

# THE ROLE OF SEQUENCE MEDIATION ON THE INFLUENCE OF LIVE-STREAMING SHOPPING ATTRIBUTE ON PURCHASE INTENTION

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**Abstract:** The urgency of this study is to solve the problem regarding the slow penetration of TikTok Livestreaming shopping; even though the traffic opportunities on TikTok are huge and far outperform any social media application, even if it is compared to applications that existed before TikTok, such as Facebook and Instagram. This study analyzes the factors influencing purchase intention among TikTok users in Indonesia. The number of samples in this study is 180 respondents. A questionnaire with a 5-point Likert scale was used to collect data. The data were processed by using Structural Equation Model (SEM) approach. Of the five direct hypotheses tested, all of them had a significant effect. Thus, we can say Live streaming Shopping Attribute, Products' Trust, and Sellers' Trust are the determinant variables of purchase intention. Even though this research has provided factual information on the contribution of antecedent purchase intention variables, it is necessary to expand the variables considered to support the increase in purchase intention, such as the Guarantee Return Policy and seller pacing. Unlike previous studies that mostly assessed the direct effect of exogen variables on purchase intention used a one-level mediating variable, throughout the author's knowledge, there has been no one to examine the influence of antecedent factors live streaming purchase intention through sequence mediation. This study implies that sellers who use the live streaming channel on TikTok to market their products have to pay serious attention to the quality of the products and guarantee that the products will provide maximum benefits for their buyers.



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**Keywords:** Sequence Mediation, Customer Trust in Product, Customer Trust in Anchor, Live Streaming Shopping Attribute, Purchase Intention

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The urgency of this study is to solve the problem regarding the slow penetration of TikTok Livestreaming shopping; even though the traffic opportunities on TikTok are huge and far outperform any

social media application; even if it is compared to applications that existed before TikTok, such as Facebook and Instagram. As we are aware, TikTok Livestreaming Shopping has become a phenomenon lately. Its existence has changed the behavior of online shopping to be more dynamic and interactive. Although the phenomenon of live-streaming

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shopping has been widely discussed by researchers worldwide, talking TikTok Livestreaming, few researchers still preach it. It is inseparable from the development of TikTok Livestreaming Shopping, which has only developed in two countries outside China, namely the UK and Indonesia (Bolitho, 2022). Even in the UK, the TikTok live-streaming shopping platform was only launched in September 2021, while in Indonesia, this app was previously launched in April 2021.

In comparison, it's true that in China, "live streaming," "e-commerce live streaming," "live e-commerce," or "TikTok shopping" has been for five or six years (Chen et al., 2022). TikTok shopping in China already accounts for billions of dollars a year in e-commerce, and the same will happen in Europe in the next few years. Additional information shows why TikTok is more popular compared to other similar apps. TikTok had 1.2 billion monthly active users in Q4 2021 and is expected to reach 1.8 billion by the end of 2022. In China, TikTok is accessed by over 600 million users daily. TikTok has been downloaded over three billion times (Iqbal, 2022). It's a new way of shopping, and its target audience is ordinary.

The most appropriate name to describe TikTok shopping is the upgraded TV version, such as QVC, an American free-to-air television network and a flagship shopping channel specializing in televised home shopping. TikTok Audio shopping is connected to web 3.0. It is becoming the future shopping model (Holland, 2022). There are some advantages of Livestreaming TikTok compared to other forms of online shopping, such as the display of products. When customer shop on Amazon, for example, they will judge the quality of the product based on anonymous reviews. These reviews may be fake, and the customer has never seen the product or the pictures of it. Usually, those customers can go to YouTube to watch the reviews of the products. In live-streaming shopping, the anchor demonstrates how to use the product and what benefits the product offers without having to go to the store in person (Helen, 2022). If the customer trusts specific anchors but they sell a bad quality product, the customer will never repurchase it from that store again.

So, for the live broadcast, the product that sells well is the most beneficial to building a reputation (Alex, 2022).

