

## The Influence of Live Streaming and Customer Reviews on Purchase Decisions mediated by Customer Trust in the TikTok Shop application of Generation Z in Jakarta

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**Abstract** – This research was conducted to examine the influence of live streaming and customer reviews on purchasing decisions mediated by customer trust in the TikTok Shop Generation Z application in Jakarta. This research employs a quantitative method, with data collected through questionnaires distributed to 100 respondents. The data is processed using descriptive analysis and SEM-PLS regression analysis through Smart PLS version 4 software. The evaluation in this study includes model evaluation and hypothesis testing. The statistical test results for the seven hypotheses indicate that live streaming has a significant effect on customer trust, customer reviews has a significant effect on customer trust, live streaming has a significant effect on purchase decisions, customer reviews has a significant effect on purchase decisions, customer trust significant effect on purchase decisions, live streaming insignificant effect on purchase decisions through customer trust and customer reviews insignificant effect on purchase decisions through customer trust.

**Keywords:** Live streaming, Customer Reviews, Purchase Decisions and Customer Trust.

### I. INTRODUCTION

The advent of the internet and information technology has brought significant changes in various areas of life, including the way people shop. One of the phenomena that has attracted attention in recent years is the rapid growth of e-commerce platforms that are integrated with social media, one of which is TikTok Shop. TikTok, which was originally known as an entertainment and short-video content sharing platform, has now transformed into one of the e-commerce platforms that is in high demand, especially by Generation Z (Gen Z).

TikTok Shop was officially launched in Indonesia in 2021 and immediately received a positive response from the public. Based on data from GoodStats, the number of active TikTok users in Indonesia has exceeded 157.6 million, with around 60% of them coming from Generation Z (born between 1997 and 2012), (Kumparan.com, 2024). Based on Reportal data (2024), Generation Z in Indonesia has a great tendency to make product reviews the main factor in purchasing decisions, where 78% of them admit to always reading reviews before making online purchases. When trust in the authenticity of a review is affected, it will affect the decision-making process in purchasing goods or products.

This research is motivated by research gaps in previous research. Based on research from Deva, Azazi, Pebrianti, K, Fahrana (2024), it is shown that live shopping streaming has a significant positive influence on e-trust. Budiarto (2022) found that online customer reviews (with positive and negative valence) have an effect on consumer confidence. Rahmayanti and

Dermawan (2023) show that live streaming has a significant positive effect on purchase decisions. Solihin (2022) found that customer trust has a positive and significant influence on purchase decisions.

## II. LITERATURE REVIEW

### Live Streaming

Live streaming is a way of broadcasting video or audio in real life or directly over the internet, where video content is broadcast at the same time and the content is recorded so that viewers can watch live without having to download and wait for the broadcast event. C.-C. Chen and Lin (2018) explained that live streaming is a real-time audio and video broadcast of a program over the internet, giving the audience a direct sensation as if they were at the scene.

Song and Yu-li Liu, (2021) define live streaming as a platform that is part of the buying and selling feature incorporating direct social interaction into trading. Customers have the opportunity to write their comments in the comments section, which scans the screen directly to get in touch with the seller.

### Customer Reviews

Customer reviews are responses or ratings from users who have tried a particular product or service. Syah and Indriani (2020) explained that online customer reviews or customer reviews are a type of verbal promotion in e-commerce that displays customer reviews, where potential buyers can get information about the product from consumers who buy and can benefit from the product through previous customer reviews.

Mirza (2018) explained that online consumer reviews are reviews that support buyers in finding and getting information that can affect their buyers' choices in the future. In addition, customer reviews also serve as a decision-making tool, a means of feedback for consumers and a recommendation system in shopping on e-commerce platforms.

### Customer Trust

Customer trust is the belief and sense of security that customers have in a product, brand, or company. Haron et al. (2020) explained that customer trust is the belief that promises or statements from reliable service providers and providers will keep their promises in their relationships with customers.

Boonlertvanich (2019) explained that customer trust is a fundamental concept in an effort to minimize risks in business interactions.

### Purchase Decision

The purchase decision is a brand that will be purchased in a variety of options. To understand consumer decision-making, we need to understand the characteristics of consumers in a product or service. Putra, Suprihartini, and Kurniawan (2021) explained that a purchase decision is a step taken by consumers to meet their needs in order to get satisfaction with optimal value.

