

Digital Marketing Strategy and Purchase Decisions on TikTok Shop: E-Trust as a Mediator

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ABSTRACT

This study aims to examine and analyze the influence of live streaming selling, affiliate marketing, and social media influencers on purchasing decisions on the TikTok Shop e-commerce platform in Semarang City, with E-Trust as a mediating variable. This phenomenon is driven by the increasing trend of e-commerce transactions in Indonesia and the significant development of online sales features, which triggers a shift in consumer behavior. The approach used is quantitative with an explanatory research method, where data was collected through questionnaires from 385 respondents who are TikTok Shop users in Semarang. The data analysis technique involves Outer Model and Inner Model tests using SmartPLS 4.0 to evaluate the mediating role of E-Trust. The results of the hypothesis analysis prove that live streaming selling, affiliate marketing, and social media influencers are all proven to have a positive and significant effect on E-Trust. Furthermore, E-Trust is also proven to have a positive and significant effect on Purchasing Decisions. Specifically, E-Trust is proven to be able to mediate the relationship between live streaming selling and social media influencers on Purchasing Decisions. These findings are expected to provide theoretical contributions to the development of digital marketing science and offer practical implications for business actors in designing more effective promotional strategies on e-commerce platforms.

Keywords: Live Streaming Selling, Affiliate Marketing, Social Media Influencer, E-Trust, Purchase Decision.

JEL Classification: A15, B12, V6.

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INTRODUCTION

The development of information and technology, particularly in the e-commerce

business or online buying and selling platforms, continues to increase, leading to intense business

competition. This forces manufacturers to consider how they can survive and compete more creatively and innovatively. One way for a company to compete is by utilizing information and technology as a sales promotion tool to launch brands, expand markets, conduct transactions, and even sell

through e-commerce. Business transactions conducted through electronic networks, such as the internet, are known as e-commerce. E-commerce open to anyone with an internet-connected device (Emeralda et al., 2020).

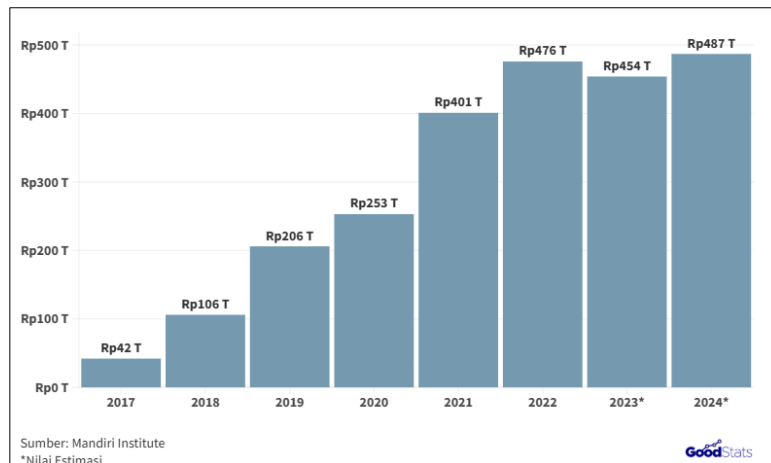


Figure 1.
Value of E-Commerce Transactions in Indonesia (2017-2024)

According to the Cashing in on the Digital Boom report (Mandiri Institute, 2025), the value of e-commerce transactions in Indonesia has continued to show a positive trend since 2017 and will reach IDR 487 trillion in 2024. This phenomenon indicates that digitalization has shifted Indonesian consumer behavior from conventional buying and selling systems to online-based transactions. One of the rapidly growing e-commerce platforms is TikTok Shop, a shopping feature integrated directly into the TikTok social media application. Through the shoppertainment concept, TikTok Shop combines entertainment and buying and selling transactions, allowing consumers to interact directly with sellers and content creators. However, amidst intense competition from large platforms such as Shopee, Tokopedia, and Lazada, TikTok Shop needs to implement innovative digital marketing strategies to be able to increase consumer purchasing decisions. Tight competition requires strategies in promoting its products such as social media