Another advantage of shopping from live streaming has a better price. It leads to group buying. If a certain number of people buy the same product because of economies of scale, the customer can get a better price. For example, thousands of people buy the same product daily. Hundreds of thousands of products are sold on Boxing Day. These sales volumes would be difficult for any brick-and-mortar store or e-commerce store to achieve. It is in TikTok live streaming because the seller can take advantage of a big amount of traffic on TikTok (Walters, 2022). The main point is there is no lower TikTok price anywhere else on the Internet, which can go as low as 50% off. So, if the sellers have new brands and want people to know about them, using TikTok Livestreaming is an excellent way for the brands to be discovered by the target audiences. In China, we see a lot of products that build their brands successfully through live streaming. Through the TikTok Shopping feature, sellers can directly display interesting and interactive content, such as product reviews, unboxing, and ongoing product discount promos. Sellers can also interact and answer questions from followers directly. It will create intimacy between the sellers and the potential buyers. Because it is still in its development period, although many sellers relying on TikTok live streaming have been successful, many sellers failed to sell more using this platform. It may be due to many sellers not implementing the right digital marketing strategies to maximize TikTok live streaming as their main distribution channel. Despite the many advantages of live-streaming shopping, because the development of online shopping in Indonesia is still in the growth stage, there is not much research discussing the issue of purchase intention hammering this live streaming comprehensively. Even if there are, most of them discuss the antecedent factor of this purchase intention, such as customer trust in the product and seller (Wongkitrungrueng and Assarut, 2020), or various live streaming attributes of live streaming as studied by Wang et al. (2018).

We could say that market penetration is slow due to low purchase intention. The lower the purchase intention, the lower the transactions that occur on TikTok live-streaming shopping. One of the causes of low buying interest is trust in the seller (anchors), as has been studied by Apasrawirote and Yawised (2022). They said the role of the sellers in the live streaming who conducted product demos would also play a vital role in convincing customers to make a purchase. In addition, purchase intention is also influenced by trust in the product (Chen et al., 2022). If customers believe in the product's quality, it will be easy to convince them to purchase. Because it uses live-streaming shopping, LSAA must be a vital variable to generate buying interest among the target market for TikTok live-streaming shopping. Pavlou et al. (2003) stated that many factors, including LSAA, strongly influence purchase intention in live broadcasts.

Unlike previous studies that mostly assessed the direct effect of exogen variables on endogenous (purchase intention) or used a one-level intervening variable as carried out by Chandruangphen et al. (2022); Song and Liu (2021), throughout the author knowledge, there has been no one to examine the influence of antecedent factors live streaming purchase intention through sequence mediation. If we look at the attribute of customer trust in the seller, it can only happen if the customer has confidence that the product offered can be trusted. Therefore, the role of sequence mediation customer trust towards products and sellers in increasing purchase intention in live-streaming shopping on the TikTok application is becoming the originality of this study. This study analyzes the factors influencing the increase in purchase intention among TikTok users in Indonesia. The findings of this study are expected to be useful in maximizing online sales through the TikTok live-streaming channel.

## LITERATURE REVIEW

### Live streaming Shopping Attribute (LSSA)

Live streaming shopping attributes (LSSA) are defined as the delivery of e-commerce transactions through a real-time streaming platform, creating a virtual space with a highly interactive chance for

streamers and consumers (Chandruangphen et al., 2022). Content marketing, such as live streaming shopping, is essential to connect a brand to its target market. Therefore, for marketing through live-streaming to boost sales, all attributes in this live-streaming, such as Seller Interactivity, Background Ambiance, Seller Politeness, Seller Humor, Broadcast Timing Announcement, and Product Trendlines, must be optimized for performance. All of these attributes must generate content that matches the target market's expectations for their needs and wants throughout the customer journey. A live streaming program design that can optimize the customer journey through a funnel strategy will be beneficial in increasing purchase intention (Wu et al., 2021).

### Customer Trust and Product and Sellers

Customers who trust the business find it credible and want to do it repeatedly. It means greater advocacy, loyalty, and engagement from customers. That sets the tone for the business, and as customers advocate, businesses will be able to attract more customers ready to invest in their offerings (Chen et al., 2022). Many marketers recognize the importance of customer trust, although many do not understand why it is vital to grow their business. When trust in products and sellers has arisen, the interest in purchasing is higher. Most importantly, customers who have trusted our business will voluntarily tell their friends and loved ones about it. Thus, one trusted customer can attract many other customers to believe in and purchase our products. Developing trust in the product quality and sellers will build a solid business foundation to expand the customer base further. This principle also applies to live-streaming marketing. (Pavlou et al., 2003). Although it has been realized that marketers can achieve many benefits with the presence of the internet, it does not mean that doing business on the internet does not have competitors. Even customers will find it easier to compare our products with competitors. Thus, customers' trust in our products will provide a strong reason for them to buy our products instead of competitors' products.

