

Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 5

Year: 2024

Page: 211-224

The Effect of Purchase Intention on TikTok E-Commerce Live Streaming: Generation Z Perspective with Customer Engagement

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Abstract

The expansion of digital technology has transformed e-commerce, with live-streaming platforms like TikTok becoming popular among Generation Z in Indonesia. Despite their high consumption rates, engaging Gen Z poses challenges for marketers. This study examines the influence of trust, flow experience, and perceived value on purchase intention, with customer engagement as a mediator and deal proneness as a moderator, using SOR theory. A quantitative method was adopted with 402 Gen Z respondents who use TikTok live-streaming e-commerce in Jakarta. Data collection involved questionnaires analyzed through PLS-SEM and chi-square tabulations. Findings reveal that trust in product does not significantly influence customer engagement, and customer engagement has an insignificant direct effect on purchase intention. However, it partially mediates purchase intention, while deal proneness does not strengthen this relationship. Control variables, including transaction frequency, gender, viewing duration, and occupation, showed no significant impact on purchase intention. These results suggest that Gen Z demonstrates prudence in TikTok transactions. Managerial implications highlight the need for e-commerce businesses to adapt strategies to suit Gen Z's characteristics. Enhancing product trust through quality improvements and leveraging trusted broadcasters can boost engagement and purchase intent. Transparent platforms and clear communication of product value during live streams are essential. Prioritizing data analytics to understand customer preferences and mitigate online shopping risks can create a positive shopping experience, driving Gen Z's purchase intention. Interactive content and secure platforms are crucial for fostering trust and loyalty in this demographic.

Keywords

E-commerce, Purchase Intention, Customer Engagement, Deal Proneness.

1. Introduction

The rapid development of digital technology has led to e-commerce live streaming becoming a new business model (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). The COVID-19 pandemic has triggered large-scale travel restrictions, resulting in the popularity of e-commerce live streaming as an alternative for product exploration and purchasing. This global phenomenon is driven by increased internet usage and the development of internet-based industries. The development of digital technology has drastically changed the face of the e-commerce business, especially with the emergence of the live-streaming shopping model that integrates the shopping experience with direct interaction between sellers and consumers. This phenomenon has been further strengthened by the COVID-19 pandemic, which has encouraged people to switch to digital platforms as an alternative for product exploration and purchasing.

According to Wongkitrungrueng & Assarut (2020), e-commerce live streaming offers unique advantages, such as the ability to display products directly, answer consumer questions in real-time, and adjust offers based on interactions. In this context, TikTok has emerged as a competitive platform in Indonesia, competing with Shopee Live, although Shopee Live still dominates the market share. However, the presence of Generation Z who are active TikTok users presents new challenges and opportunities for retailers in designing effective marketing strategies (Phuatangsila & Chaiveeradech, 2021; Saputra et al., 2024). Generation Z, born between 1997 and 2012, is now a significant market segment with unique characteristics in their consumption behavior (Djafarova & Fooks, 2022). Research shows that they are more likely to make impulsive purchases, influenced by attractive product visualizations in the context of live streaming (Narawati & Rachman, 2024). However, despite their high consumption levels, many retailers still face challenges in increasing consumer engagement and purchase intentions.

This can be seen from the results of interviews which showed a significant decrease in income despite conducting live streaming regularly. Customer engagement is key to building a strong relationship between brands and consumers, and it is heavily influenced by factors such as trust, perceived value, and flow experience (Arghashi & Yuksel, 2022; Pratama et al., 2023). Given the importance of understanding Generation Z consumer behavior in the context of live-streaming e-commerce, this study will test several hypotheses. First, whether trust, user experience, and perceived value have a significant influence on Generation Z customer engagement and purchase intention. Second, whether customer engagement mediates the relationship between the independent variables (trust, user experience, and perceived value) and the dependent variable (purchase intention). Third, whether the tendency to make offers moderates the relationship between customer engagement and purchase intention. By answering these questions, this study is expected to provide practical recommendations for live-streaming e-commerce business actors to improve sales performance and build stronger relationships with Generation Z consumers which aims to explore the factors that influence purchase intention in TikTok live-streaming e-commerce, with a focus on Generation Z. The results of this study can be used to design more effective marketing strategies, improve user experience, and maximize the potential of live-streaming e-commerce businesses.

