

Trust as a Mediator of the Effect of Live Streaming and Online Customer Review on Purchase Decision of Wardah Cosmetic Products Among TikTok Online Shopping Users in Surabaya

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Abstract

The swift rise of social commerce, notably TikTok Shop, has significantly altered how consumers shop for beauty products. This study analyzes the impact of live streaming and user reviews on the decision to buy Wardah products on TikTok Shop, with trust acting as a mediator. The research focused on Wardah customers in Surabaya who had used TikTok Shop for their purchases. Utilizing an accidental sampling technique, the study gathered responses from 105 participants. The data were processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 3.0 software. The findings demonstrate that live streaming significantly enhances both trust and purchase intentions. This pattern is mirrored for online customer reviews. Trust is also shown to be a significant direct predictor of purchase decisions. Finally, mediation analysis confirms that trust significantly mediates the paths through which live streaming and online reviews affect purchase decisions. This demonstrates that while live streaming and positive reviews directly encourage purchases, their effectiveness is substantially enhanced when they first establish consumer trust. For cosmetic brands on social commerce platforms, building trust is therefore a critical mechanism through which interactive marketing tools drive consumer decision-making.

Keywords: Live Streaming, Online Customer Review, Purchase Decision, TikTok Shop, Trust, Wardah.

1. Introduction

Changes in marketing strategies occur as an impact of rapid digital technology advancement, which encourages information exchange at higher speeds (Maulidasari, 2020). This phenomenon facilitates various activities, including those related to business such as online buying and selling. Social media has become a powerful marketing tool in influencing consumer decisions. Companies that do not utilize modern technology will struggle to compete in attracting customers in an increasingly competitive market (Setyowati & Suryoko, 2020).

This development paves the way for entrepreneurs to create more effective marketing strategies and expand their markets through marketplace platforms (Rustika & Pambudi, 2024). Marketplaces enable ease in online shopping with various options, without requiring consumers to visit physical stores. Online shops are chosen because of ease of access, time flexibility, diverse product choices, and marketplace platforms allow buyers to compare prices and quality across various stores, as well as purchase products even though they come from locations far from their residence (Puspitasari et al., 2025).



TikTok, which was initially released in China in 2016, has now developed into a social commerce platform with significant user growth in Indonesia, reaching 157.6 million in 2024 and becoming the world's largest market (DataReportal, 2024). Nevertheless, TikTok Shop is still in second position in live shopping usage, where Shopee obtained the highest preference at 27.5% compared to TikTok's 26.5%. Although TikTok live shopping popularity has not yet dominated, data shows that the cosmetics category became the best-selling product with GMV increasing from 35.2 million USD (2022) to a projection of 70 million USD in 2024. Competition in the beauty category also shows TikTok Shop's dominance with 69% of transactions, surpassing Tokopedia which only has 26.5%.

In this context, live streaming serves as a key marketing strategy by enabling real-time interaction that can build trust and reduce consumer uncertainty (Rahman et al., 2024; Syarifudin & Achmad, 2024). However, research on its effectiveness shows inconsistent results, with some studies finding a significant influence on purchase decisions (Amin & Fikriyah, 2023; Mada & Prabayanti, 2024), and others finding no significant effect (Lindawati et al., 2023). A similar contradiction exists regarding Online Customer Reviews (OCR), where most research confirms a significant influence (Rahmadini & Muslihat, 2022; Stefani et al., 2023; Sugiarti & Iskandar, 2021), but some does not (Rahmawati, 2021). This research gap suggests the need to examine a mediating variable that could explain these discrepancies, with consumer trust being a prime candidate. Trust is a critical factor in e-commerce, determining whether consumers rely on information from live streams or reviews before purchasing (Juliana, 2023).

The study focuses on Wardah cosmetics in Surabaya to address a specific market disconnect. Despite strong brand recognition, Wardah has not maximized TikTok's potential, underperforming in live streams compared to competitors (Kompas, 2024). Given Surabaya's status as a metropolitan hub with high digital penetration and a growing cosmetics market, this research seeks to analyze the effect of live streaming and online reviews on Wardah product purchase decisions, mediated by trust, specifically within the TikTok consumer base in Surabaya.

2. Literature Review

2.1. Influence of Live Streaming Shopping on Purchase Decisions

Different research suggests that live streaming tends to have a beneficial impact on purchase choices, mainly due to the direct communication between sellers and buyers that can build trust, foster engagement, and alleviate uncertainty in online shopping (Akromah & Nurhadi, 2024; Ong et al., 2024). This outcome is supported by existing studies, which show that more frequent live streaming leads to greater consumer purchases. The reason is that live sessions enable direct product demonstration, instant Q&A, and more thorough information sharing (Anisa et al., 2022; Febriah & Febriyantoro, 2023; Puspitaningrum & Kadi, 2023; Yusnandar & Nasution, 2024).

