

The influence of live streaming shopping tiktok and product quality on purchase decisions with e-trust as mediataion (study on skintific moisturizer products)

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ABSTRACT

This research was conducted to find out whether sales via Live Streaming TikTok Shop, as well as the product quality of Skintific moisturizer products, are able to increase consumer e-trust in purchasing decisions for Skintific moisturizer products. This research is quantitative research, with data obtained from 215 respondents in Indonesia who were selected using purposive sampling techniques. The sample respondents in this study were people aged at least 17 years who used the TikTok application, had watched TikTok Live Shopping conducted by Skintific, and had purchased Skintific moisturizer products in the last six months. The data processing tool that will be used is the AMOS version 24 application with data analysis using Structural Equation Modeling. From the research that has been carried out, it was found that Live Streaming Shopping and Product quality have a positive and significant effect on e-Trust. The indirect relationship between Live Streaming Shopping on TikTok and e-trust is effective in increasing purchasing decisions. Likewise, the indirect relationship between product quality and e-trust is also effective in improving purchasing decisions. These findings contribute to the literature by showing that Live Streaming Shopping and Product quality have a positive influence on Indonesian people's purchasing decisions regarding Skintific moisturizer products. Apart from that, there is a significant influence of e-trust on purchasing decisions, which illustrates how consumer trust in Skintific moisturizer products is able to encourage consumers to buy these moisturizer products.

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1. Introduction

TikTok is a music video platform as well as a social media application. Not only as a medium of communication and entertainment, the video content presented has the opportunity to be a marketing medium for a product. TikTok itself saw this opportunity, so the brand developed the brand's initial function, namely as a social network, and began to develop its business feature, namely the TikTok Shop feature, which allows users to carry out online buying and selling transactions. The phenomenon of online shopping via social media is called social commerce. Different from the Shopee application, which is an ecommerce application, TikTok Shop is originally a social media application that contains creative content videos. This creative content consists of various kinds of videos, one of which is an honest review video from an influencer who has good credibility regarding a product, which definitely influences consumer purchasing decisions through the TikTok Shop. The TikTok feature that implements social commerce, namely TikTok Shop, also presents a Live shopping feature. TikTok Live shopping is a feature that can provide sellers and consumers with a unique experience in terms of buying and selling on social media during broadcasts. With the TikTok Live

shopping feature, another new phenomenon has emerged, known as live-streaming commerce, namely marketing and product sales activities via live-streaming video. (Brasila, 2023).

Even though TikTok Live Shopping provides its users with a unique shopping experience in front of their eyes, the TikTok Shop feature itself was closed on October 4, 2023, by the Indonesian government. This closure brings pros and cons in various circles of society. As reported by *Bisnis Tempo*, there is an issue that Tanah Abang Market is facing challenges in terms of a decrease in the number of buyers, which is possibly caused by the emergence of social trading businesses. This is also supported by a statement from one of the MSME players in Solo who stated that closing the TikTok Shop could help Micro, Small and Medium Enterprises (MSMEs), especially so the TikTok Shop is considered to have contributed to making local products quiet. This is what supports the closure of the TikTok Shop feature in addition to the government policy contained in Minister of Trade Regulation Number 31 of 2023 prohibiting social media from carrying out a dual function as an e-commerce platform. However, on the one hand, through an interview conducted by *Bisnis Tempo* with the General Chair of the HIPPI DPP, Suryani Sidik Motik, he said that the phenomenon of empty offline shops has actually been going on for a long time. It should not just be about closing social commerce applications, which are the main competitors of offline stores; the government should be able to continue to provide education, and traders must constantly innovate and be up-to-date so that they are not outdated and able to compete so that fair play can be created between online stores. With online stores, online stores with offline stores, or offline stores with offline stores.

