

The Effect of Live Video Streaming and e-WOM on Purchasing Decisions of Tik Tok Fashion Consumers with Trust as a Mediating Variable in Pekanbaru

M. Aldi Rahman¹ Aida Nursanti² Tengku Firli Musfar³

Management Study Program, Faculty of Economic and Business, Universitas Riau, Pekanbaru City, Riau Province, Indonesia^{1,2,3}

Email: aldirahman62000@gmail.com¹ aida.nursanti@lecturer.unri.ac.id²
tengkufirlimusfar@lecturer.unri.ac.id³

Abstract

This study aims to determine the effect of Live Video Streaming and Electronic Word of Mouth (e-WOM) on Purchasing Decisions with Trust as a mediating variable for Tik Tok users in Pekanbaru. The study used path analysis with SPSS 25 testing tools. The number of samples in the study was 112 respondents with a purposive sampling method. Data collection was carried out by distributing questionnaires to respondents with criteria, namely being over 17 years old, having purchased fashion products in the Tik Tok application, and having watched live video streaming and carried out e-WOM activities. The results of this study are Live Video Streaming, Electronic Word of Mouth, and Trust have a significant direct influence on Purchase Decisions. However, Trust is not able to be a mediation variable for Live Video Streaming and Electronic Word Mouth (e-WOM) variables on Purchase Decisions.

Keywords: Live Video Streaming, Electronic Word of Mouth, Trust, and Purchase Decision.



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

INTRODUCTION

Electronic marketing (e-marketing) is a marketing system that is being loved by most companies in an effort to increase their sales. According to Awali (2020), e-marketing is marketing that occurs online using electronic technology in an effort to market and promote products and services to develop a wider market. Furthermore, the massive application of e-marketing can be seen with the use of social media which is increasingly favored by the wider community. One of the social media platforms that is trending and favored by Indonesians is Tik Tok. This platform is one of the social media commerce that is actively used and is even being loved by most people. Cervi (2021) states that Tik Tok is a social media application that was launched under the name Dou Yin in China in 2017 and then launched worldwide in 2018 after merging with Musically. Tik Tok application users have reached 800 million active users and continue to increase from year to year (Cervi, 2021). Furthermore, Tik Tok also occupies the fourth position as the most used social media in Indonesia.

Pekanbaru City itself is one of the cities with a fairly massive development of social media users in Indonesia. The Internet Service Providers Association (2020) states that 80% of the population in Pekanbaru City has used the internet in their daily lives. Thus, this facilitates the invasion of the use of social media, especially in the Tik Tok application. One of the industries that benefit from social media commerce such as Tik Tok is fashion. The industry is a creative business related to clothing, footwear, accessories, and so on (Sri, 2011). Furthermore, the Ginee report (2021) states that three out of five items purchased by Tik Tok users are fashion products. The sale of various fashion products can be done by maximizing the various features contained in the Tik Tok application such as live video streaming and electronic word of mouth (e-WOM).

Saputra and Fadhilah (2020) state that Live Video Streaming does not have a direct impact on consumer purchasing decisions. In line with this, Guo, et. al., (2021) also stated that the existence of engagement in Live Video Streaming does not necessarily lead to consumer purchasing decisions. As for the sharing feature (Electronic Word of Mouth), Venandito, et. al., (2022), (Purba & Paramita, 2021), and (Kamil & Albert, 2020) state that e-WOM has a significant effect on consumer purchasing decisions. As for previous research on trust as a mediator, Ingard (2021) states that trust is able to mediate Live Video Streaming with purchase intentions which in turn can drive purchasing decisions. Furthermore, Wiraandryana & Ardani (2021) also state that trust can mediate consumer purchasing decisions in online purchases. In addition, the author also wants to know if consumers maximize the Live Video Streaming and Electronic Word of Mouth (e-WOM) features, then whether trust can have an indirect effect on these features with Purchasing Decisions.