Nevertheless, some research finds that the influence of live streaming is not always significant, showing that its effectiveness can differ depending on consumer characteristics, product type, and quality of interaction in live sessions (Agustin & Fazizah, 2023; Maslucha & Ajizah, 2023). This indicates that although live streaming can influence purchase interest, not all situations produce strong impact on purchase decisions. Overall, literature shows that live streaming shopping has potential to become a very effective marketing tool if managed properly, because it is capable of providing interactive shopping experiences and facilitating two-way communication that increases consumer trust and purchase decisions.

2.2. Influence of Live Streaming on Trust

Various studies show that live streaming significantly influences the formation of consumer trust. Transparency during live broadcasts such as seller openness in answering questions and showing products realistically becomes the main factor that builds trust (Azizah, 2024). Similar findings are also conveyed by Zami (2023) and Rosniati et al. (2023) who affirm that live streaming creates interactive and informative shopping experiences thereby increasing consumer confidence. Rini & Rizky (2024) also add that live streaming makes consumers more trusting of products and seller identity. Even according to Kurniawan et al. (2022) and Iisnawati et al. (2021), the better the quality of live streaming, the higher customer trust because of visual and verbal guarantees during the process. Overall, live streaming becomes an effective means of building consumer trust in the online shopping era because it is capable of presenting direct communication, transparency, and real-time product evidence.

2.3. Influence of Online Customer Review on Purchase Decisions

Online Customer Review is consumer feedback after making purchases and functions as an information source considered credible because it is based on real experience (Sugiarti & Iskandar, 2021). Several studies find that customer reviews have positive and significant influence on purchase decisions, as shown by Bigne et al. (2020); Martini et al. (2022); Melati (2020); Nurhabibah et al. (2022), who affirm that the better the reviews received by a product, the greater consumers' tendency to purchase. Nevertheless, different findings are conveyed by Wandira (2022) who shows that Online Customer Reviews can have negative and insignificant influence if reviews are considered not credible or dominated by negative reviews.

Overall, online reviews are pivotal in influencing purchase decisions, as they deliver objective insights, build consumer confidence, and assist in assessing product quality prior to a transaction. Customer reviews also strengthen transparency and relationships between sellers and buyers, thus potentially encouraging stronger purchase decisions.

2.4. Influence of Online Customer Review on Trust

Customer reviews are a vital element for building trust in online shopping, helping overcome the limitation of not being able to see products in person. Research indicates that reviews have a significant positive effect on trust, as shown by Rini & Rizky (2024) and supported by Rahmawati (2021). Online Customer Review itself is feedback in the form of consumer opinions based on purchase experience (Mulyati & Gesitera, 2020), which then creates trust if products are assessed as capable of providing benefits according to expectations (Daulay, 2020). Further empirical evidence consistently links online reviews to consumer trust Zami (2023) findings highlight the importance of review informativeness and authenticity. Murni & Salim (2024) established a positive relationship between review exposure frequency and trust levels. Rosniati et al. (2023) position reviews as proxies for historical service performance, underscoring their role in reputation-building and trust enhancement.

2.5. Influence of Trust on Purchase Decisions

Trust plays a crucial role in the decision-making process when buying products online. When consumers are unable to physically see or interact with the products or sellers, trust becomes a deciding factor in whether or not they choose to proceed with the transaction. Numerous research studies have shown that trust has a direct impact on the choices consumers make when making purchases. According to Sobandi & Somantri (2020), consumer trust has positive and significant influence on online purchase decisions; this research is aligned with Yusnandar & Nasution (2024) that if consumer trust can be

continuously increased, consumer purchase decisions will also increase. According to Murni & Salim (2024); Rahayu et al. (2023); Zami (2023), they state that trust formed through information such as consumer reviews can encourage consumers to make purchase decisions with more confidence. Muchtar et al. (2023) also state that trust in purchase decisions has positive and significant influence. Gultom et al. (2020) conclude that trust is an emotional feeling that plays a vital part in fostering future intentions to buy.

Consumer purchase intent is significantly heightened by greater trust in a product, a well-documented dynamic in the literature. Trust is a key determinant in the decision-making process, as it fosters the confidence necessary for consumers to commit to a purchase. Ensuring high product quality and offering excellent customer service can boost public trust and ensure long-term business success for business professionals.

2.6. Trust as Mediator of Live Streaming on Purchase Decisions

Numerous research findings suggest that trust plays a significant role in influencing consumer purchasing decisions in relation to live streaming. Studies by Manzil & Vania (2023) and Wu & Huang (2023) affirm that live streaming positively influences purchase decisions by building trust and credibility. Daud & Simamora (2022) also state that the factors of visibility, authenticity, and interactivity play a crucial role in influencing purchase decisions during live streaming, where trust acts as the connecting element. Similar findings are stated by Saputra & Fadhillah (2022), Azizah (2024), and Rahmawati (2021), showing that direct interaction and real-time information make consumers more trusting and encouraged to buy. However, Astuti & Febrianty (2024) found different results that the connection between live streaming and purchase decisions is not influenced by trust.

