

Streamer Interaction, Perceived Live Streaming Value, and Generation Z's Purchase Intent on TikTok Shop: Does Trust Mediate?

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Keyword	Abstract
Purchase Intent, Trust, Streamer Interaction, Perceived Value, Generation Z, Social Commerce.	<i>Live streaming shopping has become a leading social commerce format in Indonesia, but high audience engagement on TikTok Shop does not automatically lead to purchases, and previous research findings on how live streaming stimulus shapes purchase intent are still inconsistent. This study examines the influence of streamer interaction and perceived live streaming value on Generation Z consumers' purchase intent on TikTok Shop and tests whether trust mediates these influences. Based on the Stimulus-Organism-Response (S-O-R) framework, this study uses a quantitative approach with an explanatory design. Data were collected through an online questionnaire from 80 Generation Z consumers who had shopped through the TikTok Shop live feature, selected by purposive sampling, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with 5,000 bootstrap subsamples. The results show that streamer interaction and perceived live streaming value have a significant effect on trust, and the value of live streaming is the only construct that directly affects purchase intent. Trust has no significant effect on purchase intent, so it does not mediate the influence of the two stimuli. These findings show that for Generation Z, the trust formed during live broadcasts is a necessary but not sufficient requirement; it is the value provided by broadcasting that converts viewers into buyers. This research contributes by separating the role of trust formation and the role of value givers from the live streaming stimulus and providing practical guidance for sellers and streamers on TikTok Shop..</i>

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I. INTRODUCTION

The rapid development of digital technology has changed the e-commerce landscape and given birth to live streaming shopping, which is a sales format where sellers broadcast products live and consumers can ask questions, watch product demonstrations, and buy without leaving the broadcast (Nugraha et al., 2024). In Indonesia, TikTok Shop is one of the most widely used social commerce platforms, especially by Generation Z consumers who spend most of their online time watching short videos and live broadcasts. Streamers and influencers play a central role in this format because they simultaneously act as salespeople, entertainers, and product experts (Erwin dkk., 2026).

Despite its popularity, engagement does not always lead to a transaction. Kenang et al. (2026) reported that TikTok Shop users in Indonesia had a shopping cart abandonment rate of 84.8% despite the high engagement rate. This gap between watching and buying shows that the mechanism linking live streaming stimulus to purchase intent is not well understood, and it is a practical problem for sellers who invest heavily in streamers and live streaming sessions.

The results of previous research have also been inconsistent. Kesumahati et al. (2025) found that seller professionalism has no effect on purchase intent and that interaction only affects purchase intent through trust. Rahmita and Albari (2025) found that hedonistic values do not affect trust in products or repurchase intentions, while

utilitarian and symbolic values do. Prasetyo and Sobari (2024) show that the reliability and expertise of TikTok influencers have no direct effect on purchase intent. Meanwhile, Vidyanata (2025) shows that parasocial interaction with hosts directly triggers buying impulses. Overall, these studies hint that trust may be a key mechanism linking live streaming stimulus to purchase intent, but there is no agreement on whether stimulus works directly or only through trust.

Two gaps underlie this study. First, most studies model live streaming shopping as a single construct or through a long list of attributes, so the relative roles of the social side of broadcasting (interaction with streamers) and its economic side (perceived value by consumers) are rarely compared in a single model. Second, evidence on the role of trust mediation specifically in Generation Z buyers on TikTok Shop is still limited. Therefore, this study examines the influence of streamer interaction and perceived live streaming value on purchase intent and tests whether trust mediates these influences. This study contributes to the S-O-R literature in the field of social commerce by distinguishing trust-building stimuli from value-giving stimuli, as well as providing practical guidance for sellers, brand owners, and streamers in designing live streaming strategies on TikTok Shop.

II. LITERATURE REVIEW

Stimulus-Organism-Response

The S-O-R framework states that environmental stimuli (S) affect the internal cognitive and affective states of individuals (O), which in turn induce responses in the form of approach or avoidance (R) behaviors (Mehrabian & Russell, 1974). In commerce through live streaming, this framework is widely used to explain how broadcast features shape consumers' internal evaluations and subsequent behaviors (Rahmita & Albari, 2025; Kenang et al., 2026). In this study, streamer interaction and perceived live streaming values were positioned as stimuli, trust as an organism, and purchase intent as a response.