The decision-making process begins with the emergence of awareness about the fulfillment of needs and desires. Firmansyah (2018) explained that a purchase decision is an activity in finding solutions carried out by a person when choosing from several different options. An individual makes a selection of two or more options that are considered the most appropriate step in the purchase.

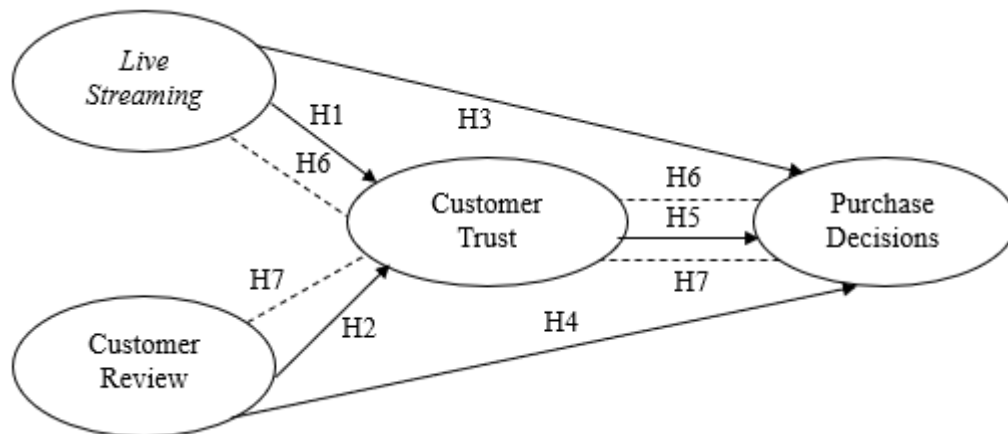
### Hypothesis

1. H1: Live streaming influences customer trust on the TikTok Shop App.
2. H2: Customer reviews influence customer trust on the TikTok Shop App.
3. H3: Live streaming influences purchase decisions on the TikTok Shop App.

4. H4: Customer reviews influence decisions on the TikTok Shop App.
5. H5: Customer trust influences purchase decisions on the TikTok Shop App.
6. H6: Live streaming influences purchase decisions through customer trust on the TikTok Shop App.
7. H7: Customer reviews influence purchase decisions through customer trust on the TikTok Shop App.

## Research Framework

Figure 1  
Research Framework



Source: Authors (2025)

## III. METHODS

Sugiyono (2020) explained that population refers to a generalized area that involves objects or subjects having certain characteristics and attributes that are determined by the researcher to be analyzed and draw conclusions. The population used in this study is TikTok Shop Application users among generation Z. The total number of TikTok Shop Application users is 100 people. In this study, the method used is non-probability sampling, which is a sampling technique that does not provide the same opportunity for all members of the population to be selected as samples. The number of samples in this study corresponds to the population of 100 samples.

This research utilizes primary data sources and secondary data. Sugiyono (2020) explained that primary data is a data source that presents data directly to data collectors. The secondary data used by the author was obtained from literature research. Literature research is carried out as the basis for the preparation of scientific literature. In literature research, authors collect data by studying books, research results, and other matters related to their research.

This study uses questionnaires as a data collection method. The questions in the questionnaire were concluded using the Likert scale. Sugiyono (2020) explained that the likert scale is used to assess the attitudes, views, and perceptions of individuals or groups related to social phenomena.

Validity Test As a research measuring tool, the instrument must be effective before it can be used to measure the object being measured. Research instruments must also be reliable, meaning that using instruments to measure the same object will still produce the same data

many times. Amanda, Yanuar and Devianto (2019) explained that validity is an indicator that indicates that the measuring instrument really measures what is to be measured. The higher level of validity of the instrument indicates that the measuring device is increasingly accurate in measuring information.

It is important to conduct validity testing so that the questions asked do not produce data that does not match the description of the variables in question. A measurement is said to be reliable if it shows consistent and consistent results over time. The reliability test is carried out after the validity test and the validated statement. Cronbach's alpha is between 0.50 and 0.60. A Cronbach alpha coefficient that exceeds 0.60 indicates the level of reliability of the instrument.