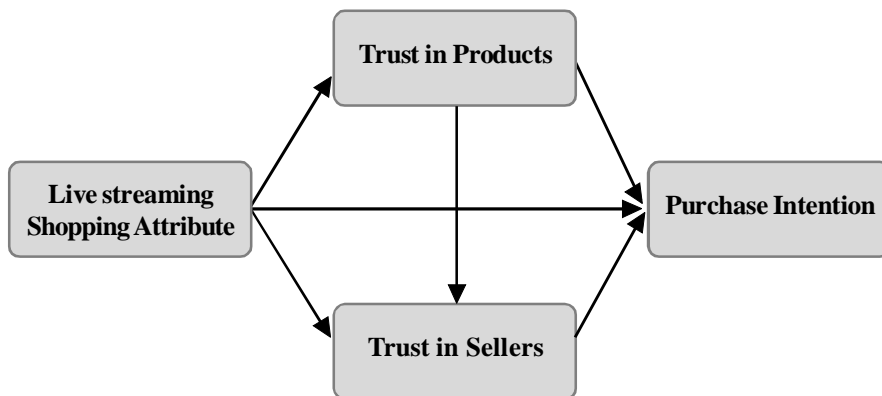
**Purchase Intention**

Customer online purchase intention is the construct that strengthens a customer’s intention to purchase online (Song and Liu, 2021). Pavlou et al. (2003) observed online purchase intention as a more appropriate measure of intention to use a website when assessing online consumer behavior. Purchase intention is a person’s behavioral tendency to make a purchase. Intentions usually combine cognitive and affective behavior to elicit desires. For marketers, the concept of purchase intention is important because it can predict future reversal behavior (Liu et al., 2022). According to behavioral theory, future purchases can be predicted by measuring current buying interest. There are several ways that marketers often use to increase purchase intention, especially for the digital market, for example, by re-

targeting via email. Even though email marketing is very popular, if we don’t use it properly, like sending the same email to everyone, it won’t work because everyone has unique behaviors and interests that differ from one another. Therefore, the funnel marketing policy of sending different emails to different people along the customer journey is necessary (Zhu et al., 2021)

**Research Model**

This research model in this study is describes the influence of the independent variable, in this case, is Livestreaming shopping attributes (X), and the dependent variable online purchase intention (YZ, the mediating variables are customer trust in the product (Y1) and customer trust in the seller (Y2).



**Figure 1. Research Model**

**HYPOTHESIS DEVELOPMENT**

Chandruangphen et al. (2022) believed that live-streaming shopping is a new form of social commerce. However, LSSA has its characteristics, such as simultaneity and authenticity. Wongkitrungrueng and Assarut (2020) demonstrated that the role of streaming media is to connect the shoppers and the sellers in real-time by providing an immersive purchasing experience, leading to a more interpersonal connection. Wu et al. (2021) also suggested that the two-way simultaneous communication between the streamers and the viewers and the posts of other

viewers will reduce the consumers’ uncertainty and increase their trust.

**H1:** The impact of LSSA on Products Trust

**H2:** The impact of LSSA on Sellers Trust

**H3:** The impact of LSSA on Purchase Intention through Products Trust

**H4:** The impact of LSSA on Purchase Intention through Sellers Trust

Trust Marketing captures and distributes customer feedback to shape the broader message around company brands through customers’ words.

Customer trust is the faith a consumer has in the brand. It shows confidence in a company's commitment to delivering its promises and doing what's right for the customer. Customer trust is the faith a consumer has in a company. Trust in the product has not necessarily made the customer make a purchase (Chen et al., 2022), but the role of sellers or anchors in live streaming who do product demos will also play a very important role in convincing customers to make purchases (Apasrawirote and Yawised, 2022)

**H5:** The impact of Product Trust on Sellers Trust

**H6:** The impact of Product Trust on Purchase Intention

Sellers interact with consumers in Livestream shopping (Wongkitrungrueng and Assarut, 2020) and can display products to consumers more intuitively through tasting, trial play, and trying out. Simultaneously, the live streaming platform also enables consumers to interact with anchors in real time through bullet screens, and anchors can provide personalized shopping guidance to consumers (Zhang et al., 2021). The live-streaming shopping environment is characterized by a high level of interaction, which promotes the close interpersonal interaction between anchors and consumers (Liu et al., 2022)

**H7:** The impact of Seller Trust on Purchase Intention

Since online transaction involves information sharing and purchase action, purchase intention will depend on many factors (Pavlou et al., 2003). To trigger online purchase intention among consumers, web retailers often need to focus on these factors to enhance the chance of purchase by customers. Many previous studies have discussed the various attributes of live streaming influencing purchase intention; in this study, the authors will test the role of serial mediation products and seller trust in purchase intentions.

