THE INFLUENCE OF TRUST IN PRODUCT AND TRUST IN PLATFORM ON PURCHASE INTENTION IN TIKTOK LIVE SHOPPING

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Abstract. *This study analyzes the impact of Trust in Product and Trust in Platform on consumers' purchase intention in TikTok Live Shopping in Samarinda. Using a quantitative approach, data from 105 active TikTok Live Shopping users were collected via online questionnaires and analyzed through multiple linear regression. The results reveal that Trust in Product and Trust in Platform positively and significantly influence purchase intention. Trust in Product is built through transparent demonstrations during live streams, while Trust in Platform is shaped by secure and reliable features. These findings support prior research that identifies trust as a key factor driving consumers' purchase intention in live-stream-based e- commerce. This study suggests that TikTok Live Shopping managers and sellers enhance consumer trust through transparent product information, transaction security, and effective consumer interaction during live sessions. These strategies not only increase purchase intention but also foster consumer loyalty for future transactions.*

Keywords: *Business, Creative Industry, Digital Marketing, Economic Growth.*

1. INTRODUCTION

Invention after invention is brought about by the constant flow of change, which never stops as it shifts from one age to another. Along with it, human existence has changed, becoming more convenient as a result of ground-breaking discoveries like the internet. Due to the convenience of internet connection, which has changed many facets of our lives, the ongoing technological revolution has made life more efficient. Newspapers, periodicals, and radios were the only ways to obtain the most recent information prior to the development of sophisticated technology as we know it today. Nonetheless, news and information are now at our fingertips thanks to the development of cellphones and the internet (Kompasiana.com, 2021). Over the years, the number of internet users in Indonesia has steadily increased due to its widespread availability. This pattern illustrates how internet access has grown to be a need in Indonesian culture. Consequently, research indicates that in Indonesia, almost 80% of people have internet access (inilah.com, 2024). The Indonesian Internet Service Providers Association (APJII) stated that 221.56 million people in Indonesia used the internet in 2024, according to Indonesiabaik.id (2024). This is close to 80% of the population, up from 215.03 million users in 2022–2023, or 78% of the total. This increase demonstrates how better access to a variety of information has been made possible by technological developments and the advent of internet connectivity. The number of internet users in Indonesia over time is depicted in the graph below.
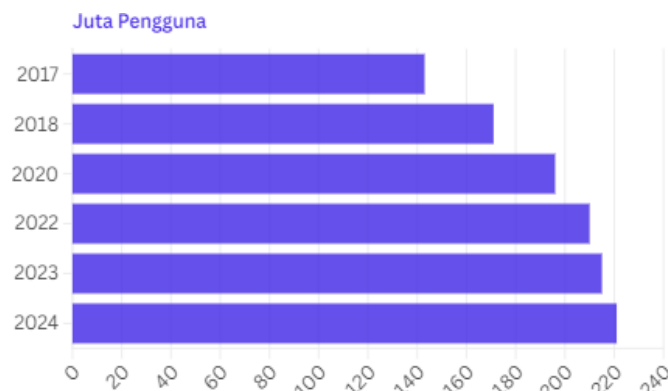
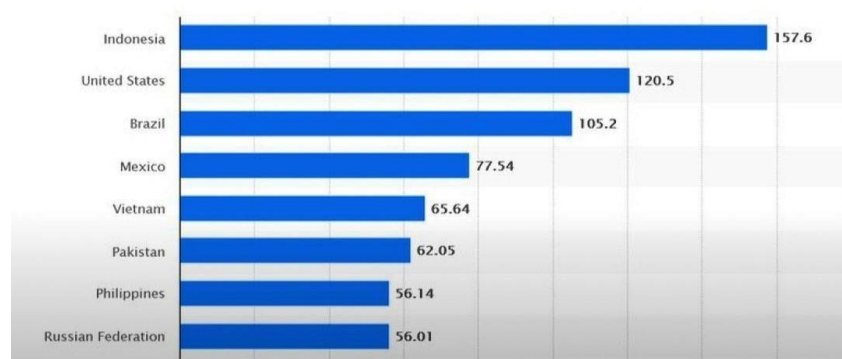Figure 1. Accumulated Number of Internet Users in Indonesia 2017-2024

Figure 2. Number of Active TikTok Users in the World August 2024

Indonesia topped the list of countries with the most TikTok users in August 2024, with 157.6 million users, according to Statista data (quoted by rri.co.id, 2024). This suggests that Indonesian internet users are very interested in TikTok. Following its collaboration with GoTo, TikTok Shop reopened in Indonesia on December 12, 2023, which is associated with this development (detik.com, 2023). Those affiliates and merchants that use live streaming to advertise their deals greeted the reopening. TikTok Live and other live streaming social commerce have thus become one of the most popular ways for TikTok users to shop.

