data collection through an online questionnaire from 96 respondents who have made purchases at the store. Data analysis was carried out using SmartPLS 3.0 software. The results of the study showed that live streaming and online customer reviews had a significant effect on purchasing decisions. Online customer reviews were also shown to have a positive effect on consumer trust, but consumer trust did not have a significant effect on purchasing decisions and was unable to mediate the relationship between the two independent variables and purchasing decisions. These findings indicate that although trust is important in a digital context, purchasing decisions at TikTok Shop are more influenced by visual content and direct reviews from other users. Therefore, business actors need to optimize live streaming and customer review strategies in increasing purchasing decisions on social media-based e-commerce platforms.

Keywords: *Live streaming, Online Customer Review, Consumer Trust, Purchase Decision, TikTok Shop.*

INTRODUCTION

The advancement of digital technology has driven significant changes in the way consumers interact with products and services, especially through e-commerce. One platform that has shown rapid growth in recent years is TikTok. Purchasing decisions are an important process in consumer behavior. According to (Paramitha et al., 2024), purchasing decisions are consumer behavior about how individuals, groups, and organizations select, purchase, use goods, services, ideas, or experiences to satisfy their needs and wants. In today's digital era, social media platforms such as TikTok have become the primary means for consumers to seek information before making a purchase. This can be seen from the increasing use of live streaming features and online customer reviews as sources of product information.

Thus, it is important to understand how interactions on these platforms can influence consumers' decision-making process and impact their overall shopping behavior, especially considering that consumers today tend to rely more on recommendations from influencers and their friends on social media, which can create positive perceptions of certain products, increase purchase intention, and ultimately influence their final shopping decisions, creating new dynamics in marketing strategies that businesses need to pay attention to.

The following is Hana Fashion's sales data.



Figure 1. Hana Fashion sales data on TikTok Shop.

Source: m.fastmoss.com (Hana Fashion Online Shop)

Live streaming has become an effective marketing tool in influencing consumer purchasing decisions. According to research conducted by (Fathurrohman et al., 2023), live streaming has a positive and significant impact on purchasing decisions. This phenomenon shows that through live streaming, consumers can see products in real-time, interact directly with sellers, and get more detailed information, thereby increasing trust and interest in buying.

In addition, online customer reviews play a significant role in shaping consumer perceptions. These reviews provide first-hand information from previous users, which is often considered more credible than traditional advertising. Consumers use online reviews as one of the primary sources of information to evaluate product quality before making a purchase. In this context, the combination of live streaming and online reviews further strengthens the purchasing decision, as consumers feel more informed and supported by the real experiences of others when choosing a product that suits their needs.

The following image shows an example of an online customer review on TikTok Shop Hana Fashion.

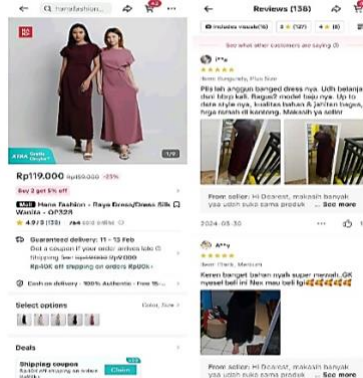


Figure 2. Example of online customer review on TikTok Shop.

Source : <https://vt.tokopedia.com/t/ZSM1A1AVr/> (Hana Fashion Online Shop)

Previous research has shown that customer trust in live streaming and online reviews influences purchasing decisions. (Equity & Saputra, 2022). High trust in sellers, products, and sales platforms increases consumer trust in making transactions, especially in a digital ecosystem where the risk of fraud or inaccurate information is higher. In addition, according to Mowen and Minor, quoted in (Eka Mayastika Sinaga, Fitriarningsih, 2023) explains that consumer trust is everything or information that consumers know regarding attributes, objects, and their uses.

This phenomenon shows that the higher the level of consumer trust in a product or seller, the more likely they are to make a purchase.