**H8:** The role of serial mediating of Products Trust and Sellers Trust on the impact of Live streaming Shopping Attribute on Purchase Intention

## METHOD

### Research Instruments

The measurement items were taken from various previous studies. Six items for Shopping Attribute Live streaming measurements were taken by Wongkitrungrueng and Assarut (2020). According to him, Live streaming shopping attributes are essential to encourage audiences to purchase. Then four measurement items of customer trust in a product are taken from the research. (Chandrurangphen et al., 2022). He defines customer trust in a product as the quality of the products offered. Furthermore, the four items of customer trust in anchor are taken from the opinions of (Zhu et al., 2021). They said that customer trust in the anchor is the audience's trust in the anchor that guides the live-streaming session. Lastly, items used to make purchase intentions were adopted from the opinions of (Wang et al., 2018). Purchase intentions are the tendency or motivation of consumers to make purchases. A questionnaire with a 5-point Likert scale was used to collect data. The data was processed using the Structural Equation Model (SEM) approach.

### Sample Design and Data Collection

This study's target population is consumers who often buy products through live-streaming shopping on TikTok. Determination of the sample is carried out by the purposive method. According to Hair et al. (1998), the number of samples can multiply the number of indicators and numbers between 5-10. In this study, researchers took a sample of 18 (number of indicators) x 10 = 180 respondents. Data were collected by using questionnaires.

## RESULTS

### Characteristics of Respondents

The following information presents data on the respondents' profiles in this study, viewed from several aspects such as sex, occupation, and education. The number of respondents who are male is less than the number of respondents who are female. The number of male respondents is 74 people, while the female respondents are 106 people. When

viewed in terms of age, it seems that most respondents are in the age group of 26 to 30 years, namely 72 people. After that, the group of respondents who were less than 25 years old was 65 people, then the respondents who were in the 31 to 35 years group were 28. From the aspect of marriage, most respondents were unmarried, namely as many as 102 people, while those who had been married were 76 people, and those who were widows or widowers

were as many as two. From the aspect of education, the most are those with a bachelor's education, as many as 80 senior high schools, as 54 people, and then graduates of the Academy or Diploma as many as 40 people. From the aspect of the profession, the most are students, namely 65 people, then self-employed and private employees, both of which are 35 people. In addition, there are 25 Civil Servants.

**Table 1. Characteristics of Respondents**

No.	Description	Percentage (%)	Frequency	
1.	Gender:	• Man	41.1	74
		• Woman	58.9	106
2.	Respondent's age:	• < 25 Years Old	16.7	30
		• 26 - 30 years old	51.1	92
		• 31 - 35 years old	15.6	28
		• 36 - 40 years old	8.9	16
		• > 40 years old	7.8	14
3.	Marital status	• Single	47.8	86
		• Marry	46.1	83
		• Widow widower	6.1	11
4.	last education	• SENIORHIGH SCHOOL	10.6	19
		• Academy/Diploma	13.9	25
		• Bachelor	67.8	122
		• Postgraduate	7.8	14
5.	Profession	• College student	10.6	19
		• Civil Servant	21.7	39
		• Self-employed	19.4	35
		• Private employees	19.4	35
		• Etc	28.9	52
<b>Amount</b>		<b>100</b>	<b>180</b>	

**Instrument Test Results**

Testing the instrument is done by using validity and reliability test. The approach used in testing the validity of this questionnaire item is through convergent validity to confirm the indicator's contribution to the variable (CFA) by looking at the loading factor figures of each indicator using the AMOS SEM. If the indicator has a loading factor coefficient

greater than 0.50, then it is said to be valid. On the other hand, if the value is less than 0.50, it is said to be invalid and must be eliminated from this research model

Table 2 showed that four items have an LF value <0.50, namely a9, a11, a21, and a23. Thus, these four indicators must be eliminated from the model.