According to Peter & Olson, as cited by Yurindera (2023), purchase intention is defined as a specific behavior aimed at achieving a certain goal. The term "behavior" describes unique acts aimed at particular things. When consumers choose to buy a brand, they take into account all of its features, which means that their behavior toward an item reflects their interest or intention before determining whether to make the purchase or postpone it. Similarly, customer behavior known as "purchase intention" reveals how likely consumers are to buy a product, according to Anisa & Marlena (2022). Since TikTok Shop has returned, vendors have turned to live streaming, an existing TikTok feature, as a vital way to promote their goods. This feature is frequently utilized by sellers to interact directly with prospective customers and show them how to use their items. This enables direct user-to-user interactions during live shopping sessions, which are made possible by e-commerce platforms (Mou & Benyoucef, 2021).

The trust that consumers have in the product is one of the aspects that affect their inclination to buy. consumer confidence in a brand is a critical component that affects consumer commitment to a product, raises engagement levels, and has a big impact on customer decisions, according to Delgado and Manuera (2003). As stated in Ardianto et

al. (2020), trust is described by Ilmiyah & Krishernawan as faith in the particular qualities of a product and the advantages that come from them, as well as assurance that the transaction will result in dependable and fulfilling results. In the context of online shopping, trust is reflected in the willingness to engage in online activities, such as shopping through the TikTok Shop platform. Through its live shopping feature, interactions between sellers and buyers can foster increased trust among consumers. Picaully (2018) asserts that boosting client confidence in social commerce lowers their perceived risks and encourages more positive behavior on the platform. Enhancing consumer trust in the products offered by online retailers or e-commerce platforms is therefore essential, since it can greatly increase consumer trust in the platform itself.

In conclusion, trust is a form of belief or expectation held by individual consumers or groups when engaging in transactions, with the hope that the product will meet their expectations. This indicates that trust can influence purchase intention, as supported by previous studies. According to a study by Zhang et al. (2024) titled "Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory," customer trust in a product is positively correlated with purchase intention. If consumers believe that the product quality aligns with their expectations, they are more likely to make a purchase. Additionally, trust in the platform also plays a significant role in purchase intention. Consumers feel more comfortable shopping when they can contact sellers and receive prompt responses. A platform's good reputation enhances consumer trust, which, in turn, influences their purchase intention. The study concluded that both trust in the product and trust in the platform have a significant impact on consumer purchase intention. This trust serves as a strong foundation for building long-term relationships between consumers and e-commerce platforms.

2. LITERATURE REVIEW

2.1 Trust in Product

Trust in Product refers to the belief that a product will perform as expected, meeting consumer needs and quality standards. According to Delgado and Manuera (2003), product trust is critical in e-commerce, where consumers cannot physically assess products prior to purchase. Trust in Product is often built through transparent demonstrations and detailed information about the product's features and benefits. In live shopping, sellers' ability to align product descriptions with actual performance significantly influences consumer trust.

Izzaty et. al. (2023) highlights that Trust in Product is multidimensional, encompassing transactional interest (ensuring transactions align with expectations), reference interest (using prior experiences or recommendations), preferential interest (personal preferences for certain products), and exploratory interest (consumer curiosity about new products). These dimensions underscore the complexity of building and maintaining trust in a product in dynamic environments like live shopping platforms.

In a previous study by Zhang et al. (2024), consumer trust in a product was found to have a significant relationship with purchase intention. When consumers believe that the product quality aligns with their expectations, they are more likely to proceed with a purchase. Based on this prior research, the following hypothesis is proposed:

H1: Trust in Product has a positive effect on Purchase Intention.

2.2 Trust in Platform

Trust in Platform encompasses consumer confidence in the platform's ability to deliver a secure, reliable, and seamless shopping experience. As noted by Corritore et al. (2003), platform trust is a function of security features, user-friendly interfaces, and responsive customer service. In the context of TikTok Live Shopping, interactive

elements such as live comments and instant responses from sellers play a crucial role in fostering this trust.

Canestren and Saputri (2021) emphasize that Trust in Platform also reduces perceived risks, making consumers more likely to engage in transactions. The platform's ability to resolve disputes, provide accurate product descriptions, and ensure timely deliveries are significant factors influencing this trust. Picaully (2018) suggests that platforms with strong reputations and consistent performance further enhance consumer confidence.