Streamer Interaction

Streamer engagement is the extent to which streamers communicate with viewers in real-time, respond to questions and comments, demonstrate products on demand, and create personalized two-way shopping conversations.

Interactions strengthen emotional attachment to the audience and prolong their duration in the broadcast (Nugraha et al., 2024), and a sense of closeness to the host directly triggers the buying impulse (Vidyanata, 2025). As real-time responses reduce the uncertainty inherent in online purchases, interaction is also thought to be an important antecedent of trust (Kesumahati et al., 2025).

Perceived Live Streaming Value

The perceived value of live streaming is a consumer's thorough evaluation of the benefits obtained from watching and shopping through live broadcasts. These values include utilitarian value (useful product information, attractive prices, and convenience), hedonistic value (pleasure and entertainment), and symbolic value (sense of belonging and self-expression) (Rahmita & Albari, 2025). Consumers who feel that live streaming provides these benefits tend to positively rate sellers and consider buying (Kotler et al., 2022).

Trust

Trust in online shopping is the consumer's belief that the seller is competent, honest, and acts in the interest of the buyer, so that the consumer is willing to bear the risk of the transaction (Gefen et al., 2003). In social commerce, trust includes trust in the seller and trust in the product offered (Rahmita & Albari, 2025) and is repeatedly identified as a central mediator between live streaming features and purchase intent (Prasetyo & Sobari, 2024; Kesumahati et al., 2025).

Purchase Intent

Purchase intent is the likelihood that a consumer is planning or willing to purchase a product in the near future. Purchase intent is an important stage in the purchase decision process and the closest predictor of actual purchasing behavior (Kotler et al., 2022). In commerce through live streaming, purchase intent reflects whether audience engagement is successfully converted into a decision to purchase (Chaffey & Ellis-Chadwick, 2022; Kenang et al., 2026).

Hypothesis

The Influence of Streamer Interaction on Trust

Online shopping is characterized by a physical separation between buyers and sellers, resulting in information asymmetry and

uncertainty, both about sellers and products (Kim et al., 2008). Trust is formed when consumers receive clues that sellers are competent, honest, and in good faith (Gefen et al., 2003). Live streaming provides these clues through two-way communication in real-time: viewers can ask questions, ask for product demonstrations up close, and get instant answers from streamers. Lu and Chen (2021), with the perspective of uncertainty reduction theory, explain that information exchanged during broadcasts helps consumers eliminate doubts about product suitability and seller quality. Sun et al. (2019) also show that affordance metavoicing and guidance shopping in live streaming, which is the ability of viewers to express their opinions and obtain personalized shopping guides, makes the shopping experience more transparent and immersive.

A number of international studies provide direct support for the relationship between interaction and trust. Wongkitrungrueng and Assarut (2020) found that live streaming allows sellers to display products in real-time and respond to audience demands, thereby building trust in both sellers and products. Chandruangphen et al. (2022) also show that live streaming attributes, including real-time interaction with sellers, increase consumer trust in sellers and products. Interaction also strengthens the relationship between streamers and viewers: Kang et al. (2021) found that interactivity increases bond strength between streamers and customers, while Hu and Chaudhry (2020) show that social bonds formed through personal interactions foster affective commitment to streamers. Thus, responsive and personalized communication signals the streamer's competence and good faith, which are the core dimensions of trust.

Evidence from Indonesia points in the same direction. Kesumahati et al. (2025) show that interactions in e-commerce live streaming affect purchase intent through consumer trust, Prasetyo and Sobari (2024) found that the characteristics of TikTok influencers increase the trust of their followers, and Nugraha et al. (2024) show that interactions strengthen viewers' emotional attachment to broadcasts. H1: Streamer interaction has a positive effect on trust.