Based on the research search and direct review, the author finds that there are inconsistencies that occur. If Live Video Streaming has no effect on Purchasing Decisions, then how is this inversely proportional to the growth of Tik Tok shop users and the massive growth of Tik Tok users. Furthermore, if e-WOM has a significant effect on Purchasing Decisions, then how is the consistency of this research if it is applied to Tik Tok application users who have shopped for fashion products in Pekanbaru City. Thus, based on the phenomena described above, the authors are interested in conducting research on "The Effect of Live Video Streaming and e-WOM on Purchasing Decisions of Tik Tok Fashion Consumers with Trust as a Mediating Variable in Pekanbaru".

Literature Review

Live Video Streaming

Live video streaming is a feature that allows live broadcasts between sellers and buyers at the same time in an effort to increase interaction and intimacy (Zhang et al., 2020). Furthermore, Hilvert-Bruce, et. al. (2018) measured live video streaming using two main indicators, which are as follows:

1. Emotional attachment. Emotional attachment is a psychological bond that builds between the viewer and the live streamer.
2. Time spent. Time spent refers to the time or intensity used in watching a live stream.

On the other hand, Ingard (2021) also states two main indicators in measuring live video streaming, which are as follows:

1. Information credibility. Information credibility relates to the validity of the information provided by the live streamer to its audience.
2. Entertainment. Entertainment is a factor that the audience considers fun for the ongoing live video streaming such as how to demonstrate the product, the language used, the clothes during live streaming, and so on.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) or word of mouth statements are expressions issued by potential, actual, or former customers about products and companies, both positive and negative, through the use of the internet (Fadhilah and Saputra, 2021). Furthermore, Sari, et. al., (2017) measured e-WOM using two indicators, namely as follows:

1. Intensity. Intensity in e-WOM refers to the number of opinions or comments written by consumers on social media.
2. Content. Content in e-WOM refers to information presented through social media content and has a relationship with the services offered.

Trust

According to Mahliza (2020) that trust is when the fulfilment of consumer hopes and expectations of the seller regarding the transaction that will occur. Thus, trust is the willingness of consumers to be vulnerable by providing their expectations and beliefs about the reality that might occur. Furthermore, Mahliza (2020) also measures trust using three indicators, namely as follows:

1. Ability. Ability refers to certain competencies, characteristics, or talents that can meet consumer expectations.
2. Kindness or Benevolence. Kindness in trust refers to good deeds that will be done to consumers.
3. Integrity. Integrity refers to the commitment and consistency of the seller to the buyer to serve well.

Purchase Decision

According to Sari, et. al., (2017) states that purchasing decisions are a consumer decision-making process to choose two or more alternative products available and are influenced by factors; quality, price, location, promotion, and convenience. According to Kotler and Keller (2016) purchasing decisions have five indicators, namely as follows:

1. Product Choice. Product choice is related to consumer preferences in purchasing their products.
2. Brand Choice. Brand choice refers to brands that consumers believe can meet their expectations in the purchasing process.
3. Choice of Distributor. Distributors are those who share information so that it is closely related to live streamers or those who disseminate information.
4. Purchase Time. The difference in consumer purchasing time is a factor that influences purchasing decisions. There are consumers who buy in certain seasons or with certain situations.
5. Purchase Quantity. The difference in purchase quantity will determine consumer purchasing decisions.

Hypothesis

Based on the problem formulation and literature review, the research hypothesis can be formulated as follows:

1. It is suspected that Live Video Streaming affects the trust of the people of Pekanbaru City who have bought fashion products in the Tik Tok application.
2. It is suspected that e-WOM affects the trust of the people of Pekanbaru City who have bought fashion products on the Tik Tok application
3. It is suspected that Live Video Streaming affects the Purchasing Decisions of the people of Pekanbaru City who have bought fashion products in the Tik Tok application
4. It is suspected that e-WOM affects the Purchasing Decisions of the people of Pekanbaru City who have bought fashion products in the Tik Tok application
5. It is suspected that Trust affects the Purchasing Decisions of the people of Pekanbaru City who have bought fashion products in the Tik Tok application.
6. It is suspected that Trust can mediate the effect of Live Video Streaming on the Purchasing Decisions of the people of Pekanbaru City who have bought fashion products in the Tik Tok application
7. It is suspected that Trust can mediate the influence of e-WOM on the Purchasing Decisions of the people of Pekanbaru City who have bought fashion products in the Tik Tok application