Based on the results of a Populix survey in 2023, the majority of female consumers buy or shop for beauty and skincare products during National Holidays, and the percentage reaches 78%. One of the skincare cosmetic products that many people are interested in is the Skintific skincare brand. Skintific is one of the beauty product brands in Indonesia that has started marketing its products via TikTok. Skintific is a skincare brand from Canada which is a new brand that will be present in Indonesia in August 2021. which was developed with TTE (Trilogy Triangle Effect) technology. Currently, Skintific Ltd has approximately 200 employees (Glints, 2022). Because competition for skincare brands is getting tighter, Skintific is using a marketing strategy by utilizing the live streaming feature to increase people's buying interest. The live feature on social media allows business people to offer products in real-time, provide detailed information about the product (product knowledge), answer questions from potential buyers, or interact with potential buyers within a limited time. (Suhyar & Pratminingsih, 2023).

Compared with social trading, live streaming trading has four immediate characteristics: interactivity, visualization, entertainment, and professionalization. The live feature on social media allows business people to offer products in real-time, provide detailed information about the product (product knowledge), answer questions from potential buyers, or interact with potential buyers within a limited time. A streamer can interact with consumers through virtual face-to-face communication based on live streaming, display products in all directions, even try on, and hold several exciting activities, such as prize draws and cash voucher collections. Therefore, live-streaming commerce significantly reduces uncertainty in online shopping and helps foster consumer confidence in making purchasing decisions. This is supported by research conducted (Saputra & Fadhilah, 2022), which shows that LSS has an influence on online consumer trust and has a positive impact on purchasing decisions.

Good product quality is the primary consideration factor for customers when they decide to shop online. Product quality is one of the factors that influences purchasing decisions. Poor quality products can damage a business's reputation and reduce customer trust in the business. Companies that produce products of good quality will be able to create brand trust in consumers so that trust arises in the products produced by the company. When consumers have trust in a particular product brand, it will have an impact on purchasing decisions (Citra et al., 2016).

Skintific is a new skincare brand that has succeeded in winning the hearts of Indonesian skincare lovers, as evidenced by the seven prestigious awards it has won in one year. The Skintific brand has become one of the brands that are very popular with women recently, with a market share of 9.7% (Efendi & Aminah, 2023). These awards include "Best Moisturizer" by Female Daily, Sociolla, Beautyhaul & TikTok Live Awards 2022. Skintific's eye care product, namely 360o Crystal Massager Lifting Eye Cream, also won "Best Eye Treatment" from the Sociolla Awards. Not only that, in the same year, the Sociolla & TikTok Live Awards named Skintific the "Best New Brand 2022". Skintific is also famous for its viral product innovations, namely 5x Ceramide Moisturizer and, most recently, Mugwort Acne Clay Stick and Truffle Biome Skin Reborn Moisturizer. These moisturizer products have brought Skintific to the TOP 1 Beauty

Category in almost all e-commerce in Indonesia, such as Shopee, Tokopedia, and other platforms. In fact, this product achieved the most significant sales on Tiktok Shop in 2022 (Kompas-team, 2023).

In an interview conducted by *kompas.com* with Skintific's Management Executive, Fenty Effendy, he said that the successes mentioned previously cannot be separated from his commitment to always provide the best quality in each of his products. Skintific offers moisturizer products that contain rich moisturizers and natural ingredients that help hydrate the skin thoroughly (Fir, 2023). Product quality is something that companies really need to pay attention to because good product quality will provide satisfaction to consumers (Ernawati, 2019). This good product quality will give consumers confidence in its use, which will later motivate consumers to buy/enjoy the product (Tiya et al., 2019). Product quality will shape preferences and attitudes, which in turn will influence the decision to buy or not. The product quality of Skintific moisturizer products influences consumer confidence in choosing Skintific products as products to care for their facial skin, especially to moisturize the skin. This trust can encourage potential consumers to buy and use Skintific moisturizer products. Trust plays a vital role in the purchasing decision-making process.

Trust is a customer's confidence or belief in the integrity, quality, and commitment of a manufacturer or seller to provide products or services that meet their expectations (Suhyar & Pratminingsih, 2023). E-trust, or electronic trust, is a consumer's confidence or level of trust in the security, reliability, and integrity of an online platform or business when they make a purchase or transact electronically. E-trust plays a vital role in influencing purchasing decisions in the online commerce environment. Therefore, this research was conducted to find out whether sales via Live Streaming TikTok Shop, as well as the product quality of Skintific moisturizer products, are able to increase consumer e-trust in Skintific moisturizer products, where the E-Trust created will influence the decision-making process consumers in purchasing Skintific moisturizer products.