The Effect of Perceived Live Streaming Value on Trust

Perceived value is a consumer's overall assessment of the usefulness of a product or

experience based on a comparison between what is received and what is sacrificed (Zeithaml, 1988). In commerce through live streaming, Wongkitrungrueng and Assarut (2020) distinguish three types of value, namely utilitarian value derived from useful product information, attractive prices, and ease of shopping; hedonistic value derived from pleasure and entertainment; and symbolic value derived from the sense of being part of the streamer community and self-expression. Live broadcasts that provide these benefits make the shopping experience more informative and interesting than conventional online catalogs (Chen & Lin, 2018).

The value provided during the broadcast also serves as a signal of seller trust. Detailed and accurate product information and visual demonstrations directly reduce information asymmetry and allow consumers to assess whether the product matches its description (Lu & Chen, 2021; Zhang et al., 2020). When consumers repeatedly obtain these benefits, they conclude that sellers are able and willing to deliver on what is promised. Wongkitrungrueng and Assarut (2020) empirically prove that the perceived value of consumers from live streaming increases their trust in products and sellers, which in turn increases customer engagement. In line with that, Chandruangphen et al. (2022) found that the attributes of live streaming that make product information clearer and more credible strengthen consumer trust.

In the Indonesian context, Rahmita and Albari (2025) found that the utilitarian and symbolic value of live streaming significantly increases trust in products and sellers. Therefore, consumers who feel that live streaming provides useful information, reasonable prices, and a pleasant experience are expected to have higher trust in sellers.

H2: The perceived value of live streaming has a positive effect on trust.

The Influence of Trust on Purchase Intent

Trust is the main mechanism to overcome the risks inherent in online transactions, as consumers cannot physically inspect products or meet sellers in person (Gefen et al., 2003). Kim et al. (2008) found that consumer trust directly increases purchase intent while lowering perceived risk, which in turn encourages purchases. In the context of social commerce, Hajli (2015) shows that trust formed through

social interaction on a platform significantly increases consumer intention to buy.

Research on live streaming commerce consistently confirms this relationship. Lu and Chen (2021) found that trust in products and streamers formed during broadcast increases consumer purchase intent. Guo et al. (2021) showed that customer trust in streamers and products fosters quickly formed personal relationships (swift *guanxi*) that drive customer engagement, including purchasing behavior, and Chandruangphen et al. (2022) found that trust in sellers and products increases shopping intention. Research in Indonesia also reported a similar pattern, both in TikTok influencers (Prasetyo & Sobari, 2024) and in live streaming buyers from Generation Z and Millennials (Kesumahati et al., 2025).

H3: Trust has a positive effect on purchase intention.

The Influence of Streamer Interaction on Purchase Intent

In addition to building trust, interaction with streamers can also directly stimulate the desire to buy. Real-time communication creates a sense of social presence and psychological closeness, so that viewers feel as if they are shopping with a salesperson in a physical store. Sun et al. (2019) found that affordance metavoicing and guidance shopping on live streaming increase consumer immersion and presence, which in turn increases purchase intent. Zhang et al. (2020) show that live video streaming reduces the psychological distance between consumers and products, thereby increasing purchase intent. Kang et al. (2021) also prove that interactivity in live streaming commerce directly drives customer engagement behavior, and Chen and Lin (2018) found that social interaction is one of the main reasons viewers continue to use live streaming.

In the Indonesian context, Vidyanata (2025) found that parasocial interactions with hosts directly trigger the drive to buy, and Erwin et al. (2026) affirmed the important role of influencers who interact with the audience during live broadcasts in driving sales. Therefore, interactions are expected to increase purchase intent directly, not just through trust.

H4: Streamer interaction has a positive effect on purchase intent.

The Effect of Perceived Live Streaming Value on Purchase Intent

Value-based consumer behavior theory states that consumers will buy when the perceived benefits outweigh the sacrifices made, so that the perceived value is a direct antecedent of purchase intention (Zeithaml, 1988; Kotler et al., 2022). In live streaming commerce, value is provided within the broadcast itself, through detailed product explanations, prices and special vouchers for live broadcasts, and entertaining content, so that the benefits are immediately visible to the audience when making decisions.