2. Literature Review

The Stimulus Organism Response (SOR) model is a theoretical framework originally proposed by Mehrabian & Russell (1974), to explain the impact of the environment on human psychology and behavior. This model consists of three key

elements, namely Stimulus which includes various situational factors that act as antecedents, Organism which refers to the individual's internal emotional or cognitive response to the stimulus, and response which is the final behavior or action resulting from the organism's processing of the stimulus.

Xue et al. (2020) found that perceived control over a live-streaming platform has a positive impact on perceived benefits, thereby increasing user engagement. User engagement refers to the level of involvement in an operator's product or activity according to Wongkitrungrueng & Assaru (2020), and increasing user engagement is very important, very helpful in retaining users and developing competitive advantage (Kang et al., 2021). Customer trust refers to customer confidence in the reliability and performance of other parties, which in this case can be sellers or products offered (Wongkitrungrueng & Assarut, 2020; Retnosari & Nadlifatin, 2024). Trust in Guo et al. (2021), refers to customer confidence that the information conveyed by the broadcaster is accurate and useful, confidence that the product displayed will be in accordance with reality when received, and confidence in community members to provide advice that helps in making purchasing decisions.

According to Zhang et al. (2023) flow experience refers to an intrinsic optimal condition where individuals are intensely involved in an activity to the point of setting aside all other ideas, becoming a critical determinant of online experiences such as online shopping. Flow experience involves consumers to make unplanned purchasing decisions when visiting online stores because consumers have higher levels of loyalty and satisfaction (Saputra & Ariani, 2024; Sutriani et al., 2024). The social aspect plays an important role in social media according to Vries & Carlson (2014), the social or symbolic value of shopping is also considered. More concretely, perceived value is a value that concerns the value of excellence (quality, benefits, usefulness, value) with weaknesses (price, sacrifice) felt by customers towards the use of a product or service (Wongkitrungrueng & Assarut, 2020).

Deal proneness according to Flacandji & Vlad (2022), is the vulnerability of offers defined as consumer responsiveness to promotions and offers, such as coupons, discounts, and sales. This reflects the extent to which consumers tend to modify their purchasing behavior in response to promotions across channels or types. Offer vulnerability can be conceptualized at the offer-specific level (eg, coupon vulnerability, brochure vulnerability) and the general level, which indicates a broader tendency to respond to various types of promotional offers. Purchase Intention. Consumers may make purchases due to constraints rather than actual preferences, intention measures are more effective than behavioral measures, thus adopting customer purchase intentions, as directly indicated by purchase intentions relying on live-streaming pages (Addo et al., 2021).

3. Methods

This study uses a quantitative approach to achieve the research objectives (Gozali & Nasehudin, 2019). Quantitative data will be collected through a questionnaire via Google Form via WA, Telegram, Instagram, and others to understand their views and perceptions of live-streaming e-commerce through a survey of a number of selected respondents to measure the variables that influence their purchase intention in TikTok live-streaming e-commerce. On the other hand, a quantitative approach is used to measure consumer perceptions, especially Generation Z (Gen Z) towards TikTok live-streaming e-commerce in a more structured way and produce data that can be measured statistically. The survey is used to collect data from a number of selected respondents, and quantitative data analysis techniques will be used to process the survey data. The questionnaire respondents will be addressed to those who have been at least active users of the Tiktok application for a week watching live streaming. Even so, they only check out to make a purchase from the steamer/broadcaster or only buy once and have not repurchased. All questionnaires

come from Generation Z/Genz Z in Jakarta. The questionnaire will be submitted online and offline via WhatsApp groups, communities, or students at schools or universities because their ages from (1997-2012) are used to obtain data according to the variables that represent each variable. The criteria for selecting questionnaire respondents include roles, positions, qualifications, and experiences. Respondents are expected to provide feedback on the output in managerial implications related to proposals in the context of TikTok live-streaming e-commerce. They are TikTok e-commerce customers, especially Generation Z, aged 17-27 years, income ranging from 0 to more than the Jakarta UMR, and have the status of students or workers domiciled in Jakarta. In addition, respondents are active TikTok users who have made purchases or checked out during TikTok live-streaming and have often watched live-streaming at least in the last month.

