

The Influence of Professionalism and Interaction on Purchase Intention in TikTok Shop Live Streaming



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ABSTRACT: Live streaming is rapidly becoming the future of online shopping, particularly in Indonesia. It allows buyers to make immediate purchases and interact directly with live streamers. Indonesia is the second largest TikTok user in the world, providing a great business opportunity for businesses to sell products on TikTok Shop live streaming. Fashion dominates the live-streaming market at 85% of live-stream. A streamer is a person who promotes products through live streaming, streamer usually display products during live streaming and interact with the viewers through a chat box. This research aims to determine the extent to which live streaming attributes, specifically professionalism and interaction, influence purchase intention, providing insights for businesses that use live streaming as a sales strategy, especially in the fashion industry. This research employs a quantitative approach with descriptive and causal analysis. The study surveyed 300 respondents who had previously viewed and interacted with live streamers while streaming fashion products to ensure unbiased results. The research utilizes the PLS-SEM analysis method. The findings indicate that professionalism and interaction positively and significantly impact trust and purchase intention through trust. Furthermore, trust has a positive and significant impact on purchase intention. Future research could include additional live streaming attributes, such as discounts, attractiveness, and responsiveness, to obtain more in-depth results.

KEYWORDS: Professionalism, Interaction, Trust, Purchase Intention, Live Streaming

I. INTRODUCTION

Selling through live streaming has experienced significant growth in Indonesia (Dwiastono, 2022). The popularity of live streaming as a method for online shopping is becoming an inevitable trend; consumers highly favor this approach, as it allows potential buyers to observe and directly inquire about the condition of the products in real time (Purwanti, 2023). The availability of interactive features, such as live shopping, provides opportunities for proactive engagement, enabling consumers to gain deeper insights into the product while facilitating the purchase, as products can be bought instantly during the live streaming (Purwanti, 2023). Social media has gained popularity since it has become increasingly convenient and necessary (Prasetio et al., 2022). One social media platform with live streaming feature is TikTok Shop, which allows viewers to make direct purchases.

The growing user base on TikTok enables businesses to reach their target audience. TikTok shop is a platform where content and shopping transactions converge, helping consumers discover and make purchases (TikTok, 2023). New market entrants can begin promoting their brands to TikTok's broad audience (Indrawati et al., 2023). TikTok shop integrates video content and social media, with the fashion sector dominating the live-streaming market at 85% of live-stream commerce (Septiani, 2023). In these live-streamed sessions, clothing sellers typically display the materials and demonstrate the products according to viewers' requests via the chat feature, resulting in high levels of interaction.

A streamer serves as an intermediary between the audience during live streaming; streamers guide the streaming, entertain viewers, and ensure smooth interactions throughout the live session. Streamers typically have strong personalities and excellent communication skills (Gradin, 2024). In the context of live commerce, the characteristics of the streamer have become a key factor in attracting consumer engagement and increasing sales conversion rates (Cheng et al., 2023). The streamer's knowledge level and professionalism are important, but their ability to convey information effortlessly and confidently recommend products is equally crucial (Jiang et al., 2024)

This research examines the key attributes of live streamers, specifically professionalism and interaction, and their impact on consumer purchase intention in the Indonesian clothing sector through live streaming. This study aims to provide insights and recommendations for businesses actively engaged in livestream selling, given the expected continued expansion of live-stream commerce

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II. LITERATUR REVIEW

Professionalism

Professionalism refers to the streamer's product knowledge and relevant information (Zhong et al., 2022). The more knowledgeable and professional the anchor is, the more likely consumers are to trust the effectiveness and value of the products they show (Li et al., 2022). Professional anchors can effectively communicate various product attributes to consumers, thoroughly meeting their informational needs (Maojie, 2023). Professionalism in streamers can also enhance first impressions and customer evaluation, which contributes to customer trust and ultimately influences purchasing decisions in live streaming. Professionalism is identified as a crucial trait of live streamers, and Shoppers depend on the content produced and shared by these streamers to make their purchasing choices (Lee & Chen, 2021)

Based on the above arguments and findings, these hypotheses can be delivered as follows:

