

# The Influence of Live Streaming and Online Customer Reviews on Consumer Purchase Interest in the Tiktok Shop Feature (Case Study of Pamulang District Community)

**Hendra Dwi Prasetyo\***

STIE Mahardhika Surabaya, Indonesia

Email: [hendra.prasetyo@stiemahardhika.ac.id](mailto:hendra.prasetyo@stiemahardhika.ac.id)

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## Abstract

The primary objective of the study is to analyse how live streaming and online customer reviews influence consumer interest in making purchases at TikTok Shop. A descriptive quantitative research approach was employed, involving a questionnaire administered to 100 participants from the Pamulang District. The sampling method utilised purposive sampling, with participants required to be at least 18 years old and have made purchases at TikTok Shop. The findings revealed that both live streaming and online customer reviews had a significant positive impact on buying interest at TikTok Shop within the Pamulang District community, both individually and collectively. According to the coefficient of determination, the independent variables accounted for 53.2% of the variability in purchase intention, with the remainder being influenced by unexamined factors. The implications of this study indicate that live streaming-based marketing strategies and the provision of online customer reviews are effective in increasing buying interest on social media, especially on the TikTok Shop platform. This research supports the importance of utilizing interactive features to strengthen consumer trust and product attractiveness in the e-commerce market.

**Keywords:** Purchasing Interest, Live Streaming, Online Customer Reviews, TikTok Shop.

## 1. Introduction

Based on data from Dataportal (2023), in 2022 social media users will reach 191 million people, which is equivalent to 68.9% of the total population. This number increased by 12.6% from 2021, namely 170 million people. The high number of internet and social media users currently can be used as an opportunity to implement a marketing strategy, namely social media marketing. According to Wordstream.co as stated in Constantinides (2014), social media marketing is a marketing strategy in the form of creating and distributing content through various platforms to build an image and carry out promotions. It has also become a concern that nowadays social media is used as a place for buying and selling activities (Wongkitrungrueng & Assarut, 2020). The results of a survey conducted by Populix (2022) show that around 86% of Indonesian consumers use social media as a medium for online shopping.

The presence of a new TikTok feature that allows people to carry out shopping transactions, namely TikTok for Business or often called TikTok Shop, is one of the impacts of the development of digitalization. TikTok Shop is an innovation aimed at business people so they can sell their products through the TikTok application, thereby making TikTok a social



commerce platform, not just social media. 52% of Indonesians are knowledgeable about the growing practice of conducting buying and selling transactions through social media platforms (Populix 2022). According to a survey conducted by Populix (2022), TikTok Shop is the number one platform that is often used by people to make purchase transactions via social media. This high buying interest is based on the innovative features created by TikTok, one of which is the TikTok live streaming feature.

Reporting from Campus Digital (2022), live streaming shopping on TikTok was enthusiastically welcomed by the Indonesian people, supported by the launch of this feature which received the attention of more than 1.4 million viewers. TikTok Shop sells various types of products like e-commerce, from the fashion category to the hobby category. Based on data from Populix (2022), the fashion category is the top purchase on social media with a percentage of 61%, followed by the beauty product category at 43%, then in third place is the food and beverages category at 38%.

Like other e-commerce, TikTok Shop also has review and rating features. Reviews are one of the triggers for sales. Consumers tend to seek out details on the quality of products before making their purchasing decisions. In today's digital age, online reviews from customers have emerged as a crucial resource for consumers to gauge the quality of a product (Zhu & Zhang, 2010).

This study is unique as it explores how live streaming options and digital customer feedback impact consumers' likelihood to make purchases on the TikTok Shop platform in Pamulang. Both features are considered innovative and important in supporting purchasing decisions through social media, which have not been widely explored among Indonesian consumers, especially in the context of TikTok Shop. With the high use of social media for online shopping, this research makes a new contribution in understanding how interactive features on social media such as TikTok significantly influence consumer behavior. The aim of this research was to examine whether the live streaming option and online customer feedback impact consumer interest in purchasing products from TikTok Shop in Pamulang District. This study sought to determine if these factors have a noticeable effect on buying behaviour when considered individually or together.

## 2. Literature Review

### 2.1. Live Streaming

The quick advancements in technology have led to the emergence of live streaming as a fresh approach to generating revenue (Wongkitrungrueng & Assarut, 2020). According to Cai and Wohn (2019), live streaming is essentially the act of shopping online whilst engaging socially in real time. It is categorised into two forms: live streaming shopping in platforms like JD.ID and Shopee, and live streaming shopping on social media apps like TikTok. This form of shopping entices consumers through interactive experiences and live product displays (Tong, 2017). Through live streaming, business actors can create marketing by adjusting consumer needs and interests so that they can reach users who view live streaming (Lu & Chen, 2021).