4. Results

The results of the statistical analysis are used to test whether the hypothesis is accepted or rejected based on several calculated values. The path coefficient (loading factor) is used to measure the strength of the relationship between the independent and dependent variables in the research model. The t-value is calculated to test whether the relationship between the variables is significant, where a t-value greater than the t-table value indicates that the relationship between the variables is significant. In addition, the significance value or p-value is also calculated, where a p-value less than 0.05 indicates that the proposed hypothesis is accepted, meaning that the relationship between the variables has a significant effect. Conversely, if the p-value is greater than 0.05, then the hypothesis is rejected, meaning that there is no significant effect between the variables studied. The results of this analysis provide strong statistical evidence to support or reject the hypothesis in the study.

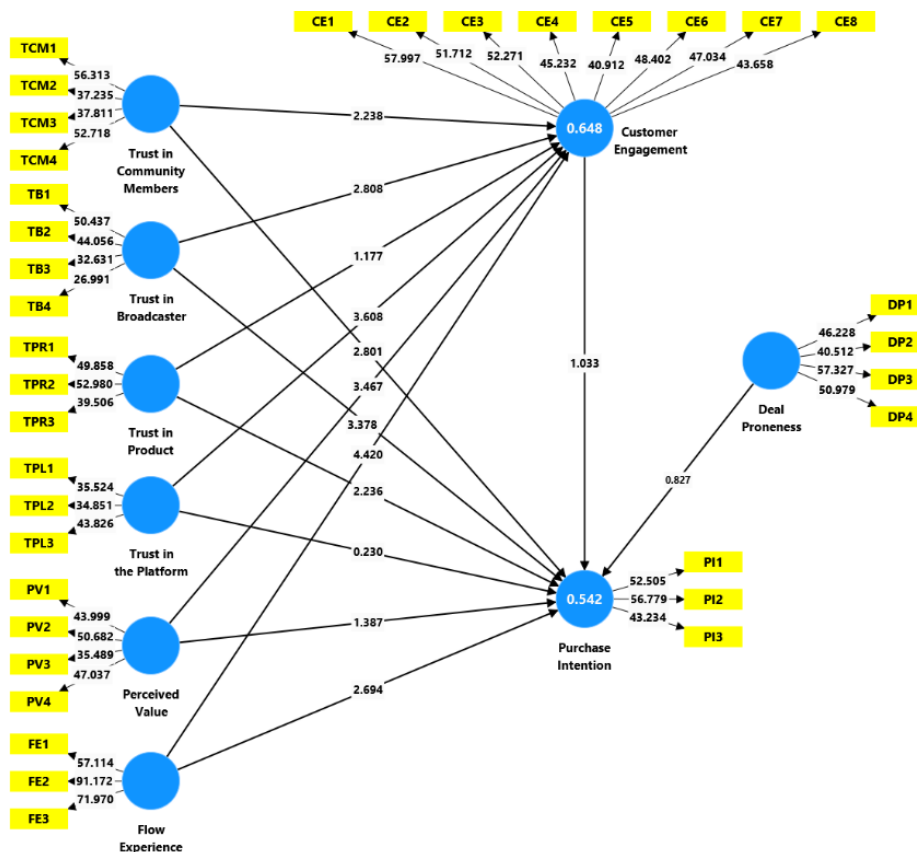


Figure 1. T-count or T-value

The results of the path coefficient calculation using SmartPLS 4 software provide information on the direct, indirect, and total effects between variables in the research model. The direct effect measures the direct relationship between the independent and dependent variables, which shows how much changes in the dependent variable are influenced by changes in the independent variable. The indirect effect reflects the impact of the independent variable on the dependent variable through a mediator or intermediary variable. While the total effect is the sum of the direct and indirect effects, which provides an overall picture of how much influence the independent variable has on the dependent variable in the research model. The results of hypothesis testing carried out through this calculation allow researchers to conclude whether the relationship between variables is significant and how much influence it has. The use of SmartPLS 4 makes it easier to analyze complex data and provides strong statistical evidence to support or reject the hypothesis proposed in the study.