LITERATURE REVIEW

1. Purchase Decision

Tjiptono in (Jubelia Ayu Ebong Hurek, 2023), Purchasing decision is a process in which consumers or buyers recognize their problems, look for information about certain brands or products and evaluate how good each alternative is.

2. Live Streaming

In (Chen, CC, & Lin, 2018) *Live streaming in e-commerce* is a digital marketing method that allows interaction *real time* between sellers and consumers, creating a more seamless shopping experience. *personal* and increase consumer trust.

3. Online Customer Reviews

According to (Filieri, R., Alguezaui, S., & McLeay, 2015) *Online customer reviews* is a source of information that is considered credible by consumers, because it comes from the real experiences of previous users, which can influence perceptions and purchase intentions.

4. Consumer Confidence (Variable Intervening)

According to (Pavlou, P.A., & Gefen, 2017) Consumer trust in *e-commerce* is the belief that the seller will act honestly, the product matches the description, and the transaction is safe.

METHOD

Types of research

This research uses a quantitative approach. This research is a development research, from the research (Desti Eka Ramadanti Amin, 2023) entitled "The Influence of Live Streaming and Online Customer Reviews on the Purchase of Muslim Fashion Products". The main difference between this study and previous studies lies in the intervening variables.

Location

This research was conducted on Hana Fashion consumers who made purchases through TikTok Shop. By distributing questionnaires online via google form.

Population and Sample

The population in this study is all consumers who have ever purchased Hana Fashion products through TikTok Shop, the number of which is not known for certain. When the population is unknown, the Cochran Formula is in accordance with the guidelines provided by (Sugiyono, 2019) can be used to determine the sample size with the result being 96 respondents.

Data Analysis Techniques

Data analysis in this study was conducted using SmartPLS (Partial Least Squares - Structural Equation Modeling/PLS-SEM). The tests conducted consisted of evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and measurement of Goodness of Fit using Standardized Root Mean Square Residual (SRMR) as well as hypothesis testing.

RESULTS AND DISCUSSION

The measurement model (outer model) is confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. The following are the results of the outer model evaluation in this study.

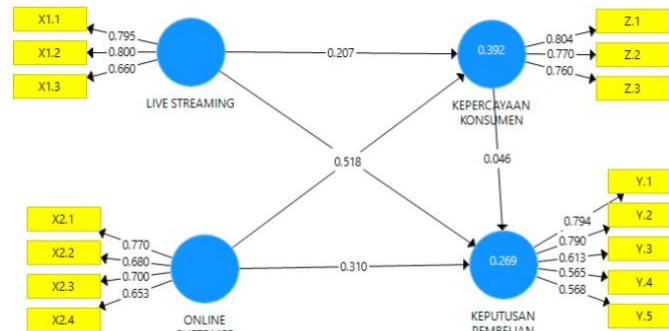


Figure 3. Structural Model (Inner Model)

1. Validity Test

This study uses the help of Smart PLS 3.0 software to test the validity and reliability of the research instrument. To test the validity of data, convergent validity can be used by looking at the loading factor value and discriminant validity by looking at the cross loading value.

a. Convergent Validity

Convergent validity from the measurement model with the reflective model, the indicator is assessed based on the correlation between the item scorer/component score and the construct score calculated using PLS. The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for early stage research with the development of a measurement scale, a loading value of 0.5 to 0.60 is considered sufficient.(Ghozali, 2021)In this study, a loading factor of 0.5 was used with the algorithm calculation in Smart PLS 3.0. The following are the results of testing the convergent validity measurement model using the loading factor which can be seen in Table 1.