### 2.2. Online Customer Review

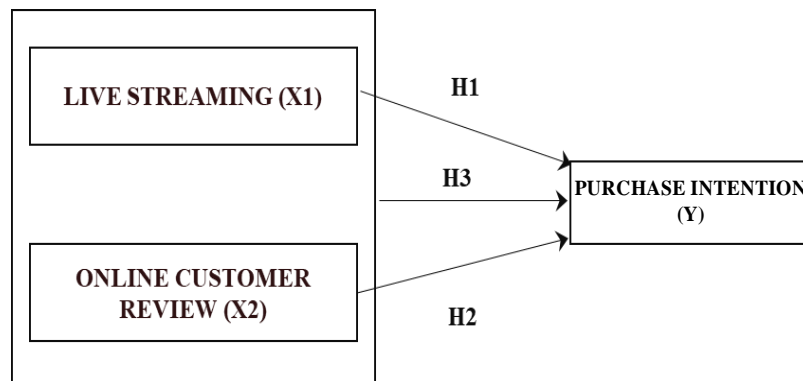
An online customer review is feedback shared by customers to assess a product from different perspectives. These reviews help consumers make informed decisions about product quality based on the experiences of past buyers. According to Mulyati and Gesitera (2020),

Online customer reviews involve assessments provided by previous buyers who have evaluated a product across different criteria, allowing potential customers to gauge the product's quality.

### 2.3. Interest to Buy

Consumer purchasing interest refers to the customer's desire to choose and consume something according (Kotler & Keller, 2016). Purchase intention is a statement within a person that leads to an interest in purchasing a product in a certain amount to predict customer desires (Mohamed & Wee, 2020).

### 2.4. Research Hypothesis



**Figure 1. Conceptual Framework**

From figure 1, it can be explained the proposed hypotheses as follows:

**H1:** Live streaming influencers affect the buying interest of the people of Pamulang District in the TikTok Shop feature.

**H2:** Online customer reviews influence the buying interest of the people of Pamulang District in the TikTok Shop feature.

**H3:** Live streaming and online customer reviews together influence the buying interest of Pamulang District residents in the TikTok Shop feature.

## 3. Methods

The study conducted utilises quantitative techniques to provide a descriptive analysis. Selection of participants was done through purposive sampling, targeting individuals from the Pamulang District who are at least 18 years old and have made at least one purchase from the TikTok Shop feature. The study utilised the Lemeshow formula with a margin of error of 10%, leading to a sample size of 97 that was rounded up to 100 participants. Primary data collection involved questionnaires, while secondary data was gathered from various sources such as journal articles, websites, and books. To facilitate responses, a Likert scale ranging from 1-5 was incorporated in the questionnaire. Data analysis was conducted using the SPSS Version 26 software.

## 4. Results and Discussion

### 4.1. Research Result

#### 4.1.1. Instrument Test

According to the outcomes of the validity test calculations, it is evident that the significance value of the statement items for all variables exceeds 0.05, and the calculated *r* value surpasses the table *r* value. With a table *r* value of 0.1966 in this research, it can be deduced that the items related to live streaming, online customer reviews, and purchase interest variables are deemed valid.

Examining the questionnaire's dependability in a study reveals that every variable has a Cronbach's alpha value exceeding 0.60. This implies that the question items related to each variable are considered trustworthy as their Cronbach's alpha coefficient surpasses 0.60.

#### 4.1.2. Classic assumption test

According to the findings of the traditional assumption assessment, including the reliability, multicollinearity, and normality tests, it has been determined that all variables are appropriate for measurement and the research model does not suffer from multicollinearity, with data that follows a normal distribution. Therefore, the research model fulfils the classical assumptions needed for testing research hypotheses through Multiple Linear Regression Analysis.