Table 1. Hypothesis Test Results

	Hypothesis	Path Coefficients	t-count	p-value	Decision	
Direct effect	Trust in Community Members → Customer Engagement	0.112	2.238	0.025	Accepted	
	Trust in Broadcaster → Customer Engagement	0.178	2.808	0.005	Accepted	
	Trust in Product → Customer Engagement	0.066	1.177	0.239	Rejected	
	Trust In the Platform → Customer Engagement	0.197	3.608	0.000	Accepted	
	Perceived Value → Customer Engagement	0.205	3.467	0.001	Accepted	
	Flow Experience → Customer Engagement	0.242	4.420	0.000	Accepted	
	Trust in Community Members → Purchase Intention	0.170	2.801	0.005	Accepted	
	Trust in Broadcaster → Purchase Intention	0.204	3.378	0.001	Accepted	
	Trust in Product → Purchase Intention	0.162	2.236	0.025	Accepted	
	Perceived Value → Purchase Intention	0.102	1.378	0.166	Rejected	
	Flow Experience → Purchase Intention	0.126	2.694	0.007	Accepted	
	Customer Engagement → Purchase Intention	0.090	1.033	0.302	Rejected	
	Deal Proneness → Purchase Intention	0.063	0.827	0.408	Rejected	
	Indirect effect	Trust in Community Members → Customer Engagement → Purchase Intention	0.031	1.942	0.026	Accepted
		Trust in Broadcaster → Customer Engagement → Purchase Intention	0.049	1.963	0.025	Accepted
Trust in Product → Customer Engagement → Purchase Intention		0.018	1.057	0.145	Rejected	
Trust In the Platform → Customer Engagement → Purchase Intention		0.054	2.861	0.002	Accepted	
Perceived Value → Customer Engagement → Purchase Intention		0.056	2.315	0.010	Accepted	
Flow Experience → Customer Engagement → Purchase Intention		0.066	3.063	0.001	Accepted	

The first hypothesis (H1) based on this study is "there is a positive influence of trust in community on customer engagement". The path coefficient indicating the influence of trust in community on customer engagement is 0.112 with a p-value of 0.025. The path coefficient value is positive which describes a directly proportional direction, where increasing trust in community has an impact on increasing customer engagement. Furthermore, for significance or p-value $0.025 < 0.05$, so H1 is supported. Therefore, it can be stated that there is a direct positive influence of trust in community on customer engagement.

The second hypothesis (H2) based on this study is "there is a positive influence of trust in broadcaster on customer engagement". The calculation results showing the influence of trust in broadcaster on customer engagement obtained a path coefficient of 0.178 and a p-value of 0.005. The path coefficient is positive which means that increasing trust in broadcaster will increase customer engagement. From the results, it is known that the p-value is $0.000 < 0.05$, so H2 is supported. It can be concluded that there is a direct positive influence of trust in broadcaster on customer engagement. The third hypothesis (H3) in the study is "there is a direct influence of trust in product on customer engagement". The calculation results show that for the direct influence of trust in product on customer engagement, a path coefficient of 0.066 and a p-value of 0.239 are obtained. The path coefficient results are positive, indicating that increasing trust in product has an impact on increasing customer engagement. Referring to the p-value of $0.239 > 0.05$, H3 is rejected. It is concluded that trust in product does not have a direct effect on customer engagement.

The fourth hypothesis (H4) in this study is "there is a direct positive influence of trust in platform on customer engagement". The path coefficient indicating the influence of trust in platform on customer engagement is 0.197 with a p-value of 0.000. A positive path coefficient indicates a directly proportional direction of influence, so that increasing trust in the platform has an impact on increasing customer engagement. Next, for a p-value of $0.000 < 0.05$, H4 is supported. Therefore, it can be stated that there is a direct positive influence of trust in the platform on customer engagement. The fifth hypothesis (H5) in this study is "there is a direct positive influence of perceived value on customer engagement". The results of the statistical analysis show that the influence of perceived value on customer engagement obtained a path coefficient of 0.205 and a p-value of 0.001. The path coefficient obtained is positive, indicating that increasing perceived value has an impact on increasing customer engagement. Referring to these results, the p-value is $0.001 < 0.05$, so H5 is supported. Thus, it can be concluded that there is a direct positive influence of perceived value on customer engagement.