Overall, this literature indicates that live streaming shopping has strong potential to influence consumer purchase decisions through trust formation mechanisms. Transparency and real-time interaction during live streaming increase consumer trust in products and sellers, so purchase decisions become more confident and faster (Azizah, 2024; Manzil & Vania, 2023; Rahmawati, 2021; Saputra & Fadhillah, 2022; Wu & Huang, 2023). Thus, effective live streaming strategies can strengthen consumer trust and encourage increased purchase decisions.

2.7. Trust as Mediator of Online Customer Review on Purchase Decisions

The academic literature reveals differing perspectives on whether trust mediates the influence of online reviews on purchase decisions. Yusnandar & Nasution (2024) found evidence of an indirect effect, yet several researchers, including Umma & Nabila (2023); Astuti & Febrianty (2024); and Putra et al. (2021) argue that trust does not play a mediating role in this relationship. On the contrary, studies by Cardia et al. (2022); Rahmawati et al. (2021); and Aditi & Hermansyur (2018) demonstrate that trust is a significant mediator. This view is reinforced by Hilal & Astuti (2022) in the context of impulse buying. Additionally, Dewi et al. (2023) affirm that online reviews have a significant direct impact on purchase choices.

Ultimately, online reviews influence buying choices, but trust is the crucial element that translates review quality into a final decision. Trustworthy reviews build confidence and promote purchases, while poor-quality reviews undermine it. Thus, ensuring the credibility of reviews is essential for sellers and e-commerce platforms to aid consumers effectively. Based on the reviewed literature, Figure 1 presents the study's conceptual model. It illustrates the connections between live streaming, online reviews, trust, and purchase decisions for Wardah products on TikTok Shop, outlining the direct and mediating relationships that form the basis of the research hypotheses.

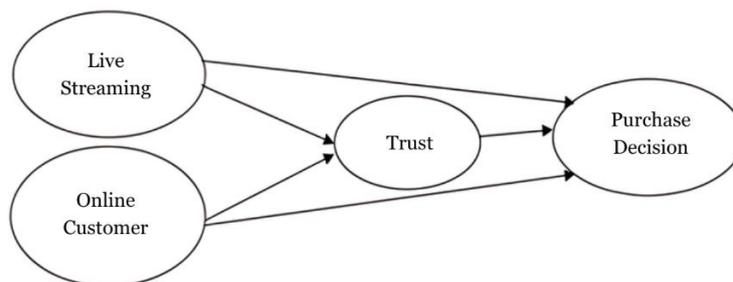


Figure 1. Conceptual Research Model

According to the theoretical framework shown in figure 1, the subsequent statements are created to investigate the immediate and intermediary connections between live streaming, virtual customer critiques, trust, and buying choices.

H1: There is suspected influence of Live Streaming on purchase decisions for Wardah Cosmetic Products on TikTok.

H2: There is suspected influence of Live Streaming on trust in Wardah Cosmetic Products on TikTok.

H3: There is suspected influence of Online Customer Review on purchase decisions of Wardah Cosmetic Product users on TikTok.

H4: There is suspected influence of Online Customer Review on trust in Wardah Cosmetic Products on TikTok.

H5: There is suspected influence of trust on purchase decisions for Wardah Cosmetic Products on TikTok.

H6: There is suspected influence of trust as mediator of live streaming shopping on purchase decisions for Wardah Cosmetic Products on TikTok.

H7: There is suspected influence of trust as mediator of Online Customer Review on purchase decisions for Wardah Cosmetic Products on TikTok.

3. Methods

3.1. Operational Definition and Variable Measurement

Live Streaming variable (X1) is measured through the level of interaction between sellers and audiences, real-time broadcast execution, and use of promotional tools during broadcasts (Fitryani et al., 2021). Online Customer Review variable (X2) is measured based on review benefits for potential buyers, source credibility of reviews, argument quality, positive or negative sentiment, and number of available reviews (Putri & Stephanny, 2024). Trust variable (Z) includes three main components, namely seller integrity, good intentions in meeting consumer needs, and competence in providing solutions (Mayer in Stefani et al. (2023). Meanwhile, Purchase Decision variable (Y) is measured through purchases driven by needs, information usage, evaluation process, and product acquisition actions (Rosanti et al., 2021). This research uses ordinal scale and Likert scale 1-5 to measure respondent perceptions and assessments in a structured manner.

3.2. Population and Sample

This study focuses on customers in Surabaya who have bought and tried Wardah cosmetics through TikTok. The research method involves accidental sampling, where respondents are chosen based on chance encounters with the researcher and meeting certain criteria. This technique was chosen because it is practical, efficient, and appropriate given time and resource limitations in reaching the entire population of Wardah cosmetic product users

who purchase through the TikTok application in Surabaya. Respondents who became samples are individuals residing or present in the Surabaya area during data collection, and are TikTok Shop users who have made purchases of Wardah cosmetic products through live streaming or considered customer reviews. The amount of samples needed is calculated by considering the number of parameters being estimated, typically recommended to be 5-10 times the number of parameters. With this study consisting of 15 indicators, the total number of samples required is 15 multiplied by 7, equaling to 105 participants.