Although live shopping streaming, product quality, and e-trust have proven to influence consumers in making purchasing decisions, supported by research indicating a positive and significant relationship, there are inconsistencies in some studies. For instance, a study conducted by (Devi Et Al., 2023) suggests that e-trust does not have an impact on purchasing decisions. Additionally, research by (Gunawan, 2022) indicates that product quality also does not influence purchasing decisions. This discrepancy creates a gap in the research that will be explored in this study.

2. Research Method

This form of research is quantitative research. This research is also causal associative research, namely the formulation of a research problem that asks about the relationship between two or more variables. This research is used to find out the relationship between one variable and other variables. Measurements in this research use a measurement scale, namely the Likert scale. The questionnaire uses a Likert scale of 1 to 5 with categories: Strongly agree has a score of 5; Agree has a score of 4; Disagree has a of 3; Disagree has a score of 2; Strongly disagree with a score of 1 (Annisa et al., 2023).

Sampling and Data Collection

This research was conducted on various islands in Indonesia, such as Kalimantan, Java, Sulawesi, Sumatra, and Bali. The type of data used is quantitative data and comes from primary data. Data collection techniques used literature studies and questionnaires, which were carried out by distributing questionnaires digitally via Google Forms. The population in this study were people who had previously purchased Skintific moisturizer products. The sampling technique used in this research is a non-probability sampling technique, and the type used is a purposive sampling technique. The number of samples taken was 215 respondents, who were people who had purchased Skintific products in the last six months and had watched Skintific's TikTok Live Shopping. Information regarding the demographic characteristics of is provided regarding the respondent's age, gender, domicile, education, occupation, and income.

Data Analysis

The data processing tool that will be used is the AMOS version 24 application with data analysis using structural Equation Modelling (SEM) to evaluate and analyze the measurement model and structural model of the research being developed. Evaluation of the fit model will be carried out based on the quality parameters of the fit index, including chi-square (χ^2), CMIN/DF, root mean square error of approximation (RMSEA), root mean squared residual (RMR), the goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI), Parsimony Adjustment to

the NFI (PNFI), and Parsimony Adjustment to the CFI (PCFI). Meanwhile, validity assessment will depend on the standardized loading factor (SLF), which must have a value of ≥ 0.50 (Hair et al., 2014:618), and construct reliability will be evaluated through tabulation of construct reliability (CR) and average variance extracted (AVE). Next, SEM analysis will focus on assessing the structural model to test whether the research hypothesis is accepted or rejected. In SEM analysis, the t-count will be displayed for each coefficient, and the hypothesis is considered to have a causal relationship if the t-count value $\geq t$ table (1.96) with a significance level of α (usually $\alpha = 0.05$).

3. Results And Discussions

Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

Table 1. Respondent characteristics

Category	Items	f	%
Gender	Woman	165	76.8
	Man	50	23.2
	Total	215	100
Domicile	Kalimantan	109	50.8
	Java	47	22
	Sulawesi	24	11
	Sumatra	22	10.2
	Bali	13	6.1
Education	Total	215	100
	elementary school	0	0
	Middle School/Equivalent	0	0
	SMA/SMK/Equivalent	54	25.2
	D1/D2/D3/D4	34	15.9
	Bachelor 1 (S1)	114	52.8
	Postgraduate (S2/S3)	13	6.1
Work	Total	215	100
	Student	16	7.7
	Student/i	68	31.7
	Private sector employee	57	26.4
	Businessman	35	16.3
	Government employees	18	8.5
	Other	21	9.4
Income per month	Total	215	100
	Less than Rp. 1,000,000,-	56	26
	Rp. 1,000,000 - 1,999,999	38	17.9
	Rp.2,000,000 - 2,999,999	31	14.6
	Rp.3,000,000 - 3,999,999	30	14.2
	Rp.4,000,000 - Rp.4,999,999	34	15.9
Intensity of watching TikTok Skintific Live Streaming	Above IDR 5,000,000	26	11.4
	Total	215	100
	1 time	55	25.6
Streaming	2-5 times	114	53.3
	More than 5 times	16	21.1
Total	215	100	

Measurement Models

The results of the suitability, validity, and reliability tests are as follows.