To passively test each variable using the t-test. The results of the t-test are displayed in the signification column of the coefficient table. If the value of t or the probability of significance t is  $0 > 0.05$ , then it can be said that there is still a significant influence between each independent variable on the dependent variable. Results with significance ( $\alpha$ ) = 0.05 are determined in the following way:

- a. Ho is accepted if  $t_{table} > t_{count}$
- b. Ha is accepted if  $t_{table} < t_{count}$
- c. Remarks: t count is allowed using  $\alpha = 0.05$ .

#### **IV. RESULTS AND DISCUSSION**

In this study, the validity of the data and research hypotheses were tested using the Partial Least Square (PLS) data analysis technique using the SmartPLS 4 Vol 4 application. The following is the PLS program model tested:

##### **Respondent Description**

Respondent descriptions are a section to describe respondents who participated in the study based on several things such as gender, age, and occupation. The respondents who participated in the study had different characteristics, so the perception of the questions asked also varied.

**Table 1  
Gender**

No	Gender	Percentage (%)
1	Woman	78
2	Man	22
<b>Sum</b>		<b>100</b>

Based on the table above, the characteristics of respondents based on gender stated that 78% of respondents were female and 22% were male respondents. This number states that the majority of respondents in this study are women.

**Table 2**

**By Age**

No	Age	Percentage (%)
1	16 – 19	25
2	20 – 23	35
3	24 – 27	36
4	>27	4
<b>Sum</b>		<b>100</b>

Based on the table above, the respondent characteristics data are based on the age of 16-19 years 25%, the age of 20-23 years 35%, 36% of the age of 24-27 years and 4% of the age over 27 years old.

**Table 3**  
**Work**

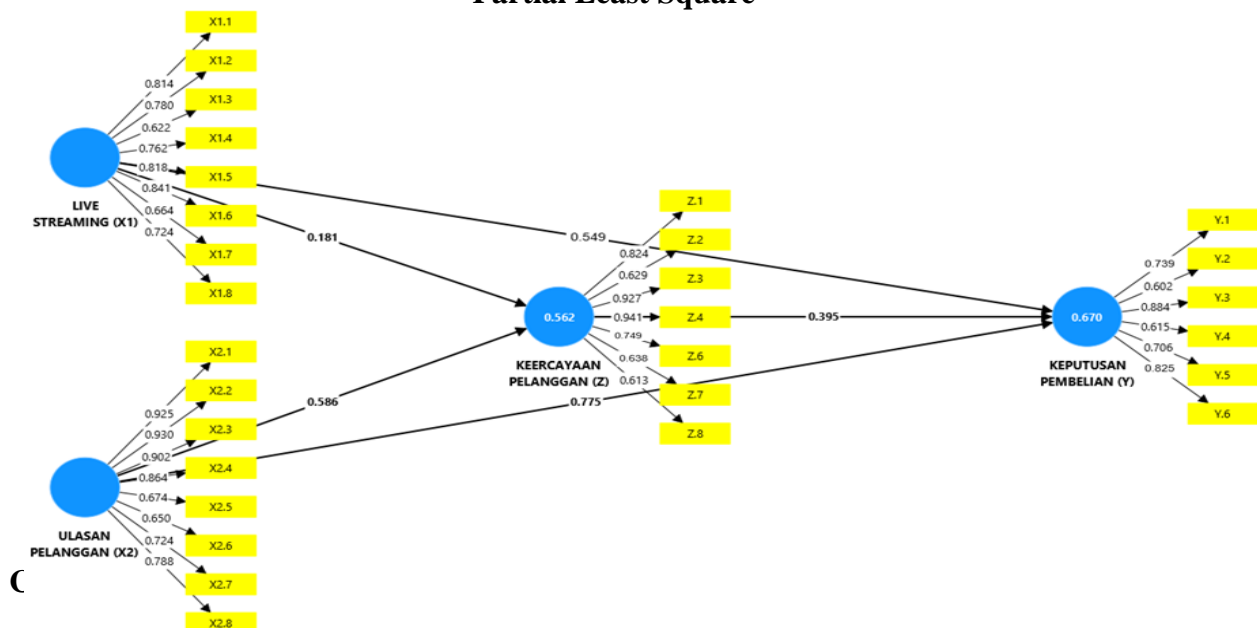
No	Work	Percentage (%)
1	Students	5
2	Student	15
3	Civil Servant	32
4	Private Employees	40
5	Other	8
<b>Sum</b>		<b>100</b>

Based on the table above, the data on the characteristics of the respondents are based on 40% of the work, namely private employees, 32% of civil servants, 15% of students, 5% of students and 8% of other jobs.