3.3. Data Sources and Types

Data sources refer to anything that can provide information related to needed data. This study gathered primary data by surveying customers using questionnaires on TikTok in Surabaya. Secondary data was collected from various sources including reference materials, articles, journals, and websites related to the research variables.

3.4. Data Collection Methods

Data collection in this research was conducted using several methods as follows:

- 1) Question and Answer/Interview: This method is conducted by making direct observations of respondents related to the researched problems and recording existing activities.
- 2) Questionnaire: Data collection is conducted by distributing question lists to TikTok application user respondents in Surabaya to be filled out in order to obtain direct answers from respondents.
- 3) Documentation: Data in the form of articles sourced from magazine media and the internet.

3.5. Analysis Techniques

The study conducts an analysis of data through the Partial Least Square (PLS) method with the assistance of the software Smart PLS 3.0. The PLS method is a quantitative analysis chosen because the model in this research has causal relationships with one-way direction (recursive), without reciprocal relationships. This approach is suitable for testing theories or data with weaknesses, for example if the research sample is small or there are problems with data normality.

Sholihin & Ratmono (2020) explain that the advantages of the PLS method lie in its ability to test path analysis models with many variables simultaneously, not in stages, thus more effective for theory testing. The steps of data analysis with the PLS approach are as follows:

- 1) Creating the internal model, which illustrates the connections between hidden variables, is part of the design process.
- 2) Creating the measurement model involves detailing the connections between different constructs and the indicators that represent them.

Hypothesis testing is conducted by comparing path coefficient values produced with T table values. Hypotheses are considered to have significant influence if t-calculated values exceed t-table at 1% significance level. Conversely, hypotheses are considered to have influence at 5% significance level if t-calculated values exceed t-table at that level, and are considered to have no influence if t-calculated values only exceed t-table at 10% significance level. On the other hand, hypotheses are considered insignificant if t-calculated values are smaller than t-table at 10% significance level.

4. Results and Discussion

4.1. Research Results

4.1.1. Descriptive Statistical Analysis

Descriptive statistical overview is used to know respondent answer descriptions based on questionnaire distribution results regarding elements existing in each variable, as seen in table 1.

Table 1. Respondent Identity

Gender	Number	Percentage
Male	14	12.6
Female	91	86.5
Total	105	100.00
Education	Number (people)	Percentage (%)
High School	27	24.3
D1/D3 (Diploma)	11	10.5
S1 (Bachelor's Degree)	57	54.3
S2 (Master's Degree)	9	9.5
Total	105	100.00
Age	Number (people)	Percentage (%)
20 - 24 years old	10	9.5
25 - 30 years old	50	47.6
31 - 45 years old	38	36.2
> 46 years old	7	6.7
Total	105	100.00

The majority of respondents in this research are women (86.5%), aligned with characteristics of Wardah cosmetic products which are indeed more used by women. From the education side, most respondents have S1 education (54.3%), showing that Wardah cosmetic users through TikTok Shop in Surabaya are dominated by highly educated individuals who tend to actively seek information through Live Streaming or Online Customer Reviews before buying products. Additionally, the majority of respondents are in the age range 25–30 years (47.6%), which is productive age that is more adaptive to technology and digital trends, so they more often utilize platforms like TikTok in the cosmetic purchase decision-making process.

4.1.2. Reflective Measurement Model Evaluation

Assessing a reflective measurement model involves analyzing paths from latent constructs (ellipses) to their observed indicators (boxes). Validity is determined by outer loadings, which must exceed 0.5 to confirm that an indicator sufficiently represents its construct. Figure 2 illustrates the assessment results.

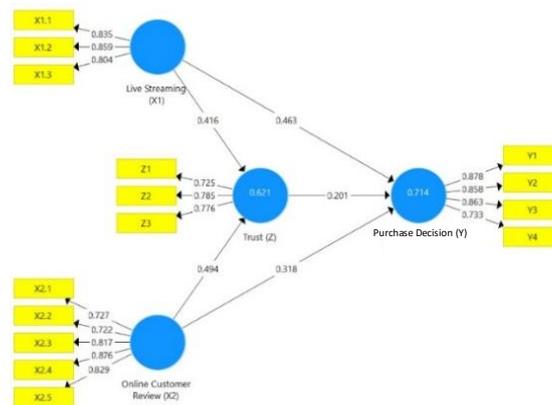


Figure 2. Path Diagram Output (Inner Model)

Source: Smart-PLS output, 2025

Figure 2 depicts the loading factor estimates for all indicators comprising the constructs. The findings indicate that each indicator satisfies the minimum validity criterion, with loading values at or above 0.50. Given that the validity assessment through outer loadings has been met, the model advances to further measurement evaluation. Reliability testing serving as the next component of convergent validity examines whether indicators consistently produce reliable outcomes. A summary of the composite reliability and Cronbach’s alpha results is presented in Table 2.