influencers and affiliates. marketing. Gramedia.com explains the difference between affiliate marketing and influencer marketing. Influencer revenue is determined by both parties and is usually paid upfront, while affiliate marketing relies on commission (Susanto, 2022). TikTok Shop also innovated to enhance its offerings through the TikTok Affiliate program after recognizing the potential of affiliate marketing tactics. Through a no-contract partnership, this program aims to increase TikTok brand awareness while mitigating risks. Affiliate-generated content can be shared freely on any social media network. YouTube, Instagram, and TikTok are all social media sites that can support TikTok Shop's affiliate marketing efforts. Affiliate marketing on social media can take the form of videos, such as unboxings or reviews. Because affiliates simply promote other people's products, affiliate marketing tactics offer several benefits, including no production costs, no staff required, no product inventory, and no order handling. However, this

approach has drawbacks, including high levels of affiliate competition and a dependence on manufacturers or other parties for revenue (Kamsiyah et al., 2024).

Social media influencers can be an effective marketing platform for business organizations. Through influencers, businesses can interact directly with potential and existing customers, as well as gather feedback on specific products (Irianto, 2020). According to Casaló et al. (2020), well-known social media users who gain followers through a visible online presence are known as influencers. Influencers are used in marketing with the aim of influencing consumers and fostering positive perceptions of online sellers. Companies often utilize influencers' social media activities to reach specific target consumers with their messages or goals. Influencers can be sourced from celebrities or artists with a large social media following.

Today, businesses have an alternative way to gain customer trust when shopping online: live streaming on social media and e-commerce platforms. Businesses can offer products directly, provide comprehensive product information, respond to questions, or interact with potential customers by leaving comments, sending messages, or other direct reactions within a limited time thanks to live streaming features on social media and marketplaces (Kamsiyah et al., 2024). Live Streaming used in various contexts, including fashion promotional events, tutorial events, webinar events and so on. Not only that, live streaming Tiktok Shop is the latest feature innovation to be able to compete with e-commerce Shopee. TikTok Shop also consistently offers attractive discounts, including shipping costs and per-item discounts during live streams. streaming that is no less competitive than Shopee. The advantage of Live Streaming is that it can be done anywhere and anytime as long as it is connected to

the internet and sellers and buyers can interact in real time and do not need to be edited first and no less important can see the product in real time without engineering besides this strategy has disadvantages namely limited interaction, poor content quality can make viewers lose interest and not interested in buying products, dependence on the internet network (Kamanda, 2023).

Trust in the context of online transactions is known as e-trust, which is consumer confidence in the security, veracity, and credibility of sellers and e-commerce systems. Various digital marketing activities on TikTok Shop, such as information transparency in live streaming, recommendations from affiliates, and the credibility of social media influencers, play a crucial role in shaping consumer e-trust. This trust is a psychological factor that can reduce the perception of risk and distance in online shopping, thus encouraging consumers to make purchasing decisions. Previous research conducted by Rosniati et al. (2023) found that live streaming increases consumer trust, which significantly impacts purchasing decisions. Meanwhile, research by Adinda et al. (2024) found that affiliate marketing has a positive and significant effect on consumer trust. Adinda & Pramono (2024) found that social media influencers have a significant positive effect on customer trust. Previous research by Indra et al. (2022) found that trust has a positive and significant effect on purchasing decisions.

Based on the theory of consumer behavior and digital marketing, and supported by previous research findings, e-trust not only has a direct influence on purchasing decisions, but also acts as a mediating variable that bridges the influence of live streaming sales, affiliate marketing, and social media influencers on purchasing decisions. Therefore, this study places e-trust as a mediating variable to explain the mechanism of the influence of digital marketing strategies on consumer purchasing decisions on TikTok Shop e-commerce

in Semarang City. Therefore, the author is interested in conducting a study with the title "The Influence of Live Streaming Selling, Affiliate Marketing, and Social Media Influencers on Purchasing Decisions at TikTok Shop in Semarang with E-Trust as a mediating variable".

LITERATURE REVIEW

Live Streaming Selling

Real-time social interaction into e-commerce are known as live streaming. Customers can interact with sellers by leaving comments on the comments feature, which scans the screen in real-time (Song & Liu, 2021). Live Streaming Selling is the activity of sellers in offering products directly through digital media and communicating with buyers through a digital platform (Hulu & Christiarini, 2023). According to Sholikah & Ahmadi, (2024) the indicators used in measuring the variables are:

1. Attractiveness (attractiveness)
Video quality, audio clarity, and completeness of product information all contribute to the appeal of live streaming
2. Trustworthiness (trust)
Factors including transaction security, transparency of product information, and host trustworthiness all contribute to consumer confidence in live streaming
3. Expertise (skill)
Product expertise, communication skills, and charisma are all indicators of a presenter's ability to communicate product information effectively.
4. Purchase Convenience (Ease of purchase)
Simplicity of purchasing goods through live Streaming can be seen from elements such as transaction procedures, payment methods, and delivery services.