Empirical research in various countries supports this direct relationship. Ma et al. (2022), who applied the S-O-R framework to live streaming commerce in China, found that live streaming features increase consumer-perceived value, which directly increases purchase intent. Wongkitrungrueng and Assarut (2020) found that the utilitarian, hedonistic, and symbolic value of live streaming increases customer engagement with sellers, while Zhang et al. (2020) show that richer product information through live video increases purchase intent. In Indonesia, Rahmita and Albari (2025) found that utilitarian and symbolic value increases repurchase intent through live streaming.

H5: The perceived value of live streaming has a positive effect on purchase intent.

The Role of Trust Mediation

According to the S-O-R framework, environmental stimuli influence behavioral responses through individual internal conditions (Mehrabian & Russell, 1974). In live streaming commerce, trust is one of the organismal variables that is most often researched as a link between broadcast features and consumer responses. Lu and Chen (2021) show that trust mediates the influence of the instructions delivered during the broadcast on purchase intent. Wongkitrungrueng and Assarut (2020) found that trust mediates the influence of live streaming value on customer engagement, and Hajli (2015) shows that trust passes on the influence of social commerce constructs on purchase intent.

Following the logic of mediation analysis (Zhao et al., 2010), if streamer interaction and perceived live streaming value increase trust (H1 and H2), and trust increases purchase intention (H3), then these two stimuli are estimated to affect purchase intention indirectly through trust.

Kesumahati et al. (2025) also identified trust as a central mediator between interaction and purchase intent in Generation Z and Millennial live streaming buyers in Indonesia.

H6: Trust Mediates the Influence of Streamer Interaction on Purchase Intent

H7: Trust Mediates the Influence of Perceived Live Streaming Value on Purchase Intent

The perceived value of live streaming describes consumers' assessment of the benefits obtained while participating in live streaming activities, both in the form of utilitarian, hedonic, or social value benefits. When consumers get complete product information, attractive prices or promotions, pleasant shopping experiences, and social interactions that are considered beneficial, consumers tend to rate live streaming as an activity that provides value. However, the perceived value does not always directly produce purchase intent because consumers in online transactions still face uncertainty about the seller, product, and the suitability of the information provided. Therefore, trust can be a mechanism that connects perceived value with purchase intention. Wu and Huang (2023) found that perceived value consisting of utilitarian, hedonic, and social value affects consumer trust in live-streaming e-commerce. The study also proves that trust mediates the relationship between perceived value and continuous purchase intention.

This relationship is also supported by research on Indonesian consumers. A study published in Heliyon by Syamsuar and Witarsyah (2024) shows that utilitarian value and social value in live-streaming commerce are positively related to consumer trust, while trust is used as a

mediating variable in explaining purchasing behavior. Conceptually, when consumers consider live streaming to provide high benefits, transaction risk and uncertainty can be lower, so trust in products, sellers, and platforms is increasingly formed.

III. METHODE

This study uses a quantitative approach with an explanatory design to test the causal relationship between constructs (Sugiyono, 2022), quantitative, qualitative, and R&D research methods. Populasi penelitian adalah konsumen Generasi Z (lahir tahun 1997–2012) pengguna TikTok Shop. The sample was selected by purposive sampling with the following criteria: (1) being Generation Z, and (2) having purchased products through TikTok Shop live broadcasts in the last three months. A total of 80 valid answer samples were obtained. This sample size exceeded the minimum limit according to the ten-times rule, which is ten times the number of structural paths leading to one construct, namely $7 \times 10 = 70$ samples (Hair et al., 2022). Data were collected through an online questionnaire. Each construct was measured with nine reflective indicators using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The indicators were adapted from previous research as summarized in Table 1. Data were collected using a purposive sampling technique, in which is that before the data is sampled, the criteria are first determined to be Generation Z, shopping at the TikTok Shop with live streaming.