The sixth hypothesis (H6) formulated in this study is "there is a direct positive influence of flow experience on customer engagement". The calculation results show that the direct influence of flow experience on customer engagement is obtained by a path coefficient of 0.242 with a p-value of 0.000. The path coefficient result is positive, indicating that increasing flow experience has an impact on increasing customer engagement. Referring to the p-value of $0.000 < 0.05$, H6 is supported. Thus, it can be concluded that flow experience has a direct positive effect on customer engagement. The seventh hypothesis (H7) in this study is "there is a positive influence of trust in community on purchase intention". The path coefficient indicating the influence of trust in community on purchase intention is 0.170 with a p-value of 0.005. The path coefficient value is positive, which describes a directly proportional direction, where increasing trust in community has an impact on increasing purchase intention. Furthermore, for significance or p-value $0.005 < 0.05$, so H7 is supported. Therefore, it can be stated that there is a direct positive influence of trust in community on purchase intention.

The eighth hypothesis (H8) formulated in this study is "there is a direct positive influence of trust in broadcaster on purchase intention". The calculation results showing the influence of trust in broadcaster on purchase intention obtained a path coefficient of 0.204 and a p-value of 0.001. The path coefficient is positive, meaning that increasing trust in broadcaster will increase purchase intention. From these results, it is known that the p-value is $0.001 < 0.05$, so H8 is supported. Thus, it can be concluded that there is a direct positive influence of trust in broadcaster on purchase intention. The ninth hypothesis (H9) formulated in this study is "there is a direct influence of trust in product on purchase intention". The calculation results show that for the direct influence of trust in product on purchase intention, a path coefficient of 0.162 and a p-value of 0.025 are obtained. The path coefficient results are positive, indicating that increasing trust in product has an impact on increasing purchase intention. Referring to the p-value of $0.025 < 0.05$, H9 is accepted. Therefore, trust in product does not have a direct effect on purchase intention.

The tenth hypothesis (H10) in this study is "there is a direct positive influence of trust in platform on purchase intention". The path coefficient indicating the influence of trust in platform on purchase intention is 0.016 with a p-value of 0.818. A positive path coefficient indicates a directly proportional direction of influence, so that increasing trust in platform has an impact on increasing purchase intention. Next, for a p-value of $0.818 > 0.05$, H10 is rejected. Therefore, it can be stated that there is no direct positive influence of trust in platform on purchase intention. The eleventh hypothesis (H11) in this study is "there is a direct positive influence of perceived value on purchase intention". The results of statistical analysis show that the influence of perceived value on purchase intention obtained a path coefficient of 0.102 and a p-value of 0.166. The path coefficient obtained is positive, indicating that an increase in perceived value has an impact on increasing purchase intention. Referring to these results, it is known that the p-value is $0.166 > 0.05$, so H11 is rejected. Thus, it can be concluded that there is no direct positive influence of perceived value on purchase intention.

The twelfth hypothesis (H12) formulated in this study is "there is a direct positive influence of flow experience on purchase intention". The calculation results show that the direct influence of flow experience on purchase intention obtained a path coefficient of 0.126 with a p-value of 0.007. The path coefficient results are positive, indicating that an increase in flow experience has an impact on increasing purchase intention. Referring to the results, the p-value is $0.166 > 0.05$, so H11 is rejected. Thus, it can be concluded that there is no direct positive effect of perceived value on purchase intention. It is concluded that flow experience has a direct positive effect on purchase intention. The thirteenth hypothesis (H13) formulated in this study is "there is a direct positive influence of customer engagement on purchase intention". Based on the results of statistical calculations for the direct influence of customer engagement on purchase intention, a path coefficient of 0.090 with a p-value of 0.302 was obtained. The coefficient obtained has a positive value indicating that customer engagement has an impact on increasing purchase intention. Referring to the p-value of $0.302 > 0.05$, H13 is rejected. Therefore, it can be concluded that customer engagement does not have a direct positive effect on purchase intention.