Affiliate Marketing

Affiliate Marketing is a collaborative activity between organizations and companies to gain benefits for both parties through agreements in product advertising activities (Susanto, 2022). Affiliate According to Karina et al. (2023), marketing is an online buying and selling transaction activity via e-commerce media by advertising products or services to generate commissions. According to Susanto (2022), there are three affiliate indicators of consumer purchasing interest :

1. Effectiveness
Affiliates will be effective if they respond and are accurate with the market.
2. Efficiency
Affiliate will be efficient if it suits your needs and is easy to access.
3. Adaptability
Affiliates will be adaptive if they can keep up with the times.

Social Media Influencer

Social media is a description of online media resources used by people to develop content such as videos, photos, images, writing, inspiration, humor, and insight (Drury, 2008). According to Amalia & Sagita (2019) The word influencer comes from the word influence, which means influence, meaning the power to influence someone, something, or a situation. Indicators Social Media Influencer according to (Wijayanti et al., 2024) is Expertise (Expertise), Trustworthiness (Credibility / Honesty), Attractiveness (Attractiveness), Similarity (Similarity). As for the influencer category based on the name and number of followers according to Ellora (2019), namely:

1. Nano Influencers (500 - 1000 followers)
Influencers can increase the trust of their followers by getting to know them better

2. Micro Influencers (1000 - 100,000 followers)
Micro influencers are widely known in a particular industry. Micro influencer often have a loyal following and are considered credible because of their reputation as experts or specialists in a particular field.
3. Macro Influencer (100,000 - 1,000,000 followers)
Due to their wider reach, this type of influencer is likely the most common and is often considered the best for brands.
4. Mega Influencer (>1,000,000 followers)
Mega influencers, also known as premium influencers or celebrity influencers, are typically chosen for large-scale campaigns or promotions with the goal of increasing exposure because, while celebrities typically have over a million Instagram followers, mega influencers typically have little interaction.

E-Trust

E- trust is the consumer's sense of trust in service or product providers that they trust and can be held responsible for fulfilling their promises according to consumer expectations online (Liani & Yusuf, 2021). According to McKnight et al. (2002) in research conducted by Abrar et al. (2025) E- trust can be measured by 3 indicators, namely:

1. Competence (competence)
online site company's ability and expertise in providing quality products or services. Consumers trust that the company has the ability to meet their needs.
2. Benevolence
The extent to which a company or online site is perceived as having good intentions and caring about consumers' interests. Consumers trust that the company will not take actions that harm them.

3. Integrity (Integrity).
The extent to which a company or online site is perceived as having strong principles and values, as well as being transparent and honest in its transactions. Consumers trust that companies will fulfill their promises and commitments.

Buying decision

Purchasing decisions are the steps consumers take to fulfill their needs and achieve satisfaction (Kotler & Keller, 2016). According to Tambunan (2012), purchasing decisions are consumers' final choices, which are fulfilled according to their desires and needs. To determine purchasing decisions, the following indicators can be used, as taken from (Anisa et al., 2022):

- a. Problem recognition
The first stage in the purchasing process is when consumers recognize a need or problem that needs to be solved. Consumers may realize they need a product or service to fulfill their need.
- b. Information search (Information search)
After identifying a problem, consumers will seek information about products or services that can meet their needs. Consumers can seek information from various sources, such as family, friends, advertisements, or reviews online.
- c. Alternative evaluation (Alternative) evaluation)
At this stage, consumers will evaluate various product or service alternatives available to meet their needs. Consumers will consider factors such as price, quality, features, and product benefits.
- d. Make a product purchase (Make a product purchase)
After evaluating alternatives, consumers will make a purchasing decision and

complete the transaction. Consumers may choose to purchase the product online or offline.

- e. Post-purchase behavior (Post purchase behavior)

After making a purchase, consumers will experience post-purchase behaviors, such as satisfaction or dissatisfaction with the product. Post-purchase behaviors can influence future consumer purchasing decisions.