Table 1. Operational Definitions and Indicators

Construct	Indicator	Item	Source
Streamer Interaction (X1)	Real-time responses to comments and questions; two-way communication; on-demand product demonstrations; personalized explanations; host friendliness and closeness	X1.1– X1.9	Nugraha et al. (2024); Vidyanata (2025); Kesumahati et al. (2025)
Perceived Live Streaming Value (X2)	Useful product information; attractive prices and discounts; saving time and effort; pleasure of watching; a sense of belonging to a community of spectators	X2.1– X2.9	Rahmita & Albari (2025)

Trust (Z)	Competence of the seller; honesty of the seller; good faith of the seller; authenticity of the product and conformity with the description; security of the transaction	Z.1–Z.9	Gefen et al. (2003); Prasetyo & Sobari (2024)
Purchase Intent (Y)	Purchase intent via live broadcast; willingness to recommend; purchase preferences via live broadcast; search for product information displayed in Broadcast	Y.1–Y.9	Kotler et al. (2022); Kesumahati et al. (2025)

Source: Compiled by the author (2026)

Data were analyzed using PLS-SEM that is suitable for prediction-oriented research, models with mediating variables, and relatively small samples, and does not require normally distributed data (Hair et al., 2022). The analysis was carried out in two stages. The measurement model (outer model) was evaluated through indicator loading, internal consistency reliability (Cronbach's alpha, rho_A, and composite reliability), convergent validity (average variance extracted, AVE), and discriminant validity (cross-loading, Fornell-Larcker criteria, and heterotrait-monotrait ratio, HTMT). The structural model (inner model) was evaluated through collinearity (inner VIF), determination coefficient (R^2), effect size (f^2), and significance of path coefficients and indirect effect using bootstrapping with 5,000 subsamples (double-sided, $\alpha = 0.05$) (Hair et al., 2022; Henseler et al., 2015).

IV. RESULTS AND DISCUSSION

Descriptive Statistics

The average score of respondents was relatively high for all constructs on a five-point scale: streamer interaction ($M = 4.09$), perceived live streaming value ($M = 4.17$), trust ($M = 4.21$), and purchase intention ($M = 4.09$). The score showed that respondents generally rated TikTok Shop live broadcasts positively.

Evaluation of Measurement Models

In the initial estimate, the Y.3 indicator had the lowest loading for purchase intention (0.641), and the AVE of purchase intention was below the 0.50 limit. Therefore, Y.3 was excluded from the model so that the entire AVE value exceeded 0.50. Other indicators with loads between 0.654 and 0.690 (Z.1, Y.1, Y.4, Y.5, Y.6, and Y.7) were retained because their removal was not necessary to achieve adequate composite reliability and AVE (Hair et al., 2022). Table 2 shows that all other loadings exceeded 0.70.

Table 2. Outer Loading

Item	X1	Item	X2	Item	Z	Item	Y
X1.1	0,806	X2.1	0,849	Z.1	0,690	Y.1	0,664
X1.2	0,796	X2.2	0,822	Z.2	0,792	Y.2	0,784
X1.3	0,808	X2.3	0,760	Z.3	0,704	Y.4	0,679
X1.4	0,777	X2.4	0,753	Z.4	0,776	Y.5	0,679
X1.5	0,781	X2.5	0,757	Z.5	0,769	Y.6	0,690
X1.6	0,799	X2.6	0,816	Z.6	0,762	Y.7	0,654
X1.7	0,758	X2.7	0,827	Z.7	0,773	Y.8	0,786
X1.8	0,742	X2.8	0,761	Z.8	0,727	Y.9	0,796
X1.9	0,799	X2.9	0,767	Z.9	0,770		

Table 3 shows that Cronbach's alpha, rho_A, and composite reliability values of the entire construct exceed 0.70, and the overall AVE

values exceed 0.50. Thus, the reliability of internal consistency and convergent validity are met.

Table 3. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Streamer Interaction (X1)	0,922	0,924	0,935	0,617
Live Streaming Value (X2)	0,925	0,928	0,938	0,626
Trust (Z)	0,904	0,905	0,921	0,566
Purchase Intent (Y)	0,866	0,882	0,895	0,516

Source: Data processed with PLS-SEM (2026)

The validity of the discriminant was tested with three criteria. First, each indicator had a higher load on its own construct than on the other construct (cross-loading). Second, Table 4 indicates that HTMT values range from 0.594 to 0.850, all below the 0.90 limit for conceptually similar constructs (Henseler et al., 2015). Third, based on the Fornell-Larcker criteria (Fornell & Larcker, 1981), the square root of the AVE for

trust (0.752) is slightly lower than its correlation with the perceived live streaming value (0.782). Since the Fornell-Larcker criteria are known to be less sensitive than HTMT (Henseler et al., 2015) and all HTMT values are acceptable, the discriminant validity is declared to be met. However, the high correlation between trust and perceived value is still noted in interpreting structural results.