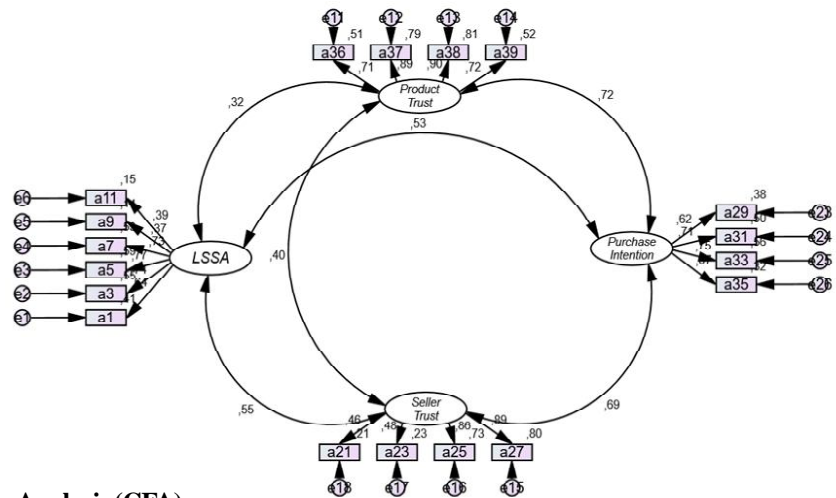


Figure 2. Confirmatory Factor Analysis (CFA)

Table 2. Estimated Loading Factor

Items	Variables	Estimate
a1	LSSA	,641
a3	LSSA	,741
a5	LSSA	,769
a7	LSSA	,727
a9	LSSA	,370
a11	LSSA	,391
a36	Product Trust	,713
a37	Product Trust	,888
a38	Product Trust	,899
a39	Product Trust	,718
a27	Seller Trust	,894
a25	Seller Trust	,856
a23	Seller Trust	,480
a21	Seller Trust	,461
a29	Purchase Intention	,617
a31	Purchase Intention	,707
a33	Purchase Intention	,748
a35	Purchase Intention	,568

Table 3. Reliability Test Using Cronbach Alpha

No	Variable	Cronbach Alpha	Items	Information
1	Live streaming Shopping Attribute	0.880	6	Reliable
2	Trust in Products	0.704	4	Reliable
3	Trust in Sellers	0.708	4	Reliable
4	Purchase Intention	0.803	4	Reliable

Source: Primary Data 2022 (processed)

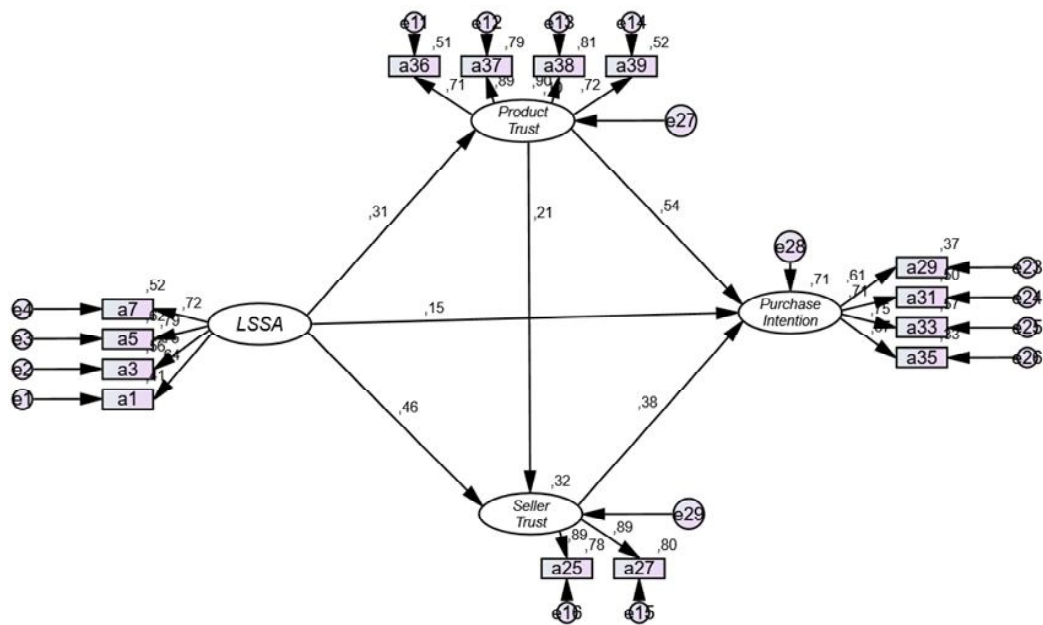


Figure 3. Structural Model for Proofing Hypotheses

Table 4. Regression Weight Structural Equation Model

Dependent	Independent	Estimate	SE	CR	P	Beta
Product Trust	← LSSA	,316	,064	4,944	***	,309
Seller Trust	← LSSA	,648	,091	7,152	***	,465
Seller Trust	← Product Trust	,289	,074	3,885	***	,212
Purchase Intention	← Product Trust	,515	,063	8,195	***	,536
Purchase Intention	← Seller Trust	,267	,044	6,011	***	,379
Purchase Intention	← LSSA	,145	,058	2,518	,012	,148