**PLS Program Design**

In this study, the testing of data hypotheses and research hypotheses used the Partial Least Square (PLS) data analysis technique using the SmartPLS 4 Vol 4 application. The following is the PLS program model tested:

**Picture**  
**Partial Least Square**



The first stage of validity test is a convergent validity test. The convergent validity test is divided into two stages, namely outer loadings and AVE.

**Table 4**  
**Convergent Validity**

	<b>LS (X1)</b>	<b>UP (X2)</b>	<b>KP (Y)</b>	<b>KP (Z)</b>
<b>Live Streaming</b>	0.814			
	0.780			
	0.722			
	0.762			
	0.818			
	0.841			
	0.764			
	0.724			
<b>Customer Reviews</b>		0.925		
		0.930		
		0.902		
		0.864		
		0.774		
		0.750		
		0.724		
<b>Purchase Decision</b>			0.740	
			0.802	
			0.884	
			0.715	
			0.706	
			0.782	
<b>Customer Trust</b>				0.824
				0.729
				0.927
				0.941
				0.749
				0.868
			0.713	

In table 4, it can be seen that the outer loading value meets the standard, which is above 0.70. Therefore, the data can be said to be valid.

### Discriminant Validity

The results of AVE values from all variables where the four research variables have met the set AVE standard, which is  $> 0.50$ . This shows that the convergent validity test is acceptable and continues to conduct a discriminant validity test.

**Table 5**  
**Average Variance Extracted (AVE)**

Average Variance Extracted (AVE)	
Live Streaming	0.785
Customer Reviews	0.726
Purchase Decision	0.872
Customer Trust	0.766

From the table above, it was obtained that the AVE value of each variable was more than 0.5. With live streaming 0.785, customer reviews 0.726, purchase decisions 0.872, customer trust 0.766. This states that every factor in the study is considered valid.

### Reliability Test

There are two stages, namely the evaluation of Cronbach's alpha value and composite reliability in testing the reliability of this study. The following is a table of Cronbach's alpha and composite reliability values for all research variables:

**Table 6**  
**Cronbach's Alpha dan Composite Reliability**

	Cronbach's Alpha	Composite Reliability
Live Streaming	0.892	0.902
Customer Reviews	0.926	0.949
Purchase Decision	0.730	0.788
Customer Trust	0.808	0.902

In table 6, it can be seen that all variables passed the evaluation of Cronbach's alpha, Ghazali explained that each variable had a Cronbach's alpha value  $> 0.70$ . Then from the composite reliability evaluation, it can also be found that each of the variables of the composite reliability evaluation test is because all of them have a composite reliability value greater than the standard, which is 0.70.

Based on the above measurement of validity and reliability, it shows that the data collection instruments used in this study are valid and reliable, so it can be concluded that the measuring tools or instruments in this study have consistency that can be accounted for.

### Fornell-Larcker Criterion

Fornell-Larcker criterion is done by comparing the value of the square root of Ave one variable with the variable. A variable is considered to pass the Fornell-Larcker criterion evaluation if the value of the Ave square of its own variable is greater than the construct of other variables. Fornell-larcker criterion can be seen by the diagonal and vertical direction of each variable column. Evaluation of the Fornell-Larcker criterion can be seen in the following table:



**Table 7**  
**Fornell-Larcker Criterion**

	<b>Live Streaming</b>	<b>Customer Reviews</b>	<b>Purchase Decision</b>	<b>Customer Trust</b>
Live Streaming	0.757			
Customer Reviews	0.730	0.814		
Purchase Decision	0.639	0.601	0.652	
Customer Trust	0.645	0.646	0.602	0.696

The value of the square root value of AVE from all variables in table 7 against itself is greater than that of other variables, so that all variables are considered to pass the standard.

### Heterotrait-Heteromethod

HTMT is a correlation matrix that contains a monotrait-heteromethod ratio with a heterotrait-heteromethod. Ghozali (2023) explained that the variable is considered to have passed the HTMT evaluation if it meets the HTMT standard itself, which is  $< 0.90$ . The following are the results of HTMT evaluation on each variable used in this study.