Table 2. Standardized loading factor, construct reliability (CR), and average variance extracted (AVE) values on overall model fit

	Items	SLF	CR	AVE
<i>Live</i>	Streamers on Skintific Live streaming on	0.774	0.824	0.540
<i>Shopping</i>	TikTok have good knowledge about the product			
<i>TikTok</i>	Streamers on Skintific Live streaming on	0.775		
	TikTok are able to introduce products eloquently			
	The quality of content production on Skintific's live streaming on TikTok looks professional	0.729		
	There is feedback between viewers and streamers during Skintific Live streaming on TikTok	0.655		
<i>Product</i>	Skintific moisturizer products are able to	0.710	0.895	0.516

	Items	SLF	CR	AVE	
<i>Quality</i>	moisturize facial skin optimally				
	Skintific moisturizer products are not sticky when applied to facial skin	0.823			
	Skintific moisturizer products absorb quickly after being applied to facial skin	0.808			
	Skintific moisturizer products do not irritate being applied to facial skin	0.629			
	The benefits felt are in accordance with the claims offered by the moisturizer from Skintific	0.740			
	The expiration date for Skintific moisturizer products is relatively long, so that they can be used for a long time	0.727			
	The appearance of the Skintific moisturizer product packaging is beautiful	0.633			
	The quality of Skintific moisturizer products is in line with consumer expectations	0.648			
	<i>Electronic Trust</i>	Skintific moisturizer products have a good reputation	0.752	0.851	0.534
		I have never heard any nasty rumors about Skintific moisturizer products	0.784		
I feel safe when making transactions to purchase Skintific moisturizer products		0.653			
I believe Skintific Live streaming on TikTok, guided by streamers, can be a deciding tool before making a purchasing decision.		0.754			
Streamers on Skintific live streaming on Tiktok are able to provide appropriate education regarding Skintific products to consumers.		0.703			
<i>Purchasing Decisions</i>		I felt confident when I decided to buy Skintific moisturizer products	0.745	0.842	0.641
	My decision to buy Skintific moisturizer products was made after careful consideration	0.926			
	My decision to buy Skintific moisturizer products was the right choice	0.715			

Based on Table 2, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. The existing indicators have standardized stress factor (SLF) values above 0.50. This shows that all metrics are valid and adequate to measure the overall composition of the resulting model. The average variance extracted (AVE) score is above 0.50, and the Construct Reliability (CR) test is more than 0.70, which shows that all instruments are reliable and can consistently measure the structure of all models built.

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results	
χ^2	Expected to be low	147.75	
Df		102	
χ^2 - Significance Probability	≥ 0.05	0.002	
CMIN/DF	≤ 3.00	1.447	Goodfit
RMSEA	≤ 0.08	0.046	Goodfit
RMR	< 0.05	0.021	Goodfit
NFI	≥ 0.90	0.972	Goodfit
IFI	≥ 0.90	0.955	Goodfit
TLI	≥ 0.90	0.985	Goodfit
CFI	≥ 0.90	0.986	Goodfit

The model suitability test (model conformance test) shown in Table 3 shows that the model suitability requirements are accepted, and conformity can be stated. Seven measurements showed good agreement. If there are 3-4 measurements with a good level of suitability or above the cut-off value, the research model configuration can be declared adequate and accepted