TikTok's integration of advanced security measures, such as encrypted payment gateways and fraud detection algorithms, strengthens platform trust. Moreover, the real-time nature of live shopping enables platforms to engage directly with consumers, addressing queries and concerns immediately, thereby reducing skepticism and enhancing trust.

A prior study by Zhang et al. (2024) highlighted that trust in the platform also plays a critical role in influencing purchase intention. Consumers feel more comfortable shopping when they can contact sellers and receive prompt responses. A strong platform reputation enhances consumer trust, which, in turn, impacts their purchase intentions. Based on this prior research, the following hypothesis is proposed:

H2: Trust in Platform positively affects Purchase Intention.

2.3 Purchase Intention

Purchase intention refers to a consumer's readiness to purchase a product or service. It is a key outcome variable in studies exploring consumer behavior, particularly in e-commerce and social commerce contexts. Zhang et al. (2024) argue that trust serves as a mediating factor between consumer attitudes and their purchase intentions. Trust mitigates perceived risks, increases satisfaction, and fosters loyalty, ultimately driving consumers towards making a purchase.

According to Mou and Benyoucef (2021), engaging and interactive shopping environments, such as those provided by TikTok Live Shopping, create emotional connections between consumers and sellers. These connections enhance trust and subsequently increase purchase intentions. Additionally, Wu, Chen, and Chung (2010) highlight that trust reduces the cognitive effort required for decision-making, making consumers more inclined to complete transactions.

3. RESEARCH METHODS

3.1 Type of Research

This study employed a quantitative research approach to explore the relationships between Trust in Product, Trust in Platform, and Purchase Intention. Quantitative methods allow for objective measurement and statistical analysis, ensuring a rigorous examination of causal relationships (Sugiyono, 2013).

3.2 Sampling and Population

The population consisted of TikTok Live Shopping users in Samarinda. A total of 105 respondents were selected using simple random sampling, ensuring each individual had an equal chance of inclusion (Kuncoro, 2013). The sample size was determined using Lemeshow's formula, ensuring statistical reliability and validity.

3.3 Data Collection Methods

Data were collected through an online questionnaire distributed to the target population. The questionnaire included three main sections: demographic details, trust variables, and Purchase Intention. Items for Trust in Product, Trust in Platform, and

Purchase Intention items were derived from Zhang et al. (2024). Responses were measured using a six-point Likert scale (1 = Strongly Disagree to 6 = Strongly Agree).

3.4 Data Analysis Methods
The collected data were analyzed using SPSS version 23. The following analyses were conducted:
- Descriptive Statistics: To summarize demographic information and variable trends.
- Reliability and Validity Tests: Cronbach's Alpha assessed internal consistency, while exploratory factor analysis validated the constructs (Ghozali, 2018).
- Multiple Linear Regression: To examine the impact of Trust in Product and Trust in Platform on Purchase Intention, identifying the relative contributions of each independent variable (Sugiyono, 2013).

4. RESULTS AND DISCUSSION
4.1 Descriptive Statistic
In distributing the questionnaire conducted in the city of Samarinda, the results exceeded the target, with a total of 105 respondents completing the questionnaire. The respondents met specific criteria, including residing in Samarinda, using the TikTok platform, and having made purchases through TikTok Live Shopping.

The data collected from these respondents will serve as the sample for this study. Below are detailed tables presenting the characteristics of the respondents used in this research.

Table 1. Respondent Characteristics Based on Gender

	Gender	Amount	Percentage
1	Male	42	40.4%
2	Female	63	59.6%
	Total	105	100%

(Source: Respondent's Data Using Google Form)

From the table above, it can be concluded that the majority of respondents who participated in the questionnaire were female, accounting for 59.6%, while male respondents made up 40.4%.

Table 2. Respondent Characteristic Based on Age

	Age	Amount	Percentage
1	14 – 18 years	2	1.9%
2	19 – 25 years	80	76.2%
3	26 – 30 years	7	6.7%
4	30 years above	16	15.2%
	Total	105	100%

(Source: Respondent's Data Using Google Form)

It can be explained that the respondents who participated were distributed across various age groups. Those aged 14–18 years accounted for 1.9%, while respondents aged 19–25 years constituted the majority at 76.2%. The age group 26–30 years represented 6.7%, and those aged above 30 years made up 15.2%.