Table 1. Results of Instrument Validity Test Using Loading Factor

	<i>Loading Factor</i>			
X1.1			0.795	
X1.2			0.800	
X1.3			0.660	
X2.1				0.770
X2.2				0.680
X2.3				0.700
X2.4				0.653
Y.1		0.794		
Y.2		0.790		
Y.3		0.613		
Y.4		0.565		
Y.5		0.568		
Z.1	0.804			
Z.2	0.770			
Z.3	0.760			

Source: Processed primary data (2025)

Based on Table 1 above, it can be seen that all loading factor values have passed the limit of 0.5 so that it can be concluded that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

b. Discriminant Validity

The following are the results of testing the discriminant validity measurement model using cross loading which can be seen in Table 2:

	Consumer Trust	Buying decision	Live Streaming	Online Customer Reviews
X1.1	0.423	0.302	0.795	0.312
X1.2	0.217	0.239	0.800	0.233
X1.3	0.225	0.377	0.660	0.292
X2.1	0.471	0.328	0.293	0.770
X2.2	0.302	0.293	0.330	0.680
X2.3	0.500	0.254	0.176	0.700
X2.4	0.372	0.370	0.286	0.653
Y.1	0.295	0.794	0.291	0.407
Y.2	0.214	0.790	0.372	0.379
Y.3	0.232	0.613	0.183	0.246
Y.4	0.073	0.565	0.183	0.167
Y.5	0.301	0.568	0.315	0.214
Z.1	0.804	0.175	0.260	0.500
Z.2	0.770	0.200	0.221	0.438
Z.3	0.760	0.391	0.427	0.453

Table 2. Results of Instrument Validity Test Using Cross Loading

Source: Processed primary data (2025)

Based on Table 2 above, it can be seen that all cross loading values of each targeted indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

2. Reliability Test

An instrument can be said to be reliable by looking at the Composite Reliability value. can be seen in the following table:

Table 3. Composite Reliability calculations

	Composite Reliability
Consumer Trust	0.822
Buying decision	0.803
Live Streaming	0.797
Online Customer Reviews	0.795

Source: Processed primary data (2025)

Based on Table 3 above, it can be seen that the Composite Reliability value of the Live Streaming variable is 0.797, the Consumer Trust variable is 0.822, the Purchase Decision variable is 0.803 and the Online Customer Review variable is 0.795. From the calculation results above, it can be seen that the Composite Reliability indicator has been reliable in measuring its latent variables.

Structural Model Evaluation (Inner Model)

Evaluation of the inner model can be seen from several indicators including the coefficient of determination (R²), Predictive Relevance (Q²) and Goodness of Fit Index (GoF) (Hussein, 2015). The results of the structural model displayed by Smart PLS 3.0 in this study are as follows:

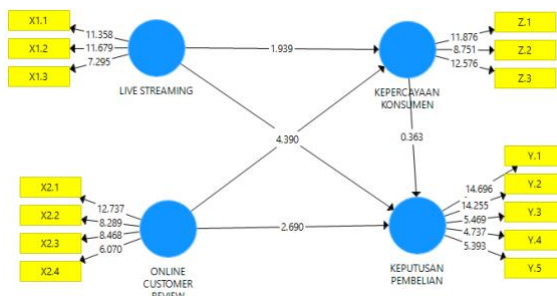


Figure 4. Structural Model (Inner Model)

Source: Processed primary data (2025)

R2 (R-square) results

In assessing the model with PLS, it begins by looking at the Adjusted R-square for each dependent latent variable. The results of the r^2 calculation in this study are as follows:

Table 4. Correlation Value (r^2)

	R Square	R Square Adjusted
Consumer Trust	0.392	0.379
Buying decision	0.269	0.245

Source: Processed primary data (2025)

Based on the calculation results using bootstrapping in Table 4. Above, it is known that the r^2 value of the Consumer Trust variable is 0.379, which means that Consumer Trust is influenced by Live Streaming and Online Customer Reviews by 37.9% or in other words, the contribution of Live Streaming and Online Customer Reviews is 37.9% while the remaining 62.1% is the contribution of other variables not discussed in this study such as product selection, purchase time, payment method and others.