RESEARCH METHODS

This research was conducted using a survey method with a quantitative descriptive approach. Data was obtained through questionnaires submitted by researchers to respondents. The questionnaire was distributed offline in person and online made on Google Form. The population in this study includes all people in Pekanbaru City who have used the Tik Tok application. The sampling technique uses non-probability sampling using purposive sampling method, which is a sample selection technique with specific parameters (Sugiyono, 2013). The parameters / criteria set in this study are as follows:

1. Aged over 17 years old
2. Pekanbaru City residents who have purchased fashion products on the Tik Tok application
3. People of Pekanbaru City who have seen Live Video Streaming and do e-WOM on the Tik Tok application

RESEARCH RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test

Variable	Statement	r-Hitung	r-Tabel
Live Video Streaming	X1.P1	0,773	0,185
	X1.P2	0,714	0,185
	X1.P3	0,773	0,185
	X1.P4	0,793	0,185
Electronic Word of Mouth	X2.P1	0,880	0,185
	X2.P2	0,868	0,185
Trust	Z.P1	0,783	0,185
	Z.P2	0,812	0,185
	Z.P3	0,794	0,185
Purchase Decision	Y.P1	0,860	0,185
	Y.P2	0,796	0,185
	Y.P3	0,778	0,185
	Y.P4	0,768	0,185
	Y.P5	0,816	0,185

Source: Processed primary data (2023)

All items in this study have a value of $r_{count} > r_{table}$. This indicates that the measuring instrument used is valid. The value of r_{table} is obtained through the equation $N - 2 = 112 - 2 = 110 = 0.1857$.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Critical Value
Live Video Streaming	0,756	0,6
Electronic Word of Mouth	0,691	0,6
Trust	0,712	0,6
Purchase Decision	0,861	0,6

Source: Processed primary data (2023)

The research variables live video streaming, electronic word of mouth (e-WOM), trust, and purchasing decisions have alpha coefficients ≥ 0.60 . Thus, this indicates that all research variables are reliable to be used as variable measuring instruments.

Classical Assumption Test (Normality Test)

Table 3. Normality Test

Model	Monte Carlo	
Equation 1	0,913	0,05
Equation 2	0,185	0,05

Source: Processed primary data (2023)

The processed data results show that the significance value of the Monte Carlo exact test > 0.05 or 0.185 and 0.913. Therefore, this indicates that the data in this study has a normal distribution.

Classical Assumption Test (Multicollinearity Test)

Table 4. Multicollinearity Test

Model	Equation 1		Equation 2	
	Tolerance	VIF	Tolerance	VIF
LVS	0,613	1,631	0,416	2,401
e-WOM	0,613	1,631	0,572	1,750
Trust			0,442	2,263

Source: Processed primary data (2023)

The processed data results show that all independent variables have a tolerance value > 0.10 and a VIF value < 10. Therefore, this indicates that there is no multicollinearity in equation one or equation two between the independent variables in this study.

Classical Assumption Test (Heteroscedasticity Test)

Table 5. Heteroscedasticity Test

Model		Equation 1	Equation 2
		Sig	Sig
LVS	0,05	0,619	0,777
e-WOM	0,05	0,153	0,707
Trust	0,05		0,908

Source: Processed primary data (2023)

The processed data results show that all variables have a value > 0.05. Furthermore, this indicates that there is no significant effect on the absolute value of the residual so it can be concluded that there is no heteroscedasticity in equations 1 and 2 of this regression model.