Table 2. Composite Reliability and Cronbach Alpha Test

	Cronbach’s Alpha	rho_A	Composite Reliability
Purchase Decision (Y)	0.733	0.745	0.817
Live Streaming (X1)	0.740	0.748	0.822
Online Customer Review (X2)	0.871	0.882	0.903
Trust (Z)	0.840	0.859	0.868

Source: Smart-PLS output, 2025

Table 2 reports the Composite Reliability, rho_A, and Cronbach’s Alpha coefficients, indicating that every construct achieves acceptable reliability, evidenced by values above the 0.70 threshold. In addition, construct validity is further assessed using the Average Variance Extracted (AVE), a metric that quantifies the amount of indicator variance accounted for by the construct while incorporating measurement error. As a more rigorous criterion than Composite Reliability, AVE requires a minimum value of 0.60. The corresponding AVE outcomes are shown in Table 3.

Table 3. Average Variance Extracted (AVE) Values

	Average Variance Extracted (AVE)
Purchase Decision (Y)	0.729
Live Streaming (X1)	0.638
Online Customer Review (X2)	0.611
Trust (Z)	0.721

Source: Smart-PLS output, 2025

Table 3 shows that all constructs have AVE values greater than 0.60, meeting the threshold for convergent validity and allowing further analysis. Discriminant validity is evaluated by comparing the \sqrt{AVE} of each construct with its correlations to other constructs. Validity is confirmed when each \sqrt{AVE} is larger than any of these correlations. These \sqrt{AVE} values, calculated in SmartPLS based on the Fornell–Larcker Criterion, are provided in Table 4.

Table 4. Fornell-Larcker Criterion

	Purchase Decision (Y)	Live Streaming (X1)	Online Customer Review (X2)	Trust (Z)
Purchase Decision (Y)	0.684			
Live Streaming (X1)	0.754	0.833		
Online Customer Review (X2)	0.698	0.497	0.659	
Trust (Z)	0.730	0.661	0.700	0.762

Source: Smart-PLS output, 2025

Analysis of Table 4 Fornell-Larcker Criterion is conducted by comparing Average Variance Extracted square root values (\sqrt{AVE}) shown on the diagonal with correlation values between variables outside the diagonal. The \sqrt{AVE} value for Purchase Decision variable (Y) of

0.684 is higher compared to its correlation with Live Streaming (X1) (0.754), Online Customer Review (X2) (0.689), and Trust (Z) (0.730).

Similarly, the \sqrt{AVE} value for Live Streaming (X1) of 0.833 is greater compared to its correlation with Purchase Decision (Y) (0.754), Online Customer Review (X2) (0.497), and Trust (Z) (0.661). The \sqrt{AVE} value for Online Customer Review (X2) of 0.659 and Trust (Z) of 0.762 are also higher compared to their correlations with other variables outside the diagonal. This shows that each variable is better able to explain its own variable compared to other variables, so discriminant validity requirements based on Fornell-Larcker criteria have been met for all constructs in this research.

4.1.3. Structural Model Evaluation

1) R Square Value Evaluation

The R Square value indicates how much of the change in endogenous variables is explained by exogenous variables. This value is extracted from the SmartPLS PLS Algorithm Report and shown in Table 5.

Table 5. R Square

	R Square
Purchase Decision (Y)	0.714
Trust (Z)	0.621

Source: Smart-PLS output, 2025

The R-Square value demonstrates how much of the change in the internal variables is caused by the external variables in the model. According to Table 5, the R-Square value shows that the model has a meaningful ability to predict the internal variable. A further test in structural measurement is Q-Square (Q^2) predictive relevance, which verifies the model's accuracy. Like R-Square in regression, a higher Q-Square value indicates a better model fit. The Q-Square result is provided below:

$$\begin{aligned}
 Q - Square &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.714) \times (1 - 0.621)] \\
 &= 0.892
 \end{aligned}$$

The examination results in a Q-Square score of 0.892, indicating that the model accounts for 89.2% of the diversity in the collected data, while the other 10.8% is affected by external factors that were not incorporated in the model. Given that the Q-Square value substantially exceeds the minimum threshold (>0), the model exhibits excellent predictive relevance, confirming its capability to predict endogenous constructs accurately.