#### 4.1.3. Multiple Linear Regression Analysis

**Table. 1 Multiple Linear Regression Coefficient Test Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	5.522	2.632		2.098	.039
	Live Streaming	.621	.138	.373	4.487	.000
	Online Customer Review	.685	.126	.454	5.455	.000

a. Dependent Variable: Purchase Interest

The multiple linear regression equation model that will be formed is as follows:

$$Y = 5.532 + 0.621X_1 + 0.685X_2$$

Based on this equation, it can be described as follows:

1. The value of constant (a) is 5.532, indicating that even when the variables for live streaming ( $X_1$ ) and online customer reviews ( $X_2$ ) are zero, the interest in making purchases at the Tiktok Shop in the Pamulang District community stays at 5.532.
2. The coefficient  $X_1$  ( $b_1$ ) is calculated at 0.621, indicating a favourable impact of live streaming on purchasing interest in the Tiktok Shop within the Pamulang District community. In simple terms, a one-unit increase in live streaming leads to a 0.621 increase in consumer buying interest when other factors remain constant.
3. The coefficient  $X_2$  ( $b_2$ ) is 0.685, indicating a favourable impact of online customer reviews on purchasing interest at the Tiktok Shop within the Pamulang District community. An increase of one in the online customer review variable, with all other variables unchanged, will result in a 0.685 increase in consumer buying interest.

#### 4.1.4. Partial Significant Test (t-test)

The T-test is utilised to assess the importance of the impact of specific variables on the dependent variable at a significance level of 0.05. After analysing the data with SPSS, the t-test findings indicate the following results.

**Table 2. t Test Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	5.522	2.632		2.098	.039
	Live Streaming	.621	.138	.373	4.487	.000
	Online Customer Review	.685	.126	.454	5.455	.000

a. Dependent Variable: Purchase Interest

According to the information provided in table 2, the analysis of each variable suggests conducting partial regression testing:

1. According to the test findings, the t value of the live streaming variable indicates that the calculated t value (4.487) is greater than the t table (1.66) with a significance level of 0.000 less than 0.05. As a result, hypothesis 1 is confirmed, suggesting that to some extent, the live streaming variable has a beneficial and notable impact on purchasing interest at the TikTok Shop within the residents of Pamulang District.
2. According to the findings from the test, it can be seen that the t value for the online customer review variable is greater than the t table value, with a significance level of less than 0.05. This indicates that hypothesis 2 is supported, suggesting that the online customer reviews have a favourable and significant effect on purchasing interest at the TikTok Shop within the Pamulang District community.

#### 4.1.5. F test (simultaneous)

**Table. 3 F Test Results**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	867.099	2	433.550	55.215	.000 <sup>b</sup>
	Residual	761.651	97	7.852		
	Total	1628.750	99			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Online Customer Review, Live Streaming

The value of the F table in this research is 55.215. According to this table, it is evident that the combined independent variables have a notable impact on the dependent variable. This is supported by the calculated F value of 55.215, which surpasses the F table value of 3.09 or the F significance of 0.000, which is lower than the  $\alpha$  value of 0.05. Therefore, it can be concluded that the variables of live streaming (X1) and online customer reviews (X2)

collectively have a positive and significant influence on purchasing interest within the community of the TikTok Shop in the Pamulang District.

#### 4.1.6. Determination Coefficient (R<sup>2</sup>)

**Table. 4 Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.532	.523	2.802

a. Predictors: (Constant), Online Customer Review, Live Streaming

The coefficient of determination of the acquisition value, as shown in Table 4, is 0.532. This signifies that liver streaming (X<sub>1</sub>) and online customer reviews (X<sub>2</sub>) have a significant impact on buying interest (Y) at TikTok Shop in the Pamulang District community, accounting for 53.2%. The remaining 46.8% is attributed to unexamined variables.

## 4.2. Discussion

### 4.2.1. Live Streaming Has a Positive and Significant Effect on Interest in Buying

The t test findings in this research indicate that the t value for the live streaming variable stands at 4.487, surpassing the t table threshold of 1.66, with a significance level of 0.000, lower than 0.05. This suggests that hypothesis 1 is supported, implying that the live streaming variable has a beneficial and noteworthy impact on purchasing intention in TikTok Shop among Pamulang District residents. This implies that hypothesis 1 is supported, meaning that the live streaming variable has a favourable and substantial effect on buying interest in TikTok Shop among the populace of Pamulang District. In more detail, this positive effect indicates that the more frequent and interesting a live streaming conducted by a seller or influencer, the more likely consumers are to be interested in making a purchase.

Live streaming has become a widely used method for influencing buying decisions, particularly on platforms like TikTok. Chan and Asni (2022) in their research stated that live streaming provides an interactive and engaging shopping experience, which allows consumers to see products live, interact with sellers, and get more in-depth information in a relatively short time. This direct interaction can create an emotional connection between sellers and consumers, which encourages consumers to make purchases (Chan & Asni, 2022).