Hypothesis Testing

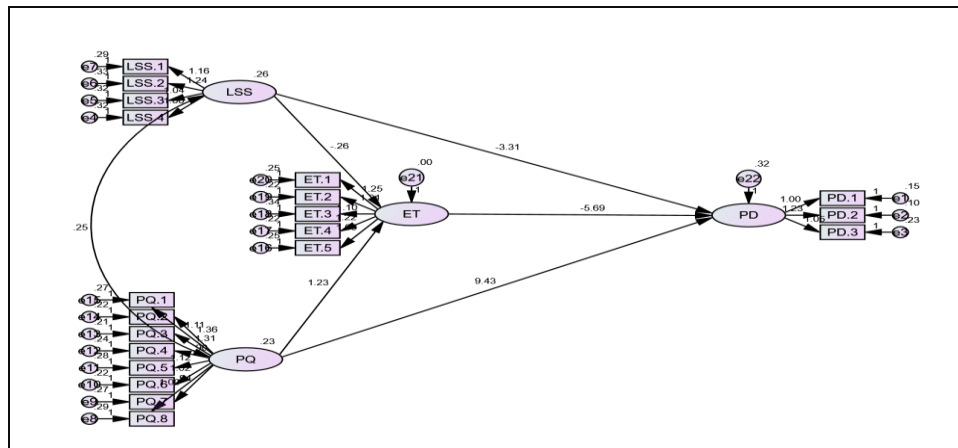


Figure 1. Full model testing

The results of testing the influence of relationships between variables in the constructed research configuration in this research can be stated as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P	Conclusion
H1	<i>E-Trust <-- Live Shopping Streaming</i>	0.603	0.172	3,504	***	Significant Positive
H2	<i>E-Trust <-- Product Quality</i>	0.416	0.175	2,378	0.017	Significant Positive
H3	<i>Purchasing Decision <-- Live Shopping Streaming</i>	1,289	0.409	3,147	0.002	Significant Positive
H4	<i>Purchasing Decision <-- Product Quality</i>	0.264	0.084	3,154	0.002	Significant Positive
H5	<i>Purchasing Decision <-- E-Trust</i>	0.443	0.109	3,154	0.046	Significant Positive

Hypotheses are based on existing data. Based on the table above, it can be seen that from the three hypotheses given in this study, everything is acceptable because each of the indicated influence has a P-Values value of < 0.05 so it can be stated that an independent variable to its dependent impacts that significant.

Live Shopping streaming and e-Trust

The calculated t-value for the variable Live Shopping streaming and e-Trust is 3.504, and the p-value is < 0.05 . It can be seen that the Live Shopping streaming have a positive and significant impact on e-Trust. The Live Shopping streaming hypothesis also has a significant influence on e-Trust. Research conducted by (Saputra and Fadhilah, 2022) shows that live-streaming commerce has a positive influence on the level of consumer trust in the context of online shopping.

Product quality and e-Trust

The calculated t-value for the variable Live Shopping str Product quality and e-Trust is 2,378, and the p-value is < 0.05 . It can be seen that the Product quality have a positive and significant impact on e-Trust. The Product quality hypothesis also has a significant influence on e-Trust. This is in line with (Fatmawati et al., nd, 2017), which states that Product Quality has a positive and significant effect on e-trust

Live Shopping Streamings and Purchasing Decisions

The calculated t-value for the variable Live Shopping streaming and purchasing decisions is 3.147, and the p-value is < 0.05 . It can be seen that the Live Shopping streaming have a positive and significant impact on purchasing decisions. The Live Shopping streaming hypothesis also has a significant influence on purchasing decisions. Research conducted by (Saputra and Fadhilah, 2022) shows that live-streaming commerce has a positive influence on the level of consumer trust in the context of online shopping, thus having a positive impact on purchasing decisions.

Product Quality and Purchasing Decisions

The calculated t-value for the variable Product quality and purchasing decisions is 3,154, and the p-value is < 0.05 . It can be seen that the Product quality have a positive and significant impact on purchasing decisions. The Product quality hypothesis also has a significant influence on purchasing decisions. This is in line with (Efendi & Aminah, 2023) also stated that Product Quality has a positive and significant effect on purchasing decisions.

e-Trust and Purchasing Decisions

The calculated t-value for the variable e-Trust and purchasing decisions is 3,154, and the p-value is < 0.05 . It can be seen that the e-Trust have a positive and significant impact on purchasing decisions. The e-Trust hypothesis also has a significant influence on purchasing decisions. This is in line with (Purwanto, 2021), which states that e-trust has a positive and significant effect on purchasing decisions.