4.1.4. Hypothesis Testing

Hypothesis testing is conducted to know influence both directly and indirectly between research variables. Bootstrapping output for direct and indirect influence evaluation by looking at path coefficient values and P-values is presented in figure 3 below:

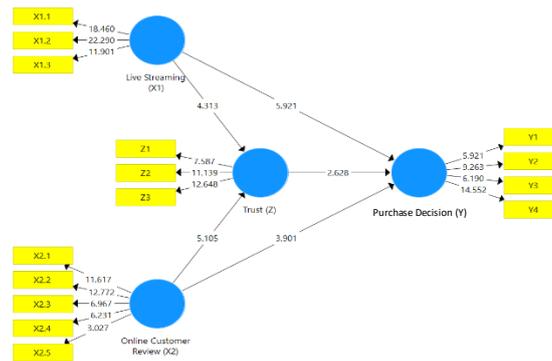


Figure 3. Bootstrapping Output with P-Value
 Source: Smart-PLS output, 2025

Hypothesis testing is based on the p-value criterion at a 5% significance level ($\alpha = 0.05$). When the p-value falls below 0.05, H_0 is rejected, signifying a statistically significant relationship. In contrast, a p-value exceeding 0.05 leads to acceptance of H_0 , indicating the absence of a significant effect. The outcomes of the structural model assessment, obtained through the SmartPLS Bootstrapping procedure, are presented in Table 6.

Table 6. Direct Influence Hypothesis Test

	Original Sample (O)	Simple Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Live Streaming (X1) → Purchase Decision (Y)	0.463	0.458	0.078	5.921	0.000	Hypothesis Accepted
Live Streaming (X1) → Trust (Z)	0.416	0.412	0.096	4.313	0.000	Hypothesis Accepted
Online Customer Review (X2) → Purchase Decision (Y)	0.318	0.319	0.081	3.901	0.000	Hypothesis Accepted
Online Customer Review (X2) → Trust (Z)	0.494	0.492	0.097	5.105	0.000	Hypothesis Accepted
Trust (Z) → Purchase Decision (Y)	0.201	0.198	0.077	2.628	0.009	Hypothesis Accepted

Source: Smart-PLS output, 2025

From Table 6 results, it can be concluded that hypotheses stating:

- 1) The impact of Live Streaming (X1) on Purchase Decision (Y) is beneficial. The path coefficient is 0.463 and the P-Value is 0.000, indicating a significant positive relationship between Live Streaming and Purchase Decision.
- 2) Live Streaming (X1) has a positive impact on Trust (Z). The findings from the tests indicate that Live Streaming significantly boosts Trust, as evidenced by a path coefficient of 0.416 and a P-Value of 0.000 (less than 0.05).

- 3) The influence of Online Customer Review (X2) on Purchase Decision (Y) is seen as beneficial. The path coefficient is 0.318 and the P-Value is <0.05, indicating a significant positive connection between Online Customer Review and Purchase Decision.
- 4) Online Customer Reviews (X2) has a beneficial impact on building Trust (Z). Findings from the analysis show that Online Customer Reviews play a positive role in establishing Trust, with a path coefficient of 0.494 and a P-Value of 0.000, which is less than 0.05.
- 5) Trust (Z) contributes positively to Purchase Decision (Y). Test results show Trust has positive contribution to Purchase Decision, with path coefficient of 0.201 and P-Value of 0.009 (<0.05).

Likewise, the structural model evaluation results obtained from the SmartPLS bootstrapping report are presented in Table 7.

Table 7. Indirect Influence (Mediation) Hypothesis Test

	Original Sample (O)	Simple Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Live Streaming (X1) → Trust (Z) → Purchase Decision (Y)	0.084	0.083	0.041	2.047	0.041	Hypothesis Accepted
Online Customer Review (X2) → Trust (Z) → Purchase Decision (Y)	0.099	0.097	0.041	2.401	0.017	Hypothesis Accepted

Source: Smart-PLS output, 2025

From table 7 results, it can be concluded that hypotheses stating:

- 1) Results confirm that Live Streaming positively affects Purchase Decisions through the mediation of Trust. The indirect effect is significant, as supported by a path coefficient of 0.084 (T-Statistic = 2.047, p = 0.041). Hence, the hypothesis of mediation is accepted.
- 2) Similarly, the results indicate that Trust mediates the positive effect of Online Customer Reviews on Purchase Decisions. This indirect path is significant, as evidenced by a path coefficient of 0.099 (T-Statistic = 2.401, p = 0.017). Thus, this mediation hypothesis is accepted.

4.2. Discussion

4.2.1. Influence of Live Streaming on Purchase Decisions

Live Streaming significantly and positively affects consumers' purchase decisions for Wardah cosmetics on TikTok Shop. Active interaction within live streaming sessions increases purchase likelihood, demonstrating that live streaming functions as an interactive communication avenue that builds trust, delivers instant product information, and stimulates prompt purchase behavior. The indicator "I feel the live streaming session I followed was broadcast by Wardah Official Shop more in real time" obtained the highest average value of 4.27, indicating that real-time displays strengthen consumer confidence in purchase decision making. Consumers utilize both seller presentations and other users' experiences as references, reducing doubts and increasing safety feelings in making purchases. Respondent characteristics show the largest groups are women with Bachelor's degrees in the 25-30 age

range which is the demographics characterized by high digital literacy and active social media usage for seeking product information and making online purchases.