This research is also in line with the findings of Zhang et al. (2020), who explained that live streaming has a substantial influence on the intention to buy, as it helps build trust in both the products and the sellers. Factors such as ease of access, the opportunity to ask direct questions, and the social influence generated by influencers in live streaming also strengthen purchasing decisions (Sari et al., 2023). Therefore, the use of live streaming in digital marketing strategies is becoming increasingly relevant, especially among people who are familiar with technology and social media such as in Pamulang District.

Moreover, in the context of TikTok Shop, which is growing rapidly, the platform provides a very supportive space for sellers to use live streaming as a tool to increase interaction with the audience. With a large number of active users and interactive features such as live comments, voting, and live purchases via live streaming, TikTok facilitates a more engaging and fun shopping experience. Hence, the results of this research emphasise the significance of marketing tactics that utilise live streaming on social media to enhance consumers' desire to make purchases.



#### 4.2.2. Online Customer Review has a Positive and Significant Impact on Interest in Buying

According to the results of the test, the  $t$  value for the variable of online customer reviews indicates that the value of  $t$  (5.455) is greater than the value in the  $t$ -table (1.66) with a significance level of 0.00 which is less than 0.05. This suggests that hypothesis 2 is supported. Therefore, it can be deduced that online customer reviews play a crucial role in influencing consumer interest in purchasing products from TikTok Shop in the Pamulang District. In this scenario, online customer reviews act as supplementary information that can impact consumer choices when deciding on a purchase.

A recent study conducted by Elwalda and Lu (2016) has been further supported by this research, indicating that online customer reviews (OCRs) play a crucial role in influencing buying decisions. It is evident that with the rise of e-commerce, more and more consumers are relying on the feedback of other users to guide their purchasing choices. These reviews serve as a tool to assess the quality of products that cannot be fully understood by simply looking at product images or descriptions. According to the study, consumers not only look for information related to the price or quality of the product, but also pay close attention to the experiences of others who have bought and used the product.

Furthermore, the reviews left by customers on the internet can greatly influence the mindset of prospective purchasers. Positive reviews can build trust and reassure consumers that the product they choose is of good quality. Conversely, negative reviews can warn or discourage buying if the complaints or issues raised by consumers are related to quality or service. Hence, numerous buyers prefer to read multiple evaluations in order to gain a more comprehensive understanding of the product prior to finalizing their buying choice.

The customer feedback feature serves to assist buyers in accessing product details effortlessly, while also giving sellers a chance to enhance trust and transparency with potential customers. TikTok Shop, as an online shopping platform, makes use of the review function to offer a more engaging and educational shopping experience, potentially boosting consumer interest in making purchases. By allowing customers to share their opinions, it becomes easier to compare products from various brands, giving an advantage to items with favourable ratings and reviews.

Overall, this study confirms the importance of online customer reviews in shaping consumer expectations, strengthening purchase intention, and assisting consumers in making more informed and purposeful purchasing decisions. As a fast-growing digital platform, TikTok Shop can further optimize this review feature to increase customer satisfaction and strengthen its product competitiveness in a highly competitive market.

## 5. Conclusion

The research found that the use of live streaming and online customer feedback boosts the likelihood of customers making purchases from TikTok Shop in Pamulang District. It implies that by utilising interactive tools like live streaming and customer reviews, marketing campaigns can enhance consumer engagement and drive up purchase intention. The practical implication of this research is that businesses on platforms like TikTok can utilize these features to increase customer trust and loyalty, which in turn can significantly drive sales growth.

In the future, it would be beneficial to investigate how live streaming and online reviews impact consumer behaviour over time, with a specific emphasis on repeat purchases and brand loyalty within the scope of TikTok Shop. Additionally, researchers could investigate the role of other interactive features, such as influencer collaborations or user-generated content, in shaping

purchase intentions and consumer engagement. Exploring differences across demographics or geographic regions could also provide insights into how various factors influence the effectiveness of these features in different markets. For businesses, it is recommended to continuously innovate and personalize the live streaming experience to cater to diverse consumer preferences. Engaging with customers through personalized content, responding to reviews, and integrating user feedback into product offerings can strengthen customer relationships and enhance brand perception. Businesses should also consider leveraging data analytics to measure the effectiveness of these interactive features, allowing for more targeted and data-driven marketing strategies that align with consumer needs and expectations.

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