The r^2 result of the purchasing decision variable is 0.245 which means that the purchasing decision is influenced by Live Streaming and Online Customer Reviews by 24.5% or in other words the contribution of Live Streaming and Online Customer Reviews is 24.5% while the remaining 75.5% is the contribution of other variables not discussed in this study such as product selection, purchase time, payment method and others.

Hypothesis Testing

Based on the results of the outer model conducted, all hypotheses tested have met the requirements, so they can be used as analysis models in this study. Hypothesis testing in this study uses alpha 5% which means if the t-statistic value ≥ 1.960 or the probability value $\leq$ level of significance ($\alpha = 5\%$). The limit of 0.05 means that the magnitude of the chance of deviation is only 5% and the remaining 95% is indicated to accept the hypothesis.

1. Direct Influence Testing

Direct influence testing is used to explain hypotheses 1,2,3,4 and 5 through path coefficients. The path coefficient value can be seen through the t-statistic value which must be above the t-table, which is 1.96, which means that there is an influence of exogenous variables on endogenous variables in each hypothesis that has been determined. The t-statistic value ≥ 1.960 or the probability value $\leq$ level of significance ($\alpha = 5\%$), has the conclusion that the hypothesis is accepted, namely there is a significant influence between the variables tested. Table 4.13 shows the results of direct hypothesis testing with bootstrapping on Smart PLS 3.0 software. Below is an explanation of each hypothesis in this study.

Table 5. Path Coefficients

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Consumer Trust -> Purchasing Decision	0.046	0.052	0.126	0.363	0.717
<i>Live Streaming</i> -> Consumer Trust	0.207	0.209	0.107	1,939	0.053
<i>Live Streaming</i> -> Purchase Decision	0.279	0.280	0.117	2,376	0.018
<i>Online Customer Reviews</i> -> Consumer Trust	0.518	0.518	0.118	4,390	0,000
<i>Online Customer Reviews</i> -> Purchase Decision	0.310	0.324	0.115	2,690	0.007

Source: Processed primary data (2025)

Based on Table 5. The test results for each hypothesis are as follows:

a. Hypothesis 1

H1: The Influence of Live Streaming on Consumer Trust

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between live streaming and consumer trust is 1,939 with sig. of 0.053. The test results show that the t-statistic ≤ 1.96 and the sig. value $\geq$ level of significance ($\alpha = 5\%$). This shows that live streaming has no effect on consumer trust. Thus, hypothesis 1 is rejected.

b. Hypothesis 2

H2: The Influence of Online Customer Reviews on Consumer Trust

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between online customer reviews and consumer trust is 4,390 with sig. of 0,000. The test results show that t-statistic ≥ 1.96 and sig. value $\leq$ level of significance ($\alpha = 5\%$). This shows that online customer reviews have an effect on consumer trust, thus hypothesis 2 is accepted.

c. Hypothesis 3

H3: The Influence of Live Streaming on Purchasing Decisions

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between live streaming and purchasing decisions is 2.376 with a sig. of 0.018. The test results show that the t-statistic ≥ 1.96 and the sig. value $\leq$ level of significance ($\alpha = 5\%$). This shows that live streaming has an effect on purchasing decisions. Thus, hypothesis 3 is accepted.

d. Hypothesis 4

H4: The Influence of Online Customer Reviews on Purchasing Decisions

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between online customer reviews and purchasing decisions is 2.690 with a sig. of 0.007. The test results show that the t-statistic ≥ 1.96 and the sig. value $\leq$ level of significance ($\alpha = 5\%$). This shows that online customer reviews have an effect on purchasing decisions. Thus, hypothesis 4 is accepted.

e. Hypothesis 5

H5: The Influence of Consumer Trust on Purchasing Decisions

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between consumer trust and purchasing decisions is 0.363 with a sig. of 0.717. The test results show that the t-statistic ≤ 1.96 and the sig. value $\geq$ level of significance ($\alpha = 5\%$). This shows that consumer trust does not affect purchasing decisions. Thus, hypothesis 5 is rejected.