**Table 8**  
**HTM**

	<b>LS (X1)</b>	<b>UP (X2)</b>	<b>KP (Y)</b>	<b>KP (Z)</b>
Live Streaming				
Customer Reviews	0.835			
Purchase Decision	0.716	0.659		
Customer Trust	0.727	0.828	0.856	

In table 8, it can be seen that the HTMT value of all variables meets the standard, which is below 0.90. The results of the Fornell-Larcker criterion calculation, and HTMT show that the validity of the discriminant indicates its validity.

### Uji Hypothesis

Testing the path coefficient with the bootstrapping method to find out the statistical t-value or p, also known as the critical ratio, as well as the value of the original sample obtained from the technique. There is a direct influence between variables, if the p value  $< 0.05$ , and  $> 0.05$  has no effect. A t-statistical value of 1.96 (significance level of 5%) was used for this study. A t-statistical value greater than 1.96 indicates a significant impact. SmartPLS (Partial Least Square) 3.0 software is used to test the hypothesis. The test path coefficient values are as follows.

**Table 9**  
**Path Coefficients**

<b>Variabel</b>	<b>Original Sample</b>	<b>T-statistics</b>	<b>P-values</b>
LS (X1) → KP (Z)	0.181	4.950	0.004
UP (X2) → KP (Z)	0.586	3.094	0.002
LS (X1) → KP (Y)	0.349	1.931	0.038
UP (X2) → KP (Y)	0.775	2.767	0.006
KP (Z) → KP (Y)	0.395	2.144	0.032



Based on the table above, the conclusion is as follows:

1. The first hypothesis determines whether live streaming significantly affects customer trust. From the table above, it is known that the t-statistical value is 4.950 which means greater than 1.96 with a p-value of 0.004 which means less than 0.05 so that the first hypothesis is accepted. This proves that live streaming has an effect on customer trust in the TikTok Shop Application.
2. The second hypothesis determines whether customer reviews significantly affect customer trust. From the table above, it is known that the t-statistical value is 3.094 which means greater than 1.96 with a p-value of 0.002 which means less than 0.05 so that the second hypothesis is accepted. This proves that customer reviews have an effect on customer trust in the TikTok Shop application.
3. The third hypothesis determines whether live streaming significantly influences purchasing decisions. From the table above, it is known that the t-statistical value is 1.931 which means greater than 1.96 with a p-value of 0.038 which means less than 0.05 so that the third hypothesis is accepted. This proves that live streaming affects purchase decisions on the TikTok Shop Application.
4. The fourth hypothesis determines whether customer reviews significantly influence purchasing decisions. From the table above, it is known that the t-statistical value is 2.767 which means greater than 1.96 with a p-value of 0.006 which means less than 0.05 so that the fourth hypothesis is accepted. This proves that customer reviews affect purchase decisions on the TikTok Shop application.
5. The fifth hypothesis determines whether customer trust significantly influences purchasing decisions. From the table above, it is known that the t-statistical value is 2.144 which means greater than 1.96 with a p-value of 0.032 which means less than 0.05 so that the fifth hypothesis is accepted. This proves that customer trust affects purchase decisions on the TikTok Shop application.

**Table 10**  
**Indirect Effect**

<b>Variabel</b>	<b>Original Sample</b>	<b>T-Statistics</b>	<b>P-Value</b>
LS (X1) → KP (Z) → KP (Y)	0.072	0.820	0.412
UP (X2) → KP (Z) → KP (Y)	0.231	1.662	0.097

Based on the table above, the conclusion is as follows:

1. The sixth hypothesis tests whether customer trust has a significant effect as a mediator in live streaming and purchase decisions. The t-value of the statistic is 0.820 which means it is smaller than 1.96 with a p-value of 0.412 which is greater than 0.05 so that the sixth hypothesis is rejected. This proves that live streaming has no effect on purchase decisions through customer trust in the TikTok Shop Application.
2. The seventh hypothesis tests whether customer trust has a significant effect as a mediator in customer reviews and purchase decisions. The t-value of 1.662 which means it is smaller than 1.96 with a p-value of 0.097 which is greater than 0.05 so that the seventh hypothesis is rejected. This proves that customer reviews have no effect on purchase decisions through customer trust in the TikTok Shop application.