H1: Professionalism has a positive influence on trust

H4: Professionalism has a positive influence on purchase intention through trust

Interaction

Interaction is characterized by continuous two-way communication between the buyer and the seller (Alba et al., 1997). Interactivity is described as using bullet screen Q&A during live broadcasts, responding to requests, and engaging in bullet screen interactions among consumers (Zheng & Zhu, 2024). Interactions improve the shopping experience, decrease shoppers' uncertainty, and boost their trust in the e-commerce seller (Clement Addo et al., 2021). By interacting through text-based dialogues and sharing their opinions on products and services, live-streamers can help shoppers gauge the popularity of items and decide whether to make a purchase (Sun et al., 2019). In live streaming, consumers can obtain information through real-time interactions which help diminish their uncertainty and enhance their shopping experience, ultimately leading to a higher intention to purchase (Prasetio & Yudha, 2023). Real-time interaction boosts the credibility of live-streamers opinions, earns the audience's trust, lowers their perceived risk, and increases consumers' intent to purchase (Zhong et al., 2022)

Based on the above arguments and findings, these hypotheses can be delivered as follows:

H2: Interaction has a positive and significant influence on trust

H5: Interaction has a positive and significant influence on purchase intention through trust

Trust

In live-stream shopping, the lack of direct, in-person interaction and the separation in time and space between the influencer and consumers makes trust an even more essential factor (Gefen et al., 2003). Trust has been studied extensively over the years, as it is considered a key factor in building relationships (Law et al., 2023). It was also discovered that the greater the consumers' trust in the live streamer, the more likely they are to form an intention to make a purchase (Sun et al., 2019). Many scholars support that customer trust in online sellers is a key predictor of purchase intention (Hong & Cho, 2011)

Based on the above arguments and findings, these hypotheses can be delivered as follows:

H3: trust has a positive influence on purchase intention

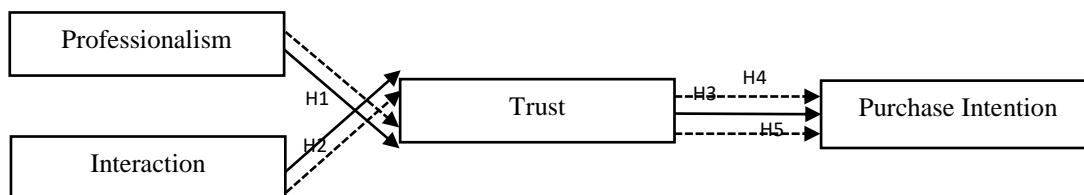


Figure 1. Research Framework

III. RESEARCH METHOD

This research examines the factors of live streamer professionalism and purchase intention during live streaming in the clothing business in Indonesia. The method used in this study is quantitative. Quantitative research is defined as a method based on the philosophy of positivism, used to investigate specific populations or samples, with data collection being quantitative/statistical and aimed at testing predefined hypotheses (Sugiyono, 2022). The sample criteria for this research include Indonesian citizens who have watched TikTok Shop live streaming for clothing/fashion and interacted during the live streaming. Questionnaires were distributed through TikTok social media using Google Forms, with a total of 300 respondents analyzed using SmartPLS 4.

This study measures both the outer model and the inner model in SEM PLS. The outer model determines the correspondence principle between measured and latent variables (constructs). Tests conducted in the outer model phase include validity and reliability tests (Ghozali, 2021). The validity tests in this research utilize content and construct validity formulas, including convergent and discriminant validity (Indrawati, 2015). Convergent validity in this study is measured using factor loadings and Average Variance Extracted (AVE) parameters. Discriminant validity ensures that variables are not highly correlated

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within constructs, it is measured using cross-loading, Fornell-Larcker, and Heterotrait-Monotrait Ratio (HTMT) (Indrawati, 2015). Cronbach's Alpha & Composite Reliability were used to measure the reliability (Ghozali, 2021). The inner model shows the strength of estimates between latent variables and constructs, starting with examining the R-Square, where values of 0.67, 0.33, and 0.19 indicate strong, moderate, and weak models, respectively (Ghozali, 2021).

IV. RESULT & DISCUSSION

Convergent Validity

Convergent validity determines the accuracy of each item included in the research. Indicators such as factor loading (FL) and average variance extracted (AVE) can be used to measure convergent validity (Indrawati, 2015).

Table 1. Convergent Validity Result

Variabel	Indicator	Factor Loading	AVE	Evaluation
Professionalism	PRO1	0.850	0.669	Valid
	PRO2	0.774		
	PRO3	0.838		
	PRO4	0.834		
	PRO5	0.798		
	PRO6	0.811		
Interaction	INT1	0.817	0.614	Valid
	INT2	0.710		
	INT3	0.789		
	INT4	0.812		
	INT5	0.793		
	INT6	0.777		
Trust	TR1	0.805	0.637	Valid
	TR2	0.792		
	TR3	0.831		
	TR4	0.783		
	TR5	0.778		
Purchase Intention	PI1	0.866	0.707	Valid
	PI2	0.861		
	PI3	0.787		
	PI4	0.856		
	PI5	0.832		