2. Indirect Effect Testing

The indirect effect test is conducted by testing the strength of the indirect effect of the independent variable (X) to the dependent variable (Y) through the intervening variable (Z) with the condition that the t-statistic value is > 1.96 . The indirect effect can be stated as significant if both direct effects that form it are significant. The results of this test can be seen in the following table:

Table 6. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Live Streaming</i> -> Consumer Trust -> Purchasing Decision	0.010	0.010	0.030	0.320	0.749
<i>Online Customer Reviews</i> -> Consumer Trust -> Purchasing Decision	0.024	0.026	0.069	0.346	0.730

Source: Processed primary data (2025)

a. Hypothesis 6

H6: The Influence of Live Streaming on Purchasing Decisions with Consumer Trust As an Intervening Variable

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between live streaming and purchasing decisions with trust.

consumers as an intervening variable is 0.320 with a sig. of 0.749. The results The test shows that the t-statistic ≤ 1.96 and the sig. value $\geq$ level of significance ($\alpha = 5\%$). This shows that consumer trust cannot mediate the relationship between *live streaming* with purchasing decisions. Thus hypothesis 6 is rejected.

b. Hypothesis 7

H7: The Influence of Online Customer Reviews on Purchase Decisions with Trust Consumers as Intervening Variables

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between online customer reviews and purchasing decisions with consumer trust as an intervening variable is 0.346 with a sig. of 0.730. The test results show that the t-statistic ≤ 1.96 and the sig. value $\geq$ level of significance ($\alpha = 5\%$). This shows that online customer reviews cannot mediate the relationship between live streaming and purchasing decisions. Thus, hypothesis 7 is rejected.

DISCUSSION

1. Live streaming No Impact on Consumer Trust in Hana Fashion Products on TikTok Shop

Live streaming is one of the features that is widely used by business actors in marketing products on digital platforms, including TikTok Shop. However, based on the results of this study, live streaming does not have a significant effect on consumer trust in Hana Fashion products on TikTok Shop. This finding is in line with research conducted by (Wulandari, D., & Pratiwi, 2023) which states that consumer trust in online transactions is more influenced by accurate information and seller reputation than promotional media such as live streaming. In the context of Hana Fashion, the live streaming that was carried out was unable to provide a significant impact on the formation of consumer trust. This is likely caused by several factors, such as the inconsistency between the product displayed during the live streaming and the product received by the consumer.

2. Online Customer Reviews Influence Consumer Trust in Hana Fashion Products on TikTok Shop

In the case of Hana Fashion products, consumer trust seems to be more influenced by reviews from other users than direct promotions from brands or influencers. This shows that online customer reviews have a significant influence on the formation of consumer trust. Research conducted by (Setiawan, D., & Putri, 2022) shows that positive customer reviews can increase consumer trust because they are considered more objective information and based on real experiences. Consumers tend to trust fellow users who have tried the product directly. Thus, it can be concluded that online customer reviews play an important role in influencing consumer trust in Hana Fashion products. Honest, informative, and product-relevant customer reviews are one of the main factors in forming consumer trust and loyalty in the long term.

3. Live Streaming Influencing Purchasing Decisions on Hana Fashion Products on TikTok Shop

Live streaming is one of the increasingly popular digital marketing strategies in e-commerce. In the context of Hana Fashion on TikTok Shop, live streaming has been shown to have a significant influence on consumer purchasing decisions. Through live streaming sessions, sellers can show product details directly, such as materials, sizes, how to wear them, and answer questions from the audience spontaneously. This provides a higher sense of involvement and encourages consumer trust, so they feel more confident in making purchasing decisions. In line with research conducted by (Maulidya, A., & Prasetyo, 2022), live streaming significantly increases purchase intention because it is able to create interactions that are close to the direct shopping experience. In the case of Hana Fashion, the use of live streaming not only increases product exposure but also creates urgency and emotional appeal that influences consumer decisions. Thus, live streaming becomes an effective marketing communication tool in increasing consumer purchasing decisions on digital platforms. For fashion products such as Hana Fashion on TikTok Shop, the presence of active and communicative sellers in live streaming has proven to be a significant driving factor in influencing consumer purchasing decisions.