The fourteenth hypothesis (H14) formulated in this study is "there is a direct positive influence of deal proneness on purchase intention". Based on the results of statistical calculations for the direct influence of deal proneness on purchase intention, a path coefficient of 0.063 with a p-value of 0.408 was obtained. The coefficient obtained has a positive value indicating that deal proneness has an impact on increasing purchase intention. Referring to the p-value of $0.408 > 0.05$, H14 is rejected. Therefore, it can be concluded that deal proneness does not have a direct positive effect on purchase intention. Based on the results of the path coefficient, the p-value of the relationship between the deal proneness variable and purchase

intention is 0.408. This value is more than 0.05, indicating that there is no significant effect of deal proneness on Purchase Intention. This is likely due to the presence of other variables that mediate the two variables. In addition, the role of deal proneness only functions as a variable that strengthens or weakens the relationship between customer engagement and purchase intention rather than as a variable that directly influences purchase intention. Referring to H14, the results show that deal proneness does not have a direct positive effect on purchase intention. Therefore, testing the deal proneness variable as a moderating variable between customer engagement and purchase intention was not carried out.

The fifteenth hypothesis (H15) tested in the study is "there is an effect of trust in community members on purchase intention through customer engagement". The path coefficient obtained is 0.031 with a p-value of 0.026. The results show a p-value of $0.026 < 0.05$, so H15 is accepted. Thus, it can be concluded that customer engagement mediates the influence of trust in community members on purchase intention. The sixteenth hypothesis (H16) tested in the study is "there is an influence of trust in broadcaster on purchase intention through customer engagement". The path coefficient obtained is 0.049 with a p-value of 0.025. The results show a p-value of $0.025 < 0.05$, so H16 is accepted. Thus, it can be concluded that customer engagement mediates the influence of trust in broadcaster on purchase intention.

The seventeenth hypothesis (H17) tested in the study is "there is an influence of trust in product on purchase intention through customer engagement". The path coefficient obtained is 0.018 with a p-value of 0.145. The results show a p-value of $0.145 > 0.05$, so H17 is rejected. Thus, it can be concluded that customer engagement does not mediate the influence of trust in product on purchase intention. The eighteenth hypothesis (H18) tested in the study is "there is an influence of trust in platform on purchase intention through customer engagement". The path coefficient obtained is 0.054 with a p-value of 0.002. The results show a p-value of $0.002 < 0.05$, so H18 is accepted. Thus it can be concluded that customer engagement mediates the influence of trust in platform on purchase intention.

The nineteenth hypothesis (H19) tested in the study is "there is an influence of perceived value on purchase intention through customer engagement". The path coefficient obtained is 0.056 with a p-value of 0.010. The results show a p-value of $0.010 < 0.05$, so H19 is accepted. Thus it can be concluded that customer engagement mediates the influence of perceived value on purchase intention. The twentieth hypothesis (H20) tested in the study is "there is an influence of flow experience on purchase intention through customer engagement". The path coefficient obtained is 0.066 with a p-value of 0.001. The results show a p-value of $0.001 < 0.05$, so H13 is accepted. Thus, it can be concluded that customer engagement mediates the influence of flow experience value on purchase intention. This study uses control variables to ensure that the research results can be interpreted correctly and that the factors influencing the relationship between variables have been considered thoroughly. This control variable is used to control the influence of demographic factors and certain consumer behaviors on the relationship between the independent variable and the dependent variable. By including this control variable in the analysis, researchers can ensure that the research results are more accurate and can be interpreted correctly.

Table 2. Results of Control Variable Coefficients on Purchase Intention

			Original sample	Sample mean	Std. dev.	T Statistics	P values
Transaction Frequency	->	Purchase_Intention	-0.097	-0.097	0.047	2.058	0.040
Gender	->	Purchase_Intention	-0.013	-0.013	0.055	0.243	0.808
Length of Viewing	->	Purchase_Intention	0.268	0.267	0.051	5.291	0.000
Occupation	->	Purchase_Intention	0.105	0.104	0.046	2.262	0.024
Income	->	Purchase_Intention	-0.035	-0.035	0.057	0.613	0.540
Preference_Broadcaster	->	Purchase_Intention	0.051	0.053	0.063	0.807	0.419
Marital Status	->	Purchase_Intention	0.006	0.007	0.055	0.107	0.915
Level_of_Education	->	Purchase_Intention	0.094	0.095	0.053	1.766	0.077

This study uses control variables to ensure that the research results obtained with a p value <0.05, then from the analysis of primary data, it was found that thus, the main conclusion is that transaction frequency, duration of watching live streaming, and occupation have a significant effect on purchase intention, while gender, income, broadcaster preference, marital status, and education level do not show a significant effect on purchase intention in the context of this study. The control variables that show a significant effect on purchase intention are transaction frequency, duration of watching live streaming, and occupation. Transaction frequency has a significant negative effect on purchase intention.