Research Framework

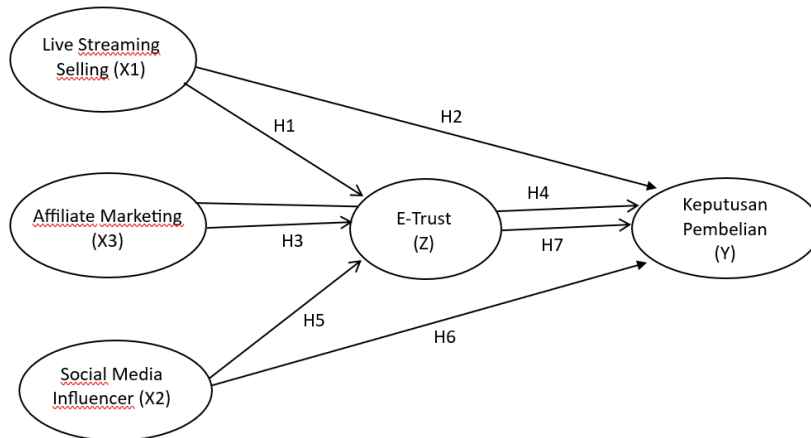


Figure 2
Empirical Model (Source, 2025)

METHODOLOGY

Population and Sample

The method applied in this research is quantitative, by collecting primary data through a Likert scale-based questionnaire, as well as secondary data obtained from literature reviews.

1. Population

A population is an object or subject with certain characteristics selected by a researcher for analysis and conclusions. The population in this study was the people of Semarang City who had used the TikTok Shop app for online shopping. This study uses a non-probability population because its size is unknown.

2. Sample

The sampling technique in this study used purposive sampling. According to Sugiyono (2017), purposive sampling is a probability sampling technique carried out with certain

predetermined criteria. Because the population of TikTok Shop application users in Semarang City is unknown, the technique for determining the number of samples uses the Lemeshow (1997) formula as follows:

$$n = \frac{z^2 \times P (1 - P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,05^2} = 384,16$$

Information:

N = Number of Samples

Z = Standard Value = 1.96

p = Maximum estimate = 50% = 0.5

d = Alpha (0.10) or sampling error = 5% = 0.05

Based on these calculations, the minimum sample size required for this study was 384.16 respondents. Because the sample size must be a whole number, the number was rounded to 385 respondents. Determining the sample size using the

Lemeshow formula is considered appropriate because it provides a representative sample size in research with an uncertain population (Lemeshow et al., 1997).

This research must have a minimum of 385 respondents with the following provisions:

1. Men/Women aged over 18 years.
2. Using the TikTok Shop application for online shopping.
3. Located in Semarang City

Data Source

The data sources in this study are as follows:

1. Primary Data

Primary data can be defined as data obtained from the first source, whether from individuals/personalities, for example the results of interviews, or from the results of filling out questionnaires conducted by researcher Umar (2013). In this study, the primary data source was obtained through questionnaires given by researchers to respondents who met the requirements relating to live variables. streaming selling, affiliate marketing, social media influencers, e- trust, and purchasing decisions.

2. Secondary Data

According to Wardiyanta (2017), secondary data is additional data obtained, but not directly from the source, but from a second or third party, and so on. In this study, secondary data sources were obtained during the research process and can be used as supporting sources for primary data. Secondary data is obtained by searching for data, information, or documents.

Method of collecting data

In obtaining data, a method is needed to obtain the data that will be searched for and processed later, the following data collection methods in this study are:

1. Questionnaire

In this study, the questionnaire was created using a list of statements (closed-ended questionnaire) and a Likert scale. Five options were used in this study, with a score range of 1 to 5 for each research variable, with the following provisions:

Table 1
Likert Scale Assessment

Criteria	Score	Information
SS	5	Strongly agree
S	4	Agree
C	3	Quite Agree
TS	2	Don't agree
STS	1	Strongly Disagree

Source: processed primary data, 2025

2. Literature review

In this study, literature review was conducted using references and documents related to the research. The literature review was taken from official, credible sources that present facts regarding the required information.

Analysis Design

The data analysis design in this study uses SmartPLS version 4.0 with the Structural method. Equation Modeling (SEM).