In the table above, the required Factor Loading value is > 0.70 , and the required AVE (Average Variance Extracted) value is > 0.5 . Table 1 above shows data with $FL > 0.70$ and $AVE > 0.50$, indicating that all constructs are considered to have convergent validity (Ghozali, 2021)

Discriminant Validity

Discriminant validity is an indicator that shows how distinct the items of one variable are from the items used to measure other variables (Indrawati, 2015)

Table 2. Fornell-Lacker

Variable	Interaction	Professionalism	Purchase Intention	Trust
Interaction	0.784			
Professionalism	0.731	0.818		
Purchase Intention	0.667	0.688	0.841	
Trust	0.655	0.666	0.660	0.798

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The Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) can be used to assess discriminant validity. Table 2 presents the Fornell-Larcker values, where the Fornell-Larcker value of a latent variable must be greater than the Fornell-Larcker values of other variables (Hair et al., 2019).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	Interaction	Professionalism	Purchase Intention	Trust
Interaction				
Professionalism	0.814			
Purchase Intention	0.749	0.757		
Trust	0.749	0.753	0.741	

HTMT value is considered statistically valid if it is lower than a specified threshold (0.85), ensuring that the constructs do not excessively overlap. A 95% one-sided bootstrap confidence interval is used to test whether the HTMT value is significantly below this threshold, indicating good discriminant validity (Hair et al., 2019). Table 3 presents HTMT value below 0.85, indicating all variables meet discriminant validity.

Table 4. Cronbach's Alpha (CA) and Composite Reliability (CR)

Variable	Cronbach's alpha	Composite reliability
Interaction	0.874	0.880
Professionalism	0.901	0.904
Purchase Intention	0.897	0.907
Trust	0.857	0.859

The reliability test aims to determine the degree of increase in indicator variables in line with the increase in latent variables (Indrawati, 2015). Cronbach's Alpha (CA) and Composite Reliability (CR) are commonly used criteria to establish reliability standards. A value of 0.7 or higher is required for CA and CR for a variable to be considered reliable (Indrawati, 2015). Table 4 indicates CA and CR above 0.7, meaning all variables are reliable.

R Square

R square (coefficient of determination), the predictive power within a sample, must be evaluated for the dependent latent variable (Indrawati, 2015). Here is the inner model in this study:

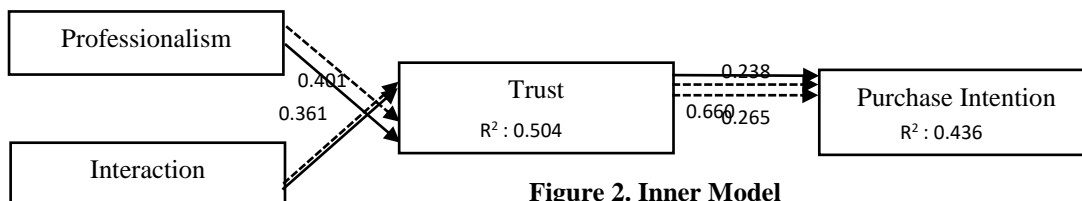


Figure 2. Inner Model

In the R^2 criterion, three ranges are used to evaluate the strength of a model: the model is considered strong when the R^2 value is 0.67, moderate when it is 0.33, and weak when it is 0.19. Figure 2 and Table 5 show that the R^2 value for trust is 0.504, indicating that trust is influenced by the variable professionalism and interaction by 50.4%. The R^2 value for purchase intention is 0.436, meaning that purchase intention is influenced by the variables trust, professionalism, and interaction by 43.6%

Table 5. R-Square

Variable	R-square	Category
Purchase Intention	0.436	Moderate
Trust	0.504	Moderate

In Table 5 above, the R-square results for purchase intention and trust variables are moderate.

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Hypothesis Testing

The hypotheses in this study under one-tailed hypotheses, where the significance level applied is 0.05 with a t-value of 1.65. The conditions for hypothesis testing in this research are accepted if the t-value > t-table (1.65) and the p-value < 0.05 (Hair et al., 2019).