Hypothesis Test Equation 1

Table 6. Hypothesis Test Equation 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.230	.790		2.821	.006
	LVS	.443	.062	.583	7.170	.000
	e-WOM	.318	.113	.228	2.809	.006

a. Dependent Variable: Kepercayaan

Source: Processed primary data (2023)

Effect of Live Video Streaming on Trust

The Live Video Streaming variable obtained a t value (7.170) > t table (1.981) and significance (0.000) < (0.05). This indicates that Live Video Streaming has a positive and significant direct influence on Trust. Therefore, the higher the Live Video Streaming will

increase trust so that **hypothesis 1 is accepted**. The results of this study are also in line with Ingard, (2021) and Chandruangphen, et. al., (2022) which show that Live Video Streaming has a significant direct effect on Trust.

The Effect of Electronic Word of Mouth (e-WOM) on Trust

The Electronic Word of Mouth (e-WOM) variable obtained a t value (2.809) > t table (1.981) and significance (0.006) < (0.05). This indicates that e-WOM has a positive and significant direct effect on trust. Therefore, the higher the e-WOM, the higher the consumer trust so that **hypothesis 2 is accepted**. The results of this study are also in line with Syafaruddin, et. al., (2016) and Wiraandryana & Ardani (2021) which show Electronic Word of Mouth (e-WOM) has a significant direct effect on Consumer Trust.

Hypothesis Test Equation 2

Table 7. Hypothesis Test Equation 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.377	1.067		2.227	.028
	LVS	.400	.098	.330	4.096	.000
	e-WOM	.804	.153	.361	5.253	.000
	Trust	.435	.125	.272	3.481	.001

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data (2023)

Effect of Live Video Streaming on Purchasing Decisions

The Live Video Streaming variable obtained a t value (4.096) > t table (1.981) and significance (0.000) < (0.05). This indicates that Live Video Streaming has a positive and significant direct influence on Purchasing Decisions. Therefore, the higher the Live Video Streaming, the more it will increase the Purchasing Decision so that **hypothesis 3 is accepted**. The results of this study are not in line with Saputra & Fadhilah (2020) which shows that Live Video Streaming has no direct effect on Purchasing Decisions.

Effect of Electronic Word of Mouth (e-WOM) on Purchasing Decisions

The Electronic Word of Mouth (e-WOM) variable obtained a t value (5,253) > t table (1,981) and significance (0.000) < (0.05). This indicates that Electronic Word of Mouth (e-WOM) has a positive and significant direct influence on Purchasing Decisions. Therefore, the higher the Electronic Word of Mouth (e-WOM), the higher the Purchasing Decision so that **hypothesis 4 is accepted**. The results of this study are in line with Wiraandryana & Ardani (2021), Kamil & Albert (2020), Venandito & Moniharapon (2022), Purba & Paramita (2021), Sari Novita & Muhammad Saputra (2017) which show that Electronic Word of Mouth (e-WOM) has a significant direct influence on Purchasing Decisions.

The Effect of Trust on Purchasing Decisions

The Trust variable obtained the t value (3.481) > t table (1.981) and significance (0.001) < (0.05). This indicates that Trust has a positive and significant direct influence on Purchasing Decisions. Therefore, the higher the Trust, the higher the Purchasing Decision so that **hypothesis 5 is accepted**. This research is in line with Nababan, et. al., (2021), Mahliza (2020), Fadhilah, et. al., (2021), Syafaruddin, et. al., (2016), and Wiraandryana & Ardani (2021) which show Trust has a significant direct influence on Purchasing Decisions.