1. Outer Model Test

The test sequence in the outer model is as follows:

a. Convergent Validity

Convergent validity test can be seen from the loading value factor for each construct indicator. The condition usually used to assess convergent validity is the loading value factor must be > 0.70 .

b. Discriminant Validity

discriminant validity test aims to test the level of difference between latent constructs and other constructs, which can be seen in the Fornell value. Larckel Criterion. The method that can be used is

to compare several construct values, but the target construct value must have a greater value than the other construct values.

- c. Composite Reliability (Cr)
Composite Test Reliability is a measurement used to assess reliability. A construct can be said to have a high reliability value if its reliability value is > 0.70.
- d. Cronbach's Alpha
Cronbach's test Alpha is a measure of internal reliability that shows how consistently the indicators in a construct (latent variable) measure the same thing. To measure this reliability test, look at the Cronbach's α value. α namely > 0.70.
- e. Average Variance Extracted (AVE)
Average Test Variance Extracted used in this study to measure whether all existing indicators can be used to measure the construct value, the condition is that the AVE value must be > 0.50.

2. Inner Model Analysis

Some of the calculations carried out in the inner model analysis are as follows:

- a. R- Square Test
R - Square test is a value that shows how much influence the independent variable has on the dependent variable. According to Hair et al (in Andreas Wijaya, 2019:101) explains that a value of 0.75 is stated as strong, a value of 0.50 is stated as moderate, and a value of 0.25 is stated as weak.
- b. F- Square Test
The strength of the relationship between the independent latent variable and the dependent latent variable is indicated by the F- Square

test value. The three components that make up the F- Square value are a value of 0.02 indicating a weak influence of the latent predictor variable, a value of 0.15 indicating a moderate influence, and a value of 0.35 indicating a large influence.

Hypothesis Testing

Hypothesis testing can be obtained through the t-statistic value and probability value. If a hypothesis is tested using a statistical value for alpha 5%, the t-statistic value used is 1.96. Thus, a hypothesis can be said to be accepted or rejected when H_a is accepted and rejected when a t-statistic is greater than 1.96 (>1.96). Meanwhile, for hypothesis testing based on probability values, the hypothesis is said to be accepted if H_a has a value of less than 0.05 ($p < 0.05$).

RESULT AND DISCUSSION

Descriptive Analysis

Next, the researcher will explain the data from the respondents, including information on characteristics such as gender and age. This analysis is presented in the following table:

Table 2

Respondent Characteristics Based on Gender

No.	Characteristics	Frequency	Percentage (%)
1.	Man	174	45.2%
2.	Woman	211	54.8%
	Total	385	100%

Source: Processed Primary Data, 2025

The table 2 above shows that the number of female respondents (211 people, or 54.8%) is higher than the number of male respondents (174 people, or 45.2%). This indicates that the proportion of TikTok Shop app users is dominated by women compared to men, as women spend more time shopping online due to its efficiency, practicality, and ease.

Table 3
Respondent Characteristics Based on Age

No.	Characteristics	Frequency	Percentage (%)
1.	Less than (<18Years)	15	3.9%
2.	Over (>18Years)	370	96.1%
	Total	385	100%

Source: Processed Primary Data, 2025

Based on the age grouping of respondents in Table 3 above, it can be seen that the majority of respondents who are TikTok Shop app users are in Semarang City, namely 370 people (96.1%). This indicates that TikTok Shop app users in Semarang City are mostly over 18 years old and more active. At that age, people often have busy schedules or activities that allow users to shop online to save time and be more efficient than shopping in a brick-and-mortar store.

Outer Model Test

The first step in the analysis using Partial Least Square (PLS) is used to test the outer model measurements. The purpose of the outer model analysis is to determine the relationship between hidden constructs and external model indicators. The software used in this test is SmartPLS version 4.0. In this study, it can be seen that the results of the outer model SmartPLS The algorithm is as shown in the following image