According to Theory of Reasoned Action (Fishbein & Ajzen, 1975), Live Streaming forms positive consumer attitudes through clear information, visual evidence, and direct interaction that increases confidence in product quality. Subjective norms emerge when consumers see enthusiasm of other buyers in comments or testimonials, creating social encouragement to purchase. Wardah's strategies include displaying product demos, actively answering consumer questions during live sessions, and providing exclusive offers such as vouchers and discounts. These approaches increase enjoyable shopping experiences while building positive perceptions of product quality and reliability. These results align with previous research showing Live Streaming's positive influence on purchase decisions (Ong et al., 2024; Willy & Wita, 2024; Akromah, 2024; Anisa et al., 2022; Astuti & Febrianty, 2024). Live Streaming proves to be an effective marketing tool when emphasizing interaction quality, review quantity and quality, and exclusive offers.

4.2.2. Influence of Live Streaming on Trust

Live Streaming has significant and positive influence on consumer trust toward Wardah cosmetic products on TikTok Shop. Better quality, interactive, and informative sessions increase trust levels as consumers see products directly, understand usage methods, and obtain clear information. Two-way interaction creates transparent and convincing shopping experiences. Theory of Reasoned Action explains that Live Streaming cultivates positive attitudes through immersive visual content and emotionally engaging experiences. Subjective norms are reinforced when consumers see comments, reactions, and testimonials from other viewers, creating social proof that strengthens confidence in product credibility.

The 25-30 age group, representing the largest respondents, demonstrates high adaptation to technology and digital trends. With relatively better economic stability, they show rational consumption patterns while remaining open to lifestyle innovations and responsive to interactive, transparent communication strategies. The indicator "I feel the Live Streaming session I followed was broadcast by Wardah Official Shop more in real time" obtained the highest average value of 4.27 with factor loading 0.859, indicating that real-time interaction is the main factor in forming trust toward products and sellers. Wardah supports trust formation by displaying product demos, providing instant answers to consumer questions, and presenting testimonials and product reviews. This transparency and direct communication overcome physical interaction limitations in online transactions. These results align with previous research emphasizing transparency as the main factor in trust formation (Azizah, 2024; Zami, 2023; Rosniati et al., 2023; Astuti & Febrianty, 2024; Kurniawan et al., 2022).

4.2.3. Influence of Online Customer Review on Purchase Decision

Online Customer Reviews have significant and positive influence on Purchase Decisions for Wardah cosmetic products on TikTok Shop. More abundant and quality reviews increase consumer confidence, serving not only as evaluation means but as effective tools to build trust and provide clearer information. The indicator "The more reviews available, the more confident I feel to buy Wardah Official Shop products" obtained the highest average value of 4.41, showing that review quantity strengthens consumer confidence. Reviews confirm product quality and credibility while influencing perceptions of seller reputation. Wardah's strategies include displaying consumer reviews openly, providing real testimonials, and highlighting review numbers on each product. According to Theory of Reasoned Action,

positive reviews form positive attitudes toward products while creating subjective norms which is a social pressure encouraging similar actions when many users express satisfaction.

The largest respondent groups (Bachelor's degree holders aged 25-30) possess high digital literacy and good information analysis capabilities, making them selective in assessing review validity and distinguishing credible reviews from promotional content. This demographic relies on Online Customer Reviews as trusted information sources in rational purchase decision-making. Results correspond with empirical evidence showing Online Customer Reviews significantly influence purchase decisions (Martini et al., 2022; Nurhabibah et al., 2022; Bigne et al., 2020; Melati & Renny Dwijayanti, 2020).

4.2.4. Influence of Online Customer Review on Trust

Online Customer Reviews significantly and positively influence consumer Trust toward Wardah cosmetic products on TikTok Shop. More reviews increase trust levels as they provide evidence of real experiences, helping potential buyers feel confident that products match seller claims. Bachelor's degree holders, representing the largest respondent group, demonstrate high digital literacy and critical assessment capabilities. They distinguish authentic reviews from manipulative ones, making Online Customer Reviews their main reference for assessing brand and seller trust. This shows that trust in online transactions is now built through social proof rather than conventional promotions. The indicator "The more reviews available, the more confident I feel to buy Wardah Official Shop products" obtained the highest average value of 4.41, demonstrating that review quantity strengthens confidence while building positive perceptions of seller reputation and credibility. Previous research confirms that informative, authentic, and accessible reviews increase trust levels (Astuti & Febrianty, 2024; Woy et al., 2014; Rachmawati et al., 2020; Zami, 2023; Murni & Salim, 2024; Rosniati et al., 2023).

4.2.5. Influence of Trust on Purchase Decisions

Trust has significant and positive influence on consumer Purchase Decisions toward Wardah cosmetic products on TikTok Shop. Higher trust levels increase the likelihood of transactions and purchases, serving as the main foundation in purchase decision-making, especially where consumers cannot see or touch products directly. Trust forms through information transparency, customer reviews, real-time interaction through Live Streaming, and store reputation. Previous research confirms trust's positive influence on online purchase decisions (Sobandi & Somantri, 2020; Willy & Wita, 2024; Zami, 2023; Murni & Salim, 2024; Rahayu et al., 2023).