Path Analysis

Table 8. Path Analysis

Variable	coefficient		Total	Notes
	Direct	Indirect		
LVS → Trust	0,583		0,583	Strong
e-WOM → Trust	0,228		0,228	Medium
LVS → Purchase Decision	0,330	$0,583 \times 0,272 = 0,158$	0,448	Strong
e-WOM → Purchase Decision	0,361	$0,228 \times 0,272 = 0,062$	0,423	Strong
Trust → Purchase Decision	0,272		0,272	Medi-um

Source: Processed primary data (2023)

The Effect of Live Video Streaming on Purchasing Decisions with Trust as the Mediating Variable

The total path coefficient value shows that the indirect effect (0.158) < direct effect (0.330) so it can be concluded that Live Video Streaming (X1) does not have a significant effect on Purchasing Decisions (Y) through Trust (Z). Therefore, it can be concluded that **hypothesis 6 is rejected**. Furthermore, this study is in line with Ingard (2021) which shows that Trust cannot be a variable mediating the Live Video Streaming variable and is not in line with Liu et al., (2022) which shows that Trust can be a variable mediating the Live Video Streaming variable.

The Effect of Electronic Word of Mouth (e-WOM) on Purchasing Decisions with Trust as a Mediating Variable

The total path coefficient value shows that the indirect effect (0.062) < direct effect (0.361) so it can be concluded that Electronic Word of Mouth (e-WOM) (X1) does not have a significant effect on Purchasing Decisions (Y) through Trust (Z). Therefore, it can be concluded that **hypothesis 7 is rejected**. Furthermore, the results of this study are not in line with Wiraandryana & Ardani (2021) and Aslami, et. al., (2022) which show that Trust can be a mediating variable for Electronic Word of Mouth (e-WOM).

CONCLUSION

Based on the results of the research that has been carried out, the following conclusions are obtained:

1. Live Video Streaming has a positive and significant influence on the trust of Tik Tok application users who have purchased fashion products in Pekanbaru City.
2. Electronic Word of Mouth (e-WOM) has a positive and significant influence on the trust of Tik Tok application users who have purchased fashion products in Pekanbaru City.
3. Live Video Streaming has a positive and significant influence on Purchasing Decisions of Tik Tok application users who have purchased fashion products in Pekanbaru City.
4. Electronic Word of Mouth (e-WOM) has a positive and significant influence on the Purchasing Decisions of Tik Tok application users who have purchased fashion products in Pekanbaru City.
5. Trust has a positive and significant influence on purchasing decisions of Tik Tok application users who have purchased *fashion* products in Pekanbaru City.
6. Trust cannot mediate the effect of *Live Video Streaming* on Purchasing Decisions for Tik Tok application users who have purchased *fashion* products in Pekanbaru City.
7. Trust cannot mediate the influence of *Electronic Word of Mouth (e-WOM)* on Purchasing Decisions for Tik Tok application users who have purchased *fashion* products in Pekanbaru City.

Suggestion

Through the research that has been done, the following are the suggestions that researchers provide:

1. The Live Video Streaming variable has a strong influence on Trust and Purchasing Decisions. Therefore, it is hoped that Tik Tok or sellers in the Tik Tok application can maximize the Live Video Streaming feature to develop business and increase consumer trust and purchasing decisions.
2. Trust cannot mediate the effect of Live Video Streaming and e-WOM on Purchasing Decisions. Therefore, it is hoped that sellers will be careful in taking various actions and provide a valid flow of information through maximizing the Live Video Streaming and e-WOM features because consumers do not easily believe in these flows in full in making Purchasing Decisions.
3. For further researchers, it is hoped that they will be able to develop or add other independent variables of Tik Tok application features such as entertainment features (music and filters), Tik Tok Stories features, duets, and so on that have more influence on Purchasing Decisions and especially those mediated by Trust so that diversified and better results are obtained.