Table 3. Respondent Characteristics Based on Monthly Income

Monthly Income	Amount	Percentage

1	Below IDR 1 million	29	27.6%
2	IDR 1 million – 3 million	27	25.7%
3	IDR 3 million – 5 million	28	26.7%
4	Above IDR 5 million	21	20%
	Total	105	100%

(Source: Respondent's Data Using Google Form)

It can be explained that the respondents who participated were distributed across various age groups. Those aged 14–18 years accounted for 1.9%, while respondents aged 19–25 years constituted the majority at 76.2%. The age group 26–30 years represented 6.7%, and those aged above 30 years made up 15.2%.

Table 4. Respondent Characteristics Based on Occupation

	Occupation	Amount	Percentage
1	Student/University Student	34	32.4%
2	Civil Servant	2	1.9%
3	Private Employee	46	43.8%
4	Entrepreneur	10	9.5%
5	Unemployed	13	12.4%
	Total	105	100%

(Source: Respondent's Data Using Google Form)

It can be explained that the respondents who participated had various occupations. Among them, 32.4% were students/university students, 1.9% were civil servants, 43.8% were private employees, 9.5% were entrepreneurs, and 12.4% were unemployed.

4.2 Reliability and Validity Analysis

For validity and reliability testing in the exploration conducted in Samarinda with the current respondents, TikTok Live Shopping was utilized. This test was performed to determine whether the distribution of the instrument is suitable for use in this study. Reliable legitimacy and quality information will be derived from the outcomes of this testing.

Table 4.

Variable	Code	KMO	Cronbach's Alpha	Matrix Value	Conclusion
Trust In Product	TIP1			0.939	
	TIP2	0.763	0.927	0.941	Valid dan Reliabel
	TIP3			0.927	
Trust In Platform	TPL1			0.939	
	TPL2	0.748	0.915	0.923	Valid dan Reliabel
	TPL3			0.912	
Purchase Intention	IB1			0.770	
	IB2			0.875	
	IB3	0.790	0.877	0.873	Valid dan Reliabel

IB4	0.901

(Source: Result of data processing using SPSS 23)

The Kaiser-Meyer-Olkin (KMO) test was used to assess the validity and reliability of this study. The results compare the magnitude of partial coefficients with the correlation coefficients analyzed. The KMO proportion value should be above 0.50 to ensure that the components can be handled effectively. Reliability testing was conducted using Cronbach's Alpha, which determines the consistency of an instrument. A value equal to or greater than 0.6 indicates that the instrument is reliable (Ghozali, 2018).

The results of the KMO Measure of Sampling Adequacy and Cronbach's Alpha tests for the Trust in Product indicators were 0.763 > 0.5 and 0.927 > 0.6, respectively. Similarly, for the Trust in Platform indicators, the values were 0.748 > 0.5 and 0.915 > 0.6, as shown in Table 3.8 above. For the Purchase Intention variable, the Cronbach's Alpha reliability test and KMO Measure of Sampling Adequacy yielded 0.790 > 0.5 and 0.877 > 0.6, respectively.

4.3 Normality Test

In the normality test, a distribution test was conducted to determine whether the data is normally distributed in the regression model. The normality of the data can be assessed using the Kolmogorov-Smirnov value, where the data is considered normal if the Asymp. Sig. (2- tailed) value is above than 0.05.

Table 5.

Variabel	Statistic	Df	Sig
Trust In Product	0.233	105	0.000
Trust In Platform	0.181	105	0.000
Purchase Intention	0.166	105	0.000

(Source: Result of data processing using SPSS 23)

The table shows that the Kolmogorov-Smirnov test for the variables Trust In Product, Trust In Platform, and Purchase Intention resulted in significant values of < 0.05. Therefore, it can be interpreted that the data is not normally distributed.

4.3 Multicollinearity Test

The purpose of the multicollinearity test is to determine whether the independent factors in the regression model are correlated. By examining the tolerance values and Variance Inflation Factor (VIF) for each independent variable, the presence or absence of multicollinearity can be identified. If the tolerance value is greater than 0.1 and the VIF value is less than 10, it indicates that there is no multicollinearity in the data.

Table 6.

	Variabel	Tolerance	VIF
1	Trust In Product	1.000	1.000
2	Trust In Platform	1.000	1.000

(Source: Result of data processing using SPSS 23)

The table above shows that the tolerance value for the variable Trust in Product is 1.000 > 0.1, and its VIF value is 1.000 < 10. Similarly, the tolerance value for the variable Trust in Platform is 1.000 > 0.1, and its VIF value is 1.000 < 10. Therefore, it can be concluded that the variables Trust in Product and Trust in Platform indicate no multicollinearity.