Table 4. Discriminant Validity: Fornell-Larcker and HTMT Criteria

Construct	X1	X2	Z	Y
Streamer Interaction (X1)	0,785	(0,792)	(0,816)	(0,594)
Live Streaming Value (X2)	0,741	0,791	(0,850)	(0,710)
Trust (Z)	0,746	0,782	0,752	(0,599)
Purchase Intent (Y)	0,552	0,664	0,551	0,719

Note: The value of the diagonal is the square root of the AVE; the value below the diagonal is the correlation between constructs; the value in parentheses above the diagonal is the HTMT ratio. Source: Data processed with PLS-SEM (2026)

Structural Model Evaluation

The inner VIF values range from 2.221 to 3.059, below the limit of 5, so the collinearity between predictor constructs is not critical. However, a VIF value slightly above 3 in the purchase intent predictor indicates a considerable mutual variance between trust and the perceived value of live streaming (Hair et al., 2022).

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Table 5. Collinearity, Coefficient of Determination, and Effect Size

Jalur	Inner VIF	f ²	Construct endogenous	R ²	R ² Adjusted
X1 → Z	2,221	0,188	Trust (Z)	0,673	0,665
X2 → Z	2,221	0,355	Trust (Z)	0,673	0,665
Z → Y	3,059	0,001	Purchase Intent (Y)	0,449	0,427
X1 → Y	2,639	0,010	Purchase Intent (Y)	0,449	0,427
X2 → Y	3,009	0,183	Purchase Intent (Y)	0,449	0,427

Source: Data processed with PLS-SEM (2026)

The two indirect effects through trust were insignificant: streamer interaction → trust → purchase intention ($\beta = 0.011$; $t = 0.132$; $p = 0.895$; 95% CI $[-0.119; 0.212]$) and the perceived live streaming value → trust → purchase intent ($\beta = 0.015$; $t = 0.127$; $p = 0.899$; 95% CI $[-0.247; 0.226]$). Thus, H6 and H7 are not supported.

Referring to the typology of Hair et al. (2022), the relationship between perceived value and purchase intention is a direct-only effect (without mediation), while for streamer interactions, no direct or indirect effect on purchase intention was found. The effect of the total perceived value of live streaming on purchase intent was 0.565 ($t = 4.043$; $p < 0.001$).

Table 7. Indirect Influence (Bootstrapping, 5,000 Subsamples)

Hip.	Jalur	β (O)	M	SD	t	p	95% CI	Resultt
H6	X1 → Z → Y	0,011	0,023	0,083	0,132	0,895	$[-0,119; 0,212]$	Not supported
H7	X2 → Z → Y	0,015	0,010	0,118	0,127	0,899	$[-0,247; 0,226]$	Not supported

Source: Data processed with PLS-SEM (2026)

Discussion

Streamer Interaction, Perceived Value, and Trust

The acceptance of H1 and H2 confirms that both live broadcast stimuli build consumer trust, in line with the S-O-R framework. Real-time interaction allows Generation Z viewers to test seller claims directly and observe how sellers respond, which is a signal of competence and honesty. These findings are in line with Kesumahati et al. (2025) who identified interaction as a trust driver, as well as Prasetyo and Sobari (2024), who found that the characteristics of TikTok content creators increase the trust of their followers. The perceived value of live streaming is a stronger confidence driver ($\beta = 0.508$ compared to $\beta = 0.370$), consistent with Rahmita and Albari (2025) who show that utilitarian and symbolic value increases trust in products and sellers. Together,

the two stimuli explain two-thirds of the trust variance, which suggests that trust in TikTok Shop is mostly formed during broadcasts.