**Reliability Test**

In addition to the instrument’s validity, testing is also carried out using reliability. The author uses the Cronbach Alpha approach. The cut-off value is 0.60. If the value of the CA coefficient > 0.60 is reliable. Conversely, if it is less than 0.60, it is said the variable is unreliable (Kahle and Malhotra, 1994). From the output of SPSS, Live streaming Shopping Attribute has a CA value of 0.880 or 88.8%. Then Trust in Products has a CA value of 0.704 or 70.4%. Furthermore, Customer Trust in sellers is 0.708 or 70.8%, and Purchase Intention is 0.803 or 80.3%. So, it can be concluded that all the variables contained in this research model are reliable.

**Hypothesis Testing**

Hypothesis testing on the following structural model is to test direct and indirect hypotheses involving variable Live streaming Shopping Attributes, Trust in Products. Trust in Sellers and Purchase Intention, respectively, as independent, dependent, and mediating variables.

From table 4, there are six direct hypotheses tested. The results all showed a significant effect. Firstly, in testing the Effect of LSSA on Product Trust, a CR value of 4,944 is found, with a probability of \*\*\*. This result signifies that the Effect of LSSA on Product Trust is significant. The Coefficient value of the Effect of LSSA on Product Trust



is 0.309, so the impact of the Effect of LSSA on Product Trust is significant at 30,9%. Secondly, in testing the Effect of LSSA on Seller Trust, a CR value of 7,152 is found, with a probability of \*\*\*. As such, it is found that the Effect of LSSA on Seller Trust is significant. The coefficient value of the Effect of LSSA on Seller Trust is 0.465 or 46,5%. Thirdly, in testing the Effect of Product Trust on Seller Trust. a CR value of 3,885 is found, with a probability of \*\*\*. This result signifies that the Effect of Product Trust on Seller Trust is significant. The coefficient value of the Effect of Product Trust on Seller Trust is 0.212 or 22.2%. Fourthly, in testing the Effect of Product Trust on Purchase Intention, a CR value of 8,195 is found, with a probability of \*\*\*. As such, it is found that the influence of CRM on customer trust is significant. The magnitude of the coefficient of CRM influence on customer trust is 0.536 or 53,6%.

Furthermore, in testing the influence of Customer Trust on Purchase Intention, a CR value of 6,011 is found, with a probability of \*\*\*. Thus, it can be concluded that the Effect of Seller Trust on Purchase Intention is significant. The magnitude coefficient of The Effect of Seller Trust on Purchase Intention is 0,379 or 37.9%, indicating a relatively strong value in comparison to the coefficients produced by other variables.

Lastly, in testing the Effect of LSSA on Purchase Intention, a CR value of 2,518 is found, with

a probability of 0.012. As such, it can be stated that the Effect of LSSA on Purchase Intention is significant. The magnitude of the coefficient of the effect of LSSA on Purchase Intention is 0.148 or 14,8%. It means that the research model built based on a literature review has an adequate level of accuracy because it can align the determinant variables taken from the results of previous research. After being proven H1, H2, H3, H4, H5, and H6, the results are significant.

**The role of serial mediating of Products Trust and Sellers Trust on the impact of Live streaming Shopping Attribute on Purchase Intention**

The outcomes of testing serial mediating of Products Trust and Sellers Trust on the impact of Live streaming Shopping Attribute on Purchase Intention has a p-value score of 0.001. Thus, the role of serial mediating of Products Trust and Sellers Trust on the impact of Live streaming Shopping Attributes on Purchase Intention is significant. The magnitude of the coefficient of influence of those sequence mediating is 0.024 or 2.4%. Because the direct influence of LSSA on repurchase intention is significant and the indirect effect of LSSA on Purchase intention through product and seller trust is also significant, we can say that the role of customer trust in product and seller in mediating the influence of these two variables is partial mediation.