Table 5. Sobel test - significance of mediation

Hypothesis	Path	Sobel test statistics	Two-tailed probability
H6	<i>Live Shopping Streaming-->E-Trust-->Purchasing Decisions</i>	2.66	0.041
H7	<i>Product Quality-->E-Trust-->Purchasing Decisions</i>	2.05	0.008

Based on the Sobel test results in Table 5, the Sobel test statistics for the influence of the Live Shopping Streaming variable on Purchasing Decisions are mediated by E-Trust namely 2.66 with a p-value of 0.0401765. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is given a value of less than 0.05 ($\alpha = 0.05$). These results show an essential indirect influence of Live Shopping Streaming on Purchasing Decisions *E-Trust*. Influence of variables *Product Quality* Streaming of Purchasing Decisions mediated by *E-Trust* namely 2.05 with a p-value of 0.0079394. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is given a value of less than 0.05 ($\alpha = 0.05$). These results indicate a significant indirect effect of product *Quality* on Purchasing Decision through *Trust*.

4. Conclusion

Based on the previous explanation, it can be seen that live shopping streaming has a significant positive influence both directly and indirectly on purchasing decisions. The ability of business actors to increase customer engagement during live streaming will undoubtedly attract more attention from the audience, who will ultimately decide to purchase the product. In live streaming shopping, the seller (streamer) must be able to increase trust first by establishing good interactions with the audience, having a deep understanding of the product to answer questions in real time, and providing entertainment so that the audience remains involved without getting bored. In addition, streamers need to provide detailed product information so that viewers can get a clear understanding of the products offered (Saputra & Fadhilah, 2022). It can be concluded that live-streaming shopping can create customer trust in a brand, which will have a direct impact on purchasing decisions. This is in line with research (Saputra & Fadhilah, 2022), which also states that live-streaming shopping has a significant direct and indirect influence through trust on purchasing decisions.

The research results show that the product quality variable has a significant effect on trust; by displaying the quality of the product produced, consumers will trust the product. Trust is one of the main aspects that need to be considered (Fatmawati et al., nd, 2017). Good product quality will create consumer confidence in a product, and this trust will increase consumer confidence in buying a product (Tiya et al., 2019). The quality of the products offered by Skintific moisturizer fosters trust in the minds of consumers, thus convincing consumers to buy Skintific moisturizer products. So, it can be concluded that product quality influences consumer purchasing decisions. This is in line with (Fatmawati et al., nd, 2017), which states that trust mediates the effect of product quality on purchasing decisions.

The results of this research are the basis for strategic decision-making in companies in determining tools or media for sales promotions. Not only through TikTok, brands can increase sales through live streaming via other channels such as Shopee or Tokopedia. Apart from that, brands can also increase the level of consumer trust by collaborating with influencers who are influential in their fields as hosts in live streaming shopping. Apart from that, the excellent quality of Skintific moisturizer products currently needs to be maintained so that consumer confidence in the product is not lost. Brands can also innovate new products or add product variations to reach a broader niche market.

This research has limitations on the variables and objects studied. The research is only limited to three variables, and there may be other variables that can influence purchasing decisions. The research object also only focuses on one product, namely moisturizer. Furthermore, future researchers can also use other platforms as research objects, such as Shopee Live, which currently still exists and is an e-commerce choice for online shopping. For further research, it is hoped that researchers can add other variables that can influence purchasing decisions and can also examine scientific products as a whole. With more in-depth research, it is hoped that it can become a reference or point of reference for the parties concerned, such as sellers, who can further increase the number of sales by maximizing the use of marketing strategies that can influence consumer purchasing decisions.

This research is expected to make a significant contribution to the development of knowledge in this field by investigating previously undiscovered aspects. Through in-depth analysis of [The influence of live streaming shopping TikTok and product quality on purchase decisions with e-trust as mediation (study on scientific moisturizer products)], it is anticipated that this study can generate new insights and information that are relevant to academics, practitioners, and related parties. By expanding the scope of knowledge in this domain, it is hoped that this research can serve as a foundation for further studies and provide practical guidance for those involved in research, particularly in the field of marketing management.

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