4.4 Heteroscedacity Test

The heteroscedasticity test aims to ensure whether the regression model experiences variance inconsistency across the residuals of one observation to another. If the significance value between independent variables and the absolute residual is greater than 0.05, it indicates that there is no heteroscedasticity problem.

Table 7.

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficient | | |
	B	Std. Error	Beta	t	Sig.
Constant	1.853	0.919		2.018	0.046
Trust In Product	0.077	0.060	0.135	1.298	0.198
Trust In Platform	-0.048	0.053	-0.094	-0.902	0.369

(Source: Result of data processing using SPSS 23)

The results of the heteroscedasticity test in the table above indicate that the variable Trust in Product has a significance value of 0.198 > 0.05, and the variable Trust in Platform has a significance value of 0.369 > 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem.

4.5 Multiple Regression Linier Test

This investigation aims to examine the impact or relationship between independent factors and the dependent variable (Sugiyono, 2017). The analysis relies on checking the critical aspects of the output results from SPSS 23.

Table 8.

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficient | | |
	B	Std. Error	Beta	t	Sig.
Constant	1.563	1.183		1.321	0.190
Trust In Product	0.622	0.150	0.452	4.142	0.000
Trust In Platform	0.558	0.153	0.398	3.645	0.000

(Source: Result of data processing using SPSS 23)

Based on the results of the simple linear regression test in Table above, the constant value is 1.563, with the coefficient for Trust in Product being 0.622, and the coefficient for Trust in Platform being 0.558. The multiple linear regression equation used in this study is as follows:

$$Y = 1.563 + 0.622(X1) + 0.558(X2)$$

Interpretation of the regression equation:
- Constant (1.563): If both Trust in Product and Trust in Platform have a value of zero, Purchase Intention is estimated to be 1.563.
- Trust in Product (0.622): Every 1-unit increase in Trust in Product will increase Purchase Intention by 0.622, assuming all other variables remain constant.
- Trust in Platform (0.558): Every 1-unit increase in Trust in Platform will increase Purchase Intention by 0.558, assuming all other variables remain constant.

4.6 Partial Test (T Test)

To determine whether the independent variables have a statistically significant effect on the dependent variable, a t-test is used. The significance value of the coefficient table will indicate whether the dependent variable is influenced by the independent variables. This test calculates the confidence level at 95% or a significance level of 5%

(α = 0.05). The factual test rule is considered strong if the calculated t-value is higher than the t-table value, then the hypothesis is accepted.

This indicates that the data influences both the independent and dependent variables, and vice versa. The hypothesis is rejected if the calculated t-value is lower than the t-table value, meaning the test does not show an effect of the independent factors on the dependent variable.

Table 9.
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig.
Constant	1.563	1.183		1.321	0.190
Trust In Product	0.622	0.150	0.452	4.142	0.000
Trust In Platform	0.558	0.153	0.398	3.645	0.000

(Source: Result of data processing using SPSS 23)

In the table above, the t-values for the variables Trust in Product and Trust in Platform are 4.142 and 3.645, respectively, with a significance level of 0.000 for the influence of Trust in Product and Trust in Platform on Purchase Intention in TikTok Live Shopping in Samarinda. H1 and H2 are accepted because the calculated t-values are greater than the t-table value of 1.982, and the significance values are less than 0.05. This indicates that both product trust and platform trust in Samarinda are significantly influenced by the Purchase Intention variable.

4.7 Coefficient of Determination (R2)

The ability of the model to explain the variation in the independent variables is measured by the coefficient of determination (R²). The R² value ranges from zero to one. The capacity of the independent variables to explain the variation in the dependent variable decreases as the R² value decreases. In the direct regression analysis, the value used is the Change in R Square.

Table 10.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error Estimate
1	0.536	0.288	0.274	3.538

(Source: Result of data processing using SPSS 23)

B Based on the results in the table above, it is known that the Adjusted R Square value is 0.274 or 27.7%. This indicates that in this study, the variables Trust in Product and Trust in Platform can explain the influence of Trust in Product and Trust in Platform on Purchase Intention.