The negative coefficient (-0.097) indicates that increasing transaction frequency tends to decrease consumer purchase intention. The t-statistic value (2.058) is greater than the critical value (generally 1.96 for a significance level of 0.05), and the p-value (0.040) is less than 0.05 indicating that this result is significant. This may indicate that consumers who frequently make transactions are more selective (only checking out without payment - needing time to think again) or may be bored with purchases through certain platforms (TikTok), while the duration of watching live streaming shows that this result is very significant. This confirms that the duration of watching live streaming positively affects purchase intention for consumer purchasing decisions, and work has a positive influence that certain types of work may have an influence on how much someone intends to make a purchase through e-commerce live streaming.

Gender, income, broadcaster preferences, marital status, and education level did not show a significant effect on purchase intention in the context of this study. However, broadcaster preferences do not affect Generation Z (Gen Z) to make purchase intentions. Based on the distribution of respondents, Generation Z (Gen Z) shows that most respondents prefer broadcasters from celebrities, which is 29%, followed by professional streamers (25%). This is a different finding that for retail/companies when doing live streaming, it is not always with broadcasters from public figures. On the contrary, those who are more familiar with the product and can convey the product message well and influentially.

Based on the results of the hypothesis test, trust in product does not significantly affect customer engagement directly and indirectly on purchase intention through customer engagement. This study examines the behavioral preferences of Generation Z (Gen Z) consumers that need to be explored in making purchase intentions on TikTok live streaming e-commerce, so a Chi-Square analysis was carried out to deepen the research to describe it into managerial implications.

Table 3. Chi-Square Tabulation

Variable	Categories	Frequency	Presentation	Khi-Squared	df	p-value	Sig.
Gender	Male	184	45.8%	0.004	1	0.951	Not Significant
	Female	218	54.2%				
City of Residency	Jakarta Selatan	93	23.1%	4.379	4	0.357	Not Significant
	Jakarta Utara	73	18.2%				
	Jakarta Barat	89	22.1%				
	Jakarta Timur	101	25.1%				
	Jakarta Pusat	46	11.5%				
Married Status	Married	157	39.1%	3.376	1	0.066	Significant
	Single	245	60.9%				
Age	17-20 y.o.	96	23.9%	1.551	2	0.461	Not Significant
	21-23 y.o.	140	34.8%				
	24-27 y.o.	166	41.3%				
Education Level	SMA	157	39.1%	2.667	3	0.446	Not Significant
	D4	53	13.2%				
	S1	177	44.3%				
	S2	15	3.4%				
Income	< 5juta	190	47.3%	0.171	2	0.918	Not Significant
	5-10 juta	182	45.3%				
	>10 juta	30	7.5%				
Work	Swasta	201	50.0%	9.674	4	0.045	Significant
	BUMN	66	16.4%				
	PNS	43	10.7%				
	Pelajar	62	15.4%				
	Others	30	7.5%				

The tabulation results obtained significance: the level of significance ($p < 0.05$) indicates significant, from each test with a p value of less than 0.05 indicates a significant relationship between demographic variables and trust in product. Based on the results of data analysis using the Chi-Square test, it can be concluded that there is no significant relationship between gender, city of residence, age, education level, and income with trust in product. There is a significant relationship between marital status and employment with trust in product. This means that marital status and employment have an influence on the level of respondent trust in the product. There is a significant relationship between marital status and trust in product. There is a significant relationship between employment and trust in product.

The influence of response (purchase intention) is influenced by various relationships between related variables. There are several variables related to this, including independent variables, namely trust in community members, trust in the broadcaster, trust in the product, trust in the platform, perceived value, flow experience, mediating variables, namely customer engagement, and moderating variables, namely deal proneness based on the summary of the hypothesis test, the following results were obtained.