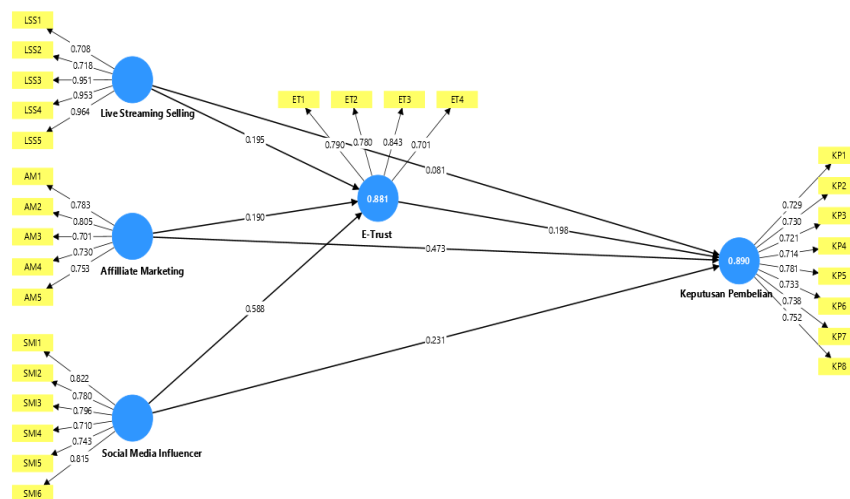


Figure 3. Outer Model PLS Algorithm
Source: Primary data processed by SmartPLS 4.0 (2025)

1. Convergent Validity

Convergent testing validity using outer model analysis which refers to the scores of the factor loadings on the latent variables in each indicator. Convergent Validity is used in this study to prove that the questions in each

latent variable can be easily understood by respondents. The correlation value in convergent Validity can be said to be valid if the correlation value is more than 0.70 (>0.70). In this study, a convergent test was conducted. validity with results as in the following table:

Table 4
Loading Results Factor

Indicator	Live Streaming Selling	Affiliate Marketing	Social Media Influencer	E-Trust	Buying decision	Conclusion
LSS1	0.708					Valid
LSS2	0.718					Valid
LSS3	0.951					Valid
LSS4	0.953					Valid
LSS5	0.964					Valid
AM1		0.783				Valid
AM2		0.805				Valid
AM3		0.701				Valid
AM4		0.730				Valid
AM5		0.753				Valid
SMI1			0.822			Valid
SMI2			0.780			Valid
SMI3			0.796			Valid
SMI4			0.710			Valid
SMI5			0.743			Valid
SMI6			0.815			Valid
ET1				0.790		Valid
ET2				0.780		Valid
ET3				0.843		Valid
ET4				0.701		Valid
KP1					0.729	Valid
KP2					0.730	Valid
KP3					0.721	Valid
KP4					0.714	Valid
KP5					0.781	Valid
KP6					0.733	Valid
KP7					0.738	Valid
KP8					0.752	Valid

Source: Primary data processed by SmartPLS 4.0, (2025)

Based on the results of data processing in table 4.9 that has been carried out, the Live Streaming variable Selling, Affiliate Marketing, Social Media Influencer, E-Trust, and Purchasing Decisions has a factor loading value of more than 0.70. This indicates that all indicators in this study are valid. Therefore, this study has met the standards or

requirements for validity testing for use in further research.

2. Discriminant Validity

Testing the level of difference between latent constructs and other constructs is the goal of discriminant validity testing. This can be seen in the Fornell value. Larckel Criterion. The following is a table of validity fornell larckel criteria:

Table 5
Discriminant Test Results Validity

Variables	Affiliate Marketing	E-Trust	Buying decision	Live Streaming Selling	Social Media Influencer
Affiliate Marketing	0.786				
E-Trust	0.759	0.840			

Buying decision	0.702	0.732	0.795		
Live Streaming Selling	0.638	0.612	0.618	0.995	
Social Media Influencer	0.706	0.698	0.769	0.654	0.810

Source: Primary data processed by SmartPLS 4.0, (2025)

Table 4.10 above shows that the root value is higher than the correlation between latent variables, so that the discrimination validity is valid and meets the validity test standards.

3. Composite Reliability (Cr)

Composite Reliability is used to measure whether a construct has good reliability or not. A construct can be said to have good reliability if it has a value of more than 0.70. In this study, the test results obtained were Composite Reliability as in the following table:

Table 6
Composite Test Results Reliability (Cr)

Variables	Composite Reliability	Note:
Live Streaming Selling	0.937	Reliable
Affiliate Marketing	0.869	Reliable
Social Media Influencer	0.902	Reliable
E-Trust	0.861	Reliable
Buying decision	0.905	Reliable

Source: Primary data processed by SmartPLS 4.0 (2025)

Based on the table above, it can be seen that the indicator value for all variables is more than 0.70 (>0.70), which indicates that all variables have fulfilled the requirements for good reliability testing according to the provisions.