Table 6. Hypotheses Testing Result

	Path Coefficient	T-value	P-value	Result
Professionalism -> Trust	0.402	5.000	0.000	H1 Accepted
Interaction -> Trust	0.361	4.761	0.000	H2 Accepted
Trust -> Purchase Intention	0.660	16.122	0.000	H3 Accepted
Professionalism -> Trust -> Purchase Intention	0.265	4.429	0.000	H4 Accepted
Interaction -> Trust -> Purchase Intention	0.238	4.468	0.000	H5 Accepted

According to the hypotheses presented in Table 6, all hypotheses are accepted, with explanation as follows:

In the first relationship, the analysis results indicate that the relationship between professionalism to trust has a path coefficient of 0.402 and a t-value of 5.000, greater than 1.65. Additionally, the p-value obtained is 0.000, which is less than 0.05. Thus, H1 is accepted, and it can be concluded that professionalism positively and significantly influences trust.

In the second relationship, the analysis results show that the relationship between interaction to trust produces a path coefficient of 0.361 and a t-value of 4.761, which is greater than 1.65. Moreover, the p-value obtained is 0.000, which is less than 0.05. Therefore, H2 is accepted, and it can be concluded that interaction positively and significantly influences trust.

In the third relationship, the analysis results reveal that the relationship between trust to purchase intention has a path coefficient of 0.660 and a t-value of 16,122, greater than 1.65. Additionally, the p-value obtained is 0.000, which is less than 0.05. As a result, H3 is accepted, and it can be concluded that trust positively and significantly influences purchase intention.

The fourth relationship analysis results show that the relationship between professionalism to purchase intention, mediated by trust, yields a path coefficient of 0.265 and a t-value of 4.429, greater than 1.65. The p-value obtained is 0.000, less than 0.05. Thus, H4 is accepted, and it can be concluded that professionalism positively and significantly influences purchase intention through trust.

The last relationship, the analysis results show that the relationship between interaction to purchase intention, mediated by trust, has a path coefficient of 0.238 and a t-value of 4.468, greater than 1.65. The p-value obtained is 0.000, less than 0.05. Hence, H5 is accepted, and it can be concluded that interaction positively and significantly influences purchase intention through trust.

V. DISCUSSION

From all the hypotheses in Table 6, it can be explained that all hypotheses have a positive and significant effect. In the first relationship, professionalism positively and significantly influences trust. This is consistent with the research by Zhong et al. (2022), where professionalism was also found to have a positive and significant impact, meaning that the more professional live streamers explain and recommend products, from the model to the article, they will gain trust from viewers. The streamer can try on the piece of clothing being sell, allowing customers to imagine how the product would look when worn on their own body which would improve their trust on the streamer and product

The second relationship shows that interaction positively and significantly influences trust. This aligns with the research conducted by Liu (2022), which found that active online interaction between consumers and streamers during live streaming gives consumers a sense of connection, increases consumers' trust, makes live shopping more engaging, and stimulates consumers' purchase intentions and behaviours during live streaming. Interactions between customers and creating Q&A content to answer customer questions directly or add important information (Winarno & Indrawati, 2022). The steamer could ask what article the viewer wants to see through the chat box, which could increase customer engagement.

The third relationship is that trust positively and significantly influences purchase intention. This is consistent with the research by Hong & Cho (2011), which explains that trust in online sellers is a key factor influencing purchase intention. This means that the higher the consumer's trust in the live streamer or the live streaming platform, the more likely they would purchase.

The fourth relationship is that professionalism positively and significantly influences purchase intention through trust. This is consistent with the research by Zhong et al. (2022), which explains that professionalism positively and significantly influences purchase intention through trust. This means that good interaction, such as effective communication and quick responses, can strengthen customer trust and subsequently influence purchase intention.

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The final relationship, where interaction positively and significantly influences purchase intention through trust, indicates that good interaction between sellers and customers builds trust and indirectly affects purchase intention through that trust. This is in line with the research by Zhong et al. (2022), who found that interaction positively and significantly affects purchase intention through trust. This implies that when customers experience high-quality interaction, such as responsive communication, friendly customer service, and clear information, their trust in the seller is strengthened. The increased trust, in turn, encourages their intention to purchase the product from live streaming.

VI. CONCLUSION

According to the findings, purchase intention on TikTok Shop live streamers, particularly in the fashion business, is significantly influenced by the professionalism of the live streamer, their interaction with the audience, and trust. The relationship with the highest path coefficient is trust towards purchase intention, meaning that when customers have a high level of trust in the seller or platform, they are more likely to have a strong intention to make a purchase.

To improve the professionalism of live streamers, it is essential to stay updated on fashion industry trends and understand the audience's preferences so that the language and delivery while streaming align with the segment. The live streamer should exhibit traits that make them likeable and relatable, aligning their behaviour and values with their customers. Engaging with the audience is crucial for interaction. Live streamers can conduct polls, ask viewers about their product preferences, and even mention viewers' names to make them feel more involved and valued.

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