Table 4. Results of Developed Hypothesis Testing

Hypothesis	Path Coefficients	t-count	p-value	Decision
Trust in Community Members → Customer Engagement	0.112	2.238	0.025	Accepted
Trust in Broadcaster → Customer Engagement	0.178	2.808	0.005	Accepted
Trust in Product → Customer Engagement	0.066	1.177	0.239	Rejected
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Perceived Value → Customer Engagement	0.205	3.467	0.001	Accepted
Flow Experience → Customer Engagement	0.242	4.420	0.000	Accepted
Customer Engagement → Purchase Intention	0.090	1.003	0.302	Rejected
Deal Proneness x Customer Engagement → Purchase Intention				Rejected

The influence of trust in community members, has a direct positive effect (significant) on customer engagement received, in accordance with Guo et al. (2021), that a trusted community, members tend to discuss several questions about products and share information and experiences with others. They prefer to believe that community members will answer their questions to help them make better decisions. Trust in community members facilitates customers to participate in interactions to discuss several products. Indicating the influence of trust in broadcasters has a direct positive effect (significant) on customer engagement received, so this is in line with Li & Peng (2018), that broadcasters are opinion leaders in live chat rooms. Trust in broadcasters can create positive feelings and interactions. In accordance with Wongkitrungrueng & Assarut (2020), increasing customer intentions for customers to be more willing to actively ask to understand more product information, and tend to interact with broadcasters to make purchasing decisions.

Indicating the influence of trust in product has a direct positive effect (significant) on customer engagement is rejected, this shows that Generation Z (Gen Z) has less trust in products sold on Tiktok live-streaming e-commerce, not in accordance with Park & Li (2020) and Guo et al. (2021), stating a significant positive effect, this will refer to the uncertainty of online shopping, customers are at risk of receiving fake or low-quality products, thereby increasing return and replacement costs. In fact, live streaming can reduce this risk through visual product information and real-time interaction. Indicating trust in platform and customer engagement has a direct positive effect (significant) on customer engagement is accepted, in accordance with Cheryl et al. (2021), and Zhai & Chen (2023), user belief that the platform institutes regulations and enforces appropriate rules and penalties with integrity, competence, and consideration of facts that limit the possibility of opportunistic behavior on platform sellers. Indicating perceived value towards customer engagement has a direct positive (significant) effect on customer engagement is accepted, in accordance with Cao et al. (2022), perceived value has a significant positive impact on customer engagement. Customers who find the live-streaming platform useful tend to be more involved in live-streaming activities, such as participating in Q&A sessions, providing feedback, and making purchases. Perceived value is a customer's assessment of the benefits obtained compared to the costs incurred for a product or service.

Indicating that flow experience has a direct positive effect on customer engagement (significant) is accepted according to Liu et al. (2022) explaining that frequent interactions in e-commerce live-streaming make consumers detached from reality and immersed in the live-streaming environment, resulting in a flow experience. Indicating that customer engagement has a direct positive effect (significant) is rejected, this is not in accordance with Yu & Zheng (2022), with the popularity of live-streaming, showing that customer engagement has a significant positive impact on purchase intention. Indicating deal proneness, the relationship between customer engagement and purchase intention is stronger (significant) rejected, this is not in accordance with the moderating role of deal proneness, to pursue special offers and promotions Flacandji & Vlad (2022), but in accordance with Kim et al. (2023), that Generation Z rethinks the promotions offered.

5. Conclusion

This study found that various factors influence Generation Z's purchase intention on the TikTok e-commerce platform. Trust in the community, broadcasters, and platform, and streaming experience increase customer engagement and purchase intention, while trust in the product only has a direct effect on purchase intention. Customer engagement is a partial mediator, but the propensity to transact is not significant as a moderator. High transaction frequency decreases purchase intention, while longer streaming duration and employment in the private sector increase

purchase intention. Trust in the product is lower among unmarried respondents and those working in the private sector. This study focuses on the phenomenon of live-streaming e-commerce on TikTok, specifically related to the purchase intention of Generation Z (Gen Z) consumers, who are the main users of the platform. To overcome this, companies can improve product quality, utilize trusted broadcasters, and create a safe and transparent platform. Strategies such as demographic-based marketing communications, interactive content, consistent scheduling, market segmentation based on profession, and the use of analytical data are also needed to increase customer engagement and trust. With this approach, retailers are expected to increase consumer purchase intention and support the growth of e-commerce in Indonesia. Future research is suggested to expand the sample to other generations, cover different regions for cross-cultural analysis, study other live-streaming platforms, and explore PAD, ELM, and other variables models to understand consumer behavior in more depth. This is expected to enrich insights into consumer behavior in live-streaming e-commerce.

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