Trust and Intent to Buy

In contrast to H3 and most previous studies (Prasetyo & Sobari, 2024; Kesumahati et al., 2025), trust has no effect on purchase intent after the perceived value of live streaming is taken into account. There are two possible explanations. First, for Generation Z consumers who are already familiar with TikTok Shop, platform-level protections such as ratings, return policies, and in-app payments can make trust in sellers a basic condition, not a differentiating factor; respondent trust is equally high ($M = 4.21$) so the variation is small to explain the difference in purchase intent. Second, trust and perceived value are strongly correlated ($r = 0.782$). When both are included in the model, the value that

consumers receive absorbs the obvious power that trust should have. Thus, trust appears to be a necessary but not sufficient condition: consumers need to trust sellers, but they buy because broadcasts offer value. This interpretation is consistent with the high cart abandonment rates reported by Kenang et al. (2026), which suggests that engaged and likely to believe viewers often do not complete a purchase.

Direct Influence on Purchase Intention

The acceptance of H5 shows that the perceived value of live streaming is the main driver of purchase intent, with the largest total effect in the model. Useful product information, attractive prices, and a pleasant viewing experience directly convert viewers into potential buyers, in line with Rahmita and Albari (2025). In contrast, streamer interactions did not increase direct purchase intent (H4 was not supported). These results differ from Vidyanata (2025), who found that proximity to the host directly triggered impulsive buying impulses, but are consistent with Kesumahati et al. (2025), who found that interaction had no direct effect on purchase intent. A possible explanation is that this study measures planned buying intent, not impulsive impulse: interactions make viewers trust sellers, but considered purchase intent requires a truly valuable offer.

The Role of Trust Mediation

Because trust has no effect on purchase intent, trust cannot pass on the influence of both stimuli (H6 and H7 are not supported). This finding is different from Kesumahati et al. (2025), who identified trust as a central mediator in Generation Z and millennial live streaming buyers. The difference can be sourced from the context of the platform, as this study focuses on TikTok Shop which integrates content and commerce closely, as well as from the inclusion of perceived value as a competitor path. These results hint that in TikTok Shop, the S-O-R chain in Generation Z consumers works through two separate pathways: the trust-forming pathway (interaction

and trust → value) and the value-giving pathway (value → purchase intent). Only the second pathway converts the audience into a buyer.

V. CONCLUSION

This study concludes that streamer interaction and perceived live streaming value have a significant effect on increasing Generation Z consumer trust in TikTok Shop, and perceived live streaming value is the only construct that directly increases purchase intent. Trust has no significant effect on purchase intent and does not mediate the influence of streamer interaction or perceived live streaming value. For Generation Z TikTok Shop users, trust is formed during live broadcasts, but purchase intent is driven by the value provided by the broadcast.

Theoretically, this study sharpens the application of the S-O-R framework to trading through live streaming by showing that live streaming stimuli play two different roles: interaction primarily builds trust, while perceived value builds trust while driving direct purchase intent. These results also question widespread assumptions regarding the central mediating role of trust (Kesumahati et al., 2025) and hint that trust may serve as a basic condition in experienced Generation Z users on platforms with strong built-in protections.

Practically, sellers and brand owners on TikTok Shop should design live broadcasts with a focus on the value provided: clear and useful product information, transparent and competitive prices or special live vouchers, and an entertaining format that is worth watching. Streamers need to stay active in responding to viewers because interactions build trust, but interactions should be tied to concrete offers, such as answering questions with demonstrations and then providing a limited-time discount, so that trust turns into purchase intent. Evaluation of the performance of a live session should rely not only on engagement metrics, but also on value and conversion indicators.

The study had several limitations. First, the sample of 80 respondents met the rule ten times but limited the strength of the statistics, so small effects such as the direct influence of streamer interactions might not be detected. Second, purposive sampling of TikTok Shop users limited generalizations to other platforms and generations. Third, the Fornell-Larcker criteria were not fully met for perceived trust and value,

reflecting the conceptual proximity of the two constructs. Fourth, the self-reported cross-sectional data by respondents measured intent, not actual purchasing behavior.

Further research is suggested using a larger, probability-based sample, comparing TikTok Shop with other live streaming platforms such as Shopee Live, as well as breaking down perceived value into utilitarian, hedonistic, and symbolic dimensions to identify the types of value that most drive purchase intent. Further research can also test other mediators, such as perceived risk or hesitancy at checkout (Kenang et al., 2026), and measure actual purchase behavior.

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