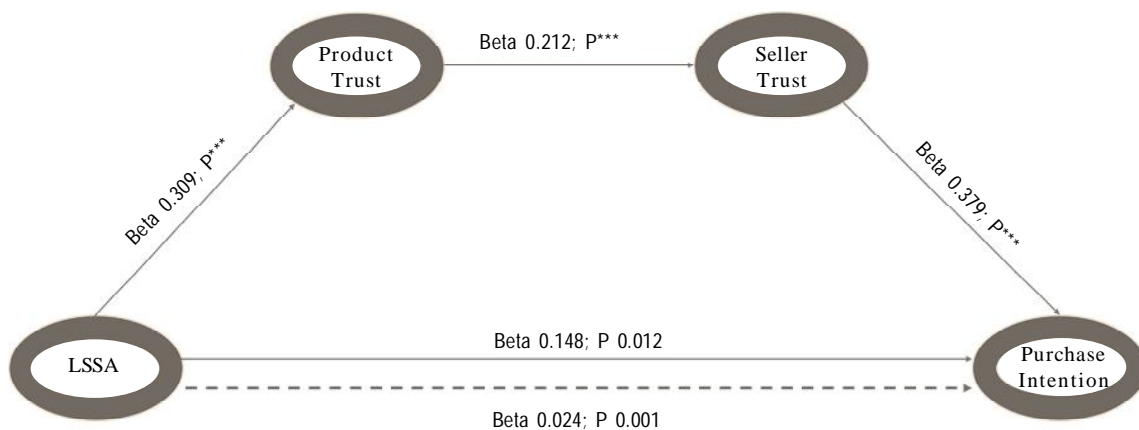


Figure 5. Serial Mediating of Products Trust and Sellers Trust

## DISCUSSION

Of the six hypotheses of direct influence tested, namely the impact of Live streaming Shopping Attribute on Products Trust and the impact of Live streaming Shopping Attribute on Sellers' Trust. The impact of Live streaming Shopping Attribute on Sellers' Trust, the impact of Product Trust on Sellers' Trust, the impact of Product Trust on Purchase Intention, and the impact of Seller Trust on Purchase Intention are significant. This study is in line with the results of research conducted by Chandruangphen (2021), which also proves the effect of live-streaming attributes on purchase intention.

### The Effect of LSSA on Product Trust

Live-streaming shopping has many attributes that can be maximized to grow customer trust. In addition to the streamer factor, other factors, such as a consistent schedule, are differentiating factors. If the streaming schedule has been prepared from the beginning and communicated to the audience, the possibility of repeat buying from the same audience becomes greater. In addition, the performance streamer on the screen must also look attractive. A good appearance from the streamer will foster customer engagement and will have an impact on increasing trust, including in the products offered. This study's results align with previous research conducted by Chandruangphen et al. (2022).

### The Effect of LSSA on Seller Trust

Live-streaming platforms are finding momentum during the recent pandemic. When the government imposes travel restrictions, shopping can be done from home. In contrast to e-marketplaces that only offer static product displays, the streamer and the audience interaction can be two-way and real-time in live-streaming shopping. The ability of streamers to take advantage of live-streaming shopping attributes, such as video quality, product demonstrations, and delivery of good product benefits, will increase customer trust in sellers or streamers. In this context, streamers can take advantage of the available space and time to increase customer confidence in themselves and their products. These

results are in line with previous research conducted by Wu et al. (2021)

### The Effect of Product Trust on Seller Trust

Trust is the mantra in marketing. No trust, no customers. If there are no customers, there will be no transactions. Customers will not spend their hard-earned money on a product they are unsure of its quality. Trust in this product is important to increase trust in the seller. Without trust, any efforts undertaken by marketers will not succeed. Marketers will lose customers, and the business will undoubtedly perform poorly. Trust and engagement are very vital things in business. These two factors are more valuable than anything the company has. Therefore, winning the customer's trust in the products offered by the company is the key to success in doing business. This study's results align with previous research conducted by Chen et al. (2022).

### The Effect of Product Trust on Purchase Intention

Trust in products can come from customer perceptions of product quality. Product quality is something the company must develop to meet the buyer's expectations. The customer's perception of a quality product will make the audience want to purchase. Quality products also increase customer satisfaction and confidence, making customers want to purchase. Product quality is associated with the brand. The brand is considered worthy by customers, but the most important thing is to win their trust and commitment to becoming our customers. These results align with previous research by Apasrawirote and Yawised (2022).