BIBLIOGRAPHY

- Aslami, N., Apriani, A., Catur Widayati, C., & Vita Losi, R. (2022). the Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-Wom on Purchase Intention. *Jurnal Perspektif Manajerial Dan Kewirausahaan (JPMK)*, 2(2), 69–81. <http://jurnal.undira.ac.id/index.php/jpmk/article/view/189>
- Asosiasi Penyelenggara Jasa Internet Indonesia. 2020. Laporan Survei Internet APJII 2019-2020. Jakarta: Indonesia Survey Center.
- Awali, H. (2020). Urgensi Pemanfaatan E-Marketing Pada Keberlangsungan Umkm Di Kota Pekalongan Di Tengah Dampak Covid-19. *BALANCA: Jurnal Ekonomi Dan Bisnis Islam*, 2(1), 1–14. <https://doi.org/10.35905/balanca.v2i1.1342>
- Cervi, L. (2021). Tik Tok and generation Z. *Theatre, Dance and Performance Training*, 12(2), 198–204. <https://doi.org/10.1080/19443927.2021.1915617>
- Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Fadhilah, & Saputra, G. G. (2021). Pengaruh Content Marketing dan E-WOM Pada Media Sosial Tiktok Terhadap Keputusan Pembelian Generasi Z. *INOVASI: Jurnal Ekonomi, Keuangan Dan Manajemen*, 17(3), 505–512. <https://journal.feb.unmul.ac.id/index.php/INOVASI>
- Ginee. 2021. Pengguna Tik Tok Indonesia Gempar, Potensi Cuan Menggelegar. Diakses pada 20 Februari 2023 dari <https://ginee.com/id/insights/pengguna-tiktok/>
- Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021). How Live Streaming Features Impact Consumers' Purchase Intention in the Context of Cross-Border E-Commerce? A Research Based on SOR Theory. *Frontiers in Psychology*, 12(November), 1–10. <https://doi.org/10.3389/fpsyg.2021.767876>
- Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>
- Ingard, A. (2021). Trust As a Mediator of The Relationship Between Facebook Live Streaming and Purchase Intention: Applying Stimulus-Organism-Response (S-O-R) Paradigm. *Silpakorn University Journal*. <https://doi.org/10.1037/0033-2909.126.1.78>

- Kamil, N. A. I., & Albert, A. (2020). The effect of e-wom and brand image towards Sushi Masa consumer purchasing decision. *Journal of Social Studies (JSS)*, 16(1), 19–34. <https://doi.org/10.21831/jss.v16i1.31020>
- Kotler dan Keller. (2016). *Marketing Management 15th Edition*. Pearson Education.
- Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in Psychology*, 13(August), 1–14. <https://doi.org/10.3389/fpsyg.2022.995129>
- Mahliza, F. (2020). Consumer Trust in Online Purchase Decision. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 6(2), 142–149. <https://doi.org/10.36713/epra2013>
- Purba, F. R., & Paramita, E. L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and Business*, 5(4), 578. <https://doi.org/10.23887/ijssb.v5i4.40447>
- Saputra, G. G., & Fadhilah, F. (2020). The Influence of Live Streaming Shopping on Purchase Decisions through Customer Engagement on Instagram Social Media. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities*, 5(2), 12126–12137. <https://doi.org/10.33258/birci.v5i2.5049>
- Sari Novita, Muhammad Saputra, and J. H. (2017). Pengaruh Elektronik Word of Mouth terhadap Keputusan Pembelian pada Toko Online Bukalapak.com. *Jurnal Manajemen Magister*, 3(1), 96–106. <https://doi.org/10.46799/jst.v1i5.60>
- Syafaruddin, Suharyono, & Kumadji, S. (2016). Pengaruh Komunikasi Electronicword of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian (Survey Pada Konsumen Online Shopping Zafertech.Com). *Jurnal Bisnis Dan Manajemen*, 3(1), 65–72.
- Tuyu Venandito, Moniharapon, and J. G. P. (2022). *Pengaruh Iklan Online dan E-WOM terhadap Keputusan Pembelian Produk Online (Studi Pada Konsumen Bag Store Manado)*. 10(3), 526–537.
- Wiraandryana, I. M. J., & Ardani, I. G. A. K. S. (2021). the Role of Trust Mediates Effect of E-Wom on Consumer Purchase Decisions. *American Journal of Humanities and Social Sciences Research*, 5, 408–415. www.ajhssr.com