## Discussion

### 1. The Effect of Live Streaming on Customer Trust in the TikTok Shop Application

Customer trust plays an important role in the success of live streaming on TikTok Shop. When consumers have built trust in a brand or seller, consumers tend to be more involved in live streaming sessions, for example by asking questions, giving likes in live streaming sessions or making impulsive purchases. This trust arises from various factors such as the reputation of the seller, reviews from previous customers who have purchased the product, and openness in displaying the product in live streaming. This research is in line with research conducted by Saputra and Fadhilah (2022) and Deva et al (2024) which stated that Live streaming has an effect on customer trust.

### 2. The Effect of Customer Reviews on Customer Trust in the TikTok Shop Application

Detailed reviews accompanied by original photos and videos provide strong social proof, reducing doubts and increasing the perception of seller trust. Conversely, when consumers leave negative reviews it can damage the store's reputation and decrease consumer interest in shopping. This research is in line with research conducted by Budiarto (2022) and Kamisa et al. (2022) showing that customer reviews have an influence on customer trust. When consumers see positive reviews from previous buyers, consumers tend to be more confident and confident to try a product.

### 3. The Influence of Live Streaming on Purchase Decisions on the TikTok Shop Application

Most Generation Z bought the product after seeing a live demonstration via live streaming. This shows that with the live streaming feature, sellers can provide product information directly, demonstrate how to use it, and build two-way interaction with potential buyers. Providing product information directly on live streaming allows consumers to see the authenticity, quality, and benefits of the product more clearly than just through images or descriptions. This research is in line with research conducted by Febriani and Sudarwanto (2023) and Rahmayanti and Dermawan (2023) which explains that live streaming influences purchasing decisions.

### 4. The Influence of Customer Reviews on Purchase Decisions on the TikTok Shop App

Most potential buyers before making a purchase, tend to check or read reviews and ratings of products because information from previous users who have purchased the product is considered more objective than the seller's description. Positive reviews include product quality, accuracy of product delivery, seller-friendly service can increase buying interest, while negative reviews, especially those that mention defective products, not matching the image or late delivery can reduce confidence and cancel the purchase intention of potential buyers. This research is in line with research conducted by Anggraini et al. (2023) and Martini (2022) which states that customer reviews affect purchasing decisions.

### 5. The Influence of Customer Trust on Purchase Decisions on the TikTok Shop Application

When customers feel confident in the authenticity of the product, the reputation of the seller, and the security of transactions on the platform, they tend to make purchases without doubt. Some of the factors that build trust include positive reviews from previous buyers, the existence of a clear warranty or return policy, and transparency in product descriptions through video content or live streaming. This trust not only drives short-term sales rates, but also builds customer loyalty in the long run. This research is in line with research conducted by Suciati and Moeliono (2021) and Maramis et al (2022) which stated that customer trust has an influence on purchase decisions.

#### 6. The Influence of Live Streaming on Purchase Decisions through Customer Trust on the TikTok Shop Application

Research conducted by Diarya and Raida (2023) shows that live streaming has a significant direct and indirect influence through trust on purchasing decisions. While live streaming is capable of providing direct interaction between sellers and buyers, the customer trust factor is not an effective mediator in driving purchase decisions. This can happen because Generation Z in Jakarta tends to rely more on other factors such as customer reviews, product quality, or seller reputation rather than relying solely on live streaming content.

#### 7. The Influence of Customer Reviews on Purchase Decisions through Customer Trust on the TikTok Shop Application

Although customer reviews are readily available and accessible, the information provided is not necessarily able to build a strong trust in consumers. This can be because some consumers doubt the authenticity or honesty of the reviews displayed, for example because they are considered excessive, do not match reality, or are made by a non-neutral party. Therefore, customer reviews have not been fully a factor that can strengthen trust that has a direct impact on purchase decisions, especially among Generation Z users.

### V. CONCLUSION

Based on the results of research and discussion in Chapter IV, live streaming and customer reviews of purchase decisions are mediated by customer trust in the generation Z tiktok shop application in Jakarta. The results of the analysis using the Partial Least Square (PLS) method can be drawn as follows:

1. Live streaming has a significant influence on customer trust.
2. Customer reviews have a significant influence on customer trust.
3. Live streaming has a significant influence on purchasing decisions.
4. Customer reviews have a significant influence on purchase decisions.
5. Customer trust has a significant influence on purchase decisions.
6. Live streaming has no effect on purchase decisions through customer trust.
7. Customer reviews have no effect on purchase decisions through customer trust.

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