### The Effect of Seller Trust on Purchasing Intention

Customers who have confidence in marketers will not hesitate to provide feedback and information on their interactions while being customers, including when they buy from competing companies. Honest feedback is given by customers who believe in providing good input for marketers to build marketing strategies based on customer orientation. This proven marketing strategy will create more

consumers who want to become customers. The results of this study are in line with previous research conducted by Liu et al. (2022)

### **The Effect of LSSA on Purchase Intention**

This significant effect could be because the attributes of LSSA, such as Seller Interactivity with the customer during live streaming, significantly impact the intention of customers who watch the live streaming to purchase. The relationship between LSSA and intention is in line with intimacy theory, which shows that the interaction between marketers and their customers, in this case, streamers, when doing product demos, which are perceived well by customers, will foster a high sense of intimacy. Intimacy is what will create engagement which in turn will increase customer desire to make purchases. The survey conducted by Chandruangphen et al. (2022) suggested LSSA enhances the intention of the customer to close the deal. Nevertheless, all the direct hypotheses tested showed a significant influence, and the magnitude differed from one variable to another. The variable product trust indicates the greatest influence, followed by the variable seller's trust. The LSSA occupies the third position. The greater the magnitude, the more it gets priority to be intervened. The three variable seen that is the most dominant is product trust because any increase in customer trust in product trust will have an impact on increasing purchase intention significantly.

### **The role of Serial Mediating of Products Trust and Sellers Trust on the impact of Live streaming Shopping Attribute on Purchase Intention**

Furthermore, the results of research findings related to serial mediation or sequence mediation from customer trust in products and anchors in mediating the influence of LSSA on purchase intention obtained are also quite substantial. Again it indicates sequence mediation of the product and seller or anchor has a significant influence in mediating the influence of LSSA on purchase intention. This information provides information to online marketing practitioners, especially those who pursue live streaming channels in marketing their products, that consumer confidence in products and confidence in

anchors are important mediation variables because these two variables significantly influence increasing the attributes of live streaming to purchase intention.

### **CONCLUSIONS**

Although all the direct hypotheses tested show a significant influence, the magnitude differs from one variable to another. The product trust variable indicates the most significant influence, followed by the last seller's trust variable, the LSSA. The greater the magnitude, the more it gets priority to intervene. Of the three variables, it can be seen that the most dominant is product trust because any increase in customer trust in the product impacts a significant increase in purchase intention. From these findings, we can conclude that the thing that sellers who use live streaming channels on TikTok should do to market their products is to pay serious attention to the quality of the products they market and guarantee that the products will provide maximum benefits for their buyers. Furthermore, research findings related to serial mediation or sequence mediation from customer trust in products and anchors in mediating the influence of LSSA on purchase intention are also significant. These findings provide information to online marketing practitioners in marketing their products. Consumer confidence in the product and anchors are essential mediation variables in increasing the influence of live-streaming attributes on purchase intention.

### **IMPLICATIONS**

From these findings, we can conclude that the sellers, who use the live streaming channel on TikTok to market their products, have to pay serious attention to the quality of the products and guarantee that the products will provide maximum benefits for their buyers. With the increasing customer trust in the product, the intention of customers to make purchases becomes even more significant. The customer's sensitivity to products sold through live streaming is inseparable from the customer's experience in making purchases online, where the products purchased through live streaming are not much different from what they expected. That can hap-

pen because before making a purchase, customers have already obtained sufficient information through the demonstrations of the use of the product shown by the anchor, how to use it, and what benefits the product will provide, all of which have been thoroughly informed by the anchors at the live streaming sales session. The product's benefit will be close to what has been seen in the live-streaming session. That is certainly different compared to purchasing the product from the web, which only provides a two-dimensional image that does not represent the real state in terms of dimensions or size, shape, or the benefits provided by the product as expected by customers. If the problems related to customer trust in this product can be utilized, the next task of the seller is to increase customer trust in the anchor who is in charge of demonstrating product sales through this live streaming. It is supported by the research results that provide a coefficient of influence of 37.9%. In other words, the increase in consumers' intention to make purchases online through live streaming is very significant and is driven by consumer trust in the anchor who makes sales through live streaming. This is in line with previous research findings that also reveal the influence or contribution of the role of anchors in increasing product sales through live streaming, as done by Liu et al. (2022) and Zhu et al. (2021)

### LIMITATIONS

From the author's experience during the research process, several shortcomings of this research that future researchers can improve. One of them is the sampling method that uses purposive sampling so that it does not represent the opinions of Tiktok streaming shopping users as a whole. Future researchers are expected to use probability sampling techniques with higher accuracy than purposive non-probability sampling.

### RECOMMENDATIONS

Even though this research has provided factual information on the contribution of antecedent purchase intention variables such as LSSA, product trust, and seller trust, for further research, it is nec-

essary to expand the variables that are considered to play a role in supporting the increase in purchase intention such as the Guarantee Return Policy and seller pacing which is also thought to maximize purchase intentions during live streaming sessions, not only on TikTok but also on other applications such as Shopee for example.

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