4.8 Discussion of Findings

This study aims to analyze how Trust in Product and Trust in Platform influence Purchase Intention on TikTok Live Shopping. Based on the hypothesis testing results, it was found that both variables have a positive and significant effect on consumers' Purchase Intention. These findings are consistent with the study by Zhang et al. (2024), which revealed that trust in products and e-commerce platforms are key factors determining consumer purchase intention, especially in interactive online shopping contexts such as live shopping. The respondents in this study indicated that they had a

high level of trust in the products presented through TikTok live streaming. This trust arose due to the transparent and detailed product demonstrations provided by the sellers during the live sessions. Zhang et al. (2024) also mentioned that real-time interactions between consumers and sellers through live streaming sessions can strengthen the perception of product authenticity, thereby increasing consumers' confidence that the products they purchase meet their expectations.

Additionally, trust in the TikTok platform is also an important factor influencing purchase intention. Features such as transaction security, return policies, and reviews from other buyers play a crucial role in building consumer trust in the platform. This aligns with the findings of Corritore et al. (2003), who stated that trust in e-commerce platforms is formed through perceptions of security, reliability, and ease of use of the system. In the case of TikTok, the intuitive platform design and integration of features that support online shopping processes help reduce consumer concerns, thus encouraging them to make purchases.

This trust also plays a role in fostering future purchase intention. The Purchase Intention indicator shows that respondents who were satisfied with their shopping experience on TikTok Live Shopping were more likely to return to shop on the same platform. This supports the research by Canestren & Saputri (2021), which states that confidence in the belief that a product or service will deliver the best as expected can also be referred to as trust. Therefore, consumers with high trust in the product and platform services are more likely to exhibit strong loyalty, especially after having a shopping experience that meets their expectations.

Thus, this study not only strengthens the findings of Zhang et al. (2024) regarding the critical role of trust in online shopping, but also provides the implication that the combination of trust in both the product and platform is key to creating a satisfying shopping experience and fostering consumer loyalty in TikTok Live Shopping.

CONCLUSION

The study demonstrates that Trust in Product and Trust in Platform significantly influence Purchase Intention on TikTok Live Shopping. Consumers who trust that the products they purchase align with what is showcased and promoted during live streaming sessions are more likely to make a purchase. Moreover, trust in the TikTok Live Shopping platform encompassing well designed features and transaction security also plays a crucial role in boosting purchase intention. These factors not only support the initial shopping experience in live shopping but also foster consumer loyalty for future purchases.

The findings of this study provide several important implications that can be applied by TikTok Live Shopping management and sellers to enhance consumer trust in the platform and ultimately drive purchase intention. The focus is on ensuring that consumer interactions with sellers on the platform foster a strong sense of trust in the products offered.

First, sellers on TikTok Live Shopping should provide transparent and detailed demonstrations of their products during live streaming sessions. For instance, if a product has specific features, sellers should clearly show how to use the product, highlight its benefits, and explain any potential limitations. This approach gives consumers a realistic understanding of the product and minimizes overly high expectations, which could otherwise diminish trust if the product fails to meet expectations. Transparency in this manner demonstrates the seller's integrity, making consumers feel secure in their purchasing decisions.

Second, sellers need to manage questions and concerns raised during live streaming sessions promptly and effectively. For example, if a consumer inquires

whether a product is available in other colors or sizes, the seller should provide an immediate response or showcase the available variations if they exist. Quick responses demonstrate that sellers understand consumer needs and are committed to providing solutions. To support this, TikTok Live Shopping management could organize specialized training programs for sellers on how to interact professionally during live sessions.

Additionally, TikTok Live Shopping should clarify its platform policies on product shipping, refunds, or exchanges. When consumers are aware that they have options to return products that do not match their descriptions, they feel more confident in transacting on the platform. For instance, TikTok could provide clear notifications during the checkout process regarding the steps for filing claims if the delivered product is unsatisfactory. Such transparency acts as an added layer of consumer protection.

Furthermore, platform management can leverage data analytics to help sellers better understand consumer behavior. For instance, based on previous purchase data, TikTok could recommend product categories that are likely to interest certain consumers, enabling sellers to tailor their offerings during live sessions. This data-driven approach makes the shopping experience more relevant and targeted. Additional promotional programs could also be implemented to encourage repeat purchases. For example, TikTok Live Shopping could offer exclusive vouchers or cashback rewards for consumers who meet certain purchase thresholds. These strategies not only enhance trust but also foster consumer loyalty by providing tangible incentives.

By implementing these measures, TikTok Live Shopping can solidify its reputation as an online shopping platform that not only offers products but also delivers a safe, transparent, and trustworthy shopping experience. The trust built through these experiences has the potential to increase purchase frequency and expand the platform's long-term customer base.

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