4. Online Customer Influential Reviews on Purchasing Decisions on Hana Fashion Products on TikTok Shop

In the context of Hana Fashion products on TikTok Shop, online customer reviews have been shown to have a significant influence on purchasing decisions. Research by (Sari, MP, & Nugroho, 2021), shows that informative and credible online reviews can influence consumer perceptions of products, thus impacting purchasing decisions. Thus, it can be concluded that online customer reviews play an important role in shaping consumer purchasing decisions for Hana Fashion products. Not only as a social validation tool, online reviews are also the main reference in evaluating the quality and credibility of a product, especially in a fast and competitive online shopping environment such as TikTok Shop

5. Consumer Trust Does Not Influence Purchase Decisions on Hana Fashion Products on TikTok Shop

Although consumer trust in a brand or seller is generally considered an important factor in making purchasing decisions, in the case of Hana Fashion on TikTok Shop, consumer trust was not shown to have a significant influence on purchasing decisions. This suggests that consumers on this platform are more influenced by other factors such as competitive prices, attractive product designs, social media trends, and the urgency of promotions in live streaming sessions. Research by (Kurniawan, D., & Lestari, 2022) mentioned that on fast and interactive social media platforms, emotional and visual factors are more dominant than trust as a basis for purchasing. Thus, it can be concluded that consumer trust is not always the main determinant in purchasing decisions, especially in a dynamic digital environment like TikTok Shop. Other factors that are more emotional, visual, and situational tend to be more dominant in influencing purchasing decisions for fashion products such as Hana Fashion.

6. Live Streaming does not affect purchasing decisions with consumer trust as an intervening variable

In the context of Hana Fashion products on TikTok Shop, live streaming does not directly influence consumer purchasing decisions. One of the main causes is the low level of consumer trust in the seller or product displayed in the live streaming session. Research by (Astuti, R., & Suryani, 2023), revealed that live streaming is not effective enough to influence purchasing decisions if it is not accompanied by increased consumer trust. In the case of Hana Fashion, many consumers are interested in following live streaming to see the product directly, but do not immediately make a purchase without confidence in the quality of the product and the integrity of the seller. Trust is the bridge between initial interest and purchasing action. Thus, it can be concluded that live streaming does not have a direct influence on purchasing decisions, but can have an indirect impact if it is able to build strong consumer trust. Therefore, the live streaming strategy must be accompanied by efforts to build credibility, transparency, and real testimonials to increase consumer trust effectively.

7. Online Customer Reviews does not affect purchasing decisions with consumer trust as an intervening variable

The results of the study show that online customer reviews do not have a significant influence on purchasing decisions, even when mediated by consumer trust. Although customer reviews are often assumed

to be able to shape perceptions and trust in products or brands (Setiawan, A., & Nugroho, 2022), the reality shows that not all TikTok Shop consumers use reviews as a basis for decision making. Many of them make impulsive purchases based on the visual appeal of products in live streaming, big discounts, or viral trends rather than on the reliability of reviews from other users. Thus, it can be concluded that online customer reviews do not have a direct or indirect influence on purchasing decisions if they are not accompanied by context and marketing strategies that support the formation of trust more intensely.

CONCLUSION

This study shows that live streaming and online customer reviews significantly influence purchasing decisions for Hana Fashion products on TikTok Shop. However, only online customer reviews are proven to increase consumer trust. Consumer trust does not have a direct effect or mediation variable in the relationship between live streaming and online customer reviews on purchasing decisions. This finding emphasizes the importance of optimizing customer reviews and visual live streaming strategies in driving purchasing decisions on social media-based e-commerce platforms.

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