The indicator "Wardah Official Shop on TikTok shows commitment to providing beneficial shopping experiences for me" obtained the highest average value of 4.32, reflecting positive perceptions of maintained commitment and seller credibility. This trust becomes the basis for both current and future purchase decisions. The 25-30 age group, representing the largest respondents, demonstrates active and confident use of digital platforms for seeking information, assessing seller credibility, and making purchase decisions based on trust levels. This demographic possesses good digital literacy and rational consumption patterns, making them selective about store reputations and reviews.

4.2.6. Trust as Mediator of Live Streaming on Purchase Decisions

Trust is an essential factor that influences consumer purchasing decisions for Wardah cosmetic products on TikTok Shop in a positive way, acting as a mediator between Live Streaming and buying behavior. Better quality, interactive, and informative sessions increase trust levels, which ultimately increases purchase likelihood. Trust functions as a connector between positive live streaming experiences and purchase decisions. Real-time interaction,

transparency, and seller openness during Live Streaming sessions are main factors in trust formation. Previous research reinforces this mediating role (Manzil & Vania, 2023; Wu & Huang, 2023; Daud & Simamora, 2022; Saputra & Fadhilah, 2022; Azizah, 2024; Aditi & Hermansyur, 2018; Rachmawati et al., 2020).

The indicator “I feel the live Streaming session I followed was broadcast by Wardah Official Shop more in real time” obtained the highest average value of 4.27 with factor loading 0.859, showing that interactivity and real-time nature most influence trust toward products and sellers. The 25-30 age group demonstrates active use of TikTok for evaluating and obtaining product information before purchasing. This generation trusts visual and interactive communication forms like Live Streaming more than conventional promotions, making trust built through live sessions an important connecting factor. Wardah’s program supports this mediation by displaying product demos directly, answering questions in real-time, and providing additional information through reviews and testimonials. This two-way interaction strengthens perceptions of valid and trustworthy information.

4.2.7. Trust as Mediator of Online Customer Review on Purchase Decisions

Trust acts as a positive link between Online Customer Reviews and buying choices for Wardah cosmetic products on TikTok Shop. Online customer reviews cultivate trust in consumers toward products and sellers. More credible, relevant, and informative reviews increase trust levels, which ultimately increases purchase likelihood. Previous research shows varied results regarding trust’s mediating role. While Willy & Wita (2024) show indirect influence through trust, Umma & Nabila (2023), Astuti & Febrianty (2024), and Putra et al. (2021) found trust does not always mediate when reviews are irrelevant. However, Cardia et al. (2022), Rachmawati et al. (2020), Aditi & Hermansyur (2018), Hilal & Astuti (2022), and Gangga et al. (2023) support that informative reviews increase consumer trust and confidence in purchase decisions.

The 25-30 age group, representing the largest respondents, actively utilizes TikTok to seek information, read reviews, and evaluate seller reputation. As economically independent individuals with planned shopping habits, they prioritize trust toward digital information sources and are accustomed to sorting credible information as active social media users. The indicator “The more reviews available, the more confident I feel to buy Wardah Official Shop products” obtained the highest average value of 4.41, showing that review quantity builds consumer trust by providing accurate and relevant information. Effective Online Customer Review management including ensuring credible reviews, displaying real testimonials, and providing relevant information are crucial in building trust that mediates purchase decisions on TikTok Shop.

5. Conclusion

The findings of the study indicate that live streaming shopping and online reviews have a favorable impact on trust and buying choices for Wardah products on TikTok Shop. Trust serves as a mediator that enhances the connection between digital interactions and purchasing decisions, making it a crucial element in motivating consumer purchases. These findings affirm that live streaming, consumer reviews, and trust are main elements in building confidence and influencing purchase behavior in the social commerce era.

Research findings strengthen Theory of Reasoned Action by showing that social influence and digital interaction are capable of forming confidence and purchase intentions. Practically, brands like Wardah need to improve live streaming quality, including clear

product demonstrations, responsive real-time interaction, and encouraging authentic reviews through consumer incentives. E-commerce platforms like TikTok also need to strengthen review verification features and streamer credibility to create safer and more trustworthy social commerce ecosystems. For subsequent research, it is recommended to expand research objects, involve various product categories, and use longitudinal designs to understand dynamics of consumer behavior changes over time.

This research has several limitations, such as research location only focusing on TikTok Shop users in Surabaya, limited number of respondents, and variables that have not yet covered other important factors such as price, product quality, and brand image. Additionally, use of perception-based questionnaires opens opportunities for bias occurrence, while cross-sectional design does not capture consumer behavior changes over time. To address these constraints, subsequent research could extend to other locations, recruit larger respondent pools, include further relevant variables, and adopt qualitative techniques like in-depth interviews to develop a more thorough insight into social commerce consumer behavior.

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