4. Cronbach's Alpha

Cronbach's Alpha is a measure of internal reliability that shows how consistently the indicators in a construct (latent variable) measure the same thing. To measure this reliability test, look at the Cronbach's α value. α which is more than 0.70 (>0.70). The following is a Cronbach's table alpha research variable indicators:

Table 7
Cronbach's Test Results Alpha

Variables	Cronbach's Alpha	Information
Live Streaming Selling	0.912	Reliable
Affiliate Marketing	0.812	Reliable
Social Media Influencer	0.870	Reliable
E-Trust	0.785	Reliable
Buying decision	0.880	Reliable

Source: Primary data processed by SmartPLS 4.0 (2025)

The table above shows that all research variable indicators are reliable and meet test standards. This is evidenced by the Cronbach's α value. α on each variable is above 0.70 (>0.70).

5. Average Variance Extracted (AVE)

Average Variance Extracted used in this study to measure whether all existing indicators can be used to measure the construct value, the requirement is that the AVE value must be more than 0.50 (>0.50). In the research that has been conducted, the AVE value obtained is as in the following table:

Table 8
Average Test Results Variance Extracted

Variables	Average Variance Extracted (AVE)
Live Streaming Selling	0.752
Affiliate Marketing	0.570
Social Media Influencer	0.607
E-Trust	0.609
Buying decision	0.544

Source: Primary data processed by SmartPLS 4.0 (2025)

Based on the research that has been conducted, the results obtained as in the table above show that all variables have an AVE value of more than 0.50 so that all existing indicators can be used to measure the value of the construct.

Inner Model Analysis

After conducting the outer model analysis which was carried out using convergent calculations validity, discriminant validity, composite reliability, and average variance extracted, it can be concluded that each construct

has met the criteria. The next stage is to analyze the inner model. Several calculations are performed, including R Square. and Effect size (F Square). Inner model analysis is used to measure the relationship between latent constructs. The following are the results of the Inner Model test:

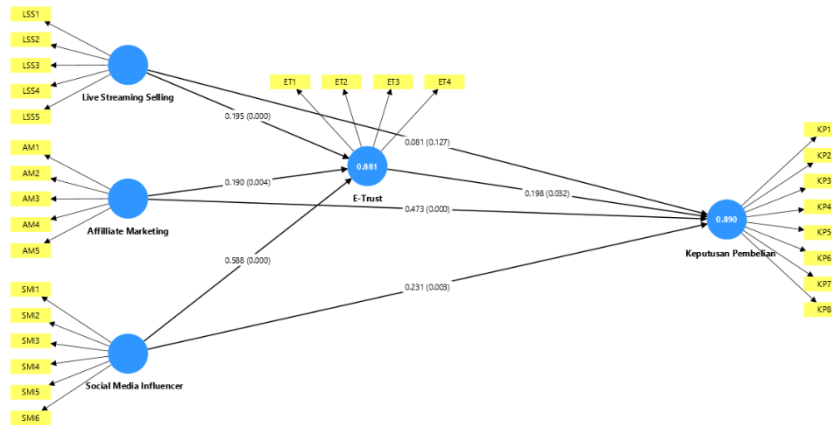


Figure 4. Inner Model PLS Algorithm

Source: Primary data processed by SmartPLS 4.0 (2025)

1. R- Square Test

In this study, the extent to which independent variables can influence the dependent variable is measured using R-Square. To determine whether the variable has a significant influence, R-Square is also used. The significant influence of exogenous latent variables on endogenous latent variables is indicated by a shift in the R-Square value. According to Hair et al (in Andreas Wijaya, 2019:101) explains that 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. In this study, the R- Square results obtained are as in the following table:

Table 9
R- Square Test

Variables	R- Square
E-Trust	0.881
Buying decision	0.890

Source: Primary data processed by SmartPLS 4.0 (2025)

The table 9 shows the R-Square (R²) values for the endogenous variables in the research model. In the SEM-PLS approach, the R-Square value is used to measure the extent to which the independent (exogenous) variables can explain the dependent (endogenous) variable.

Based on data processing using SmartPLS 4.0, the R-Square value for the E-Trust variable was 0.881. This value indicates that the Live Streaming Selling, Affiliate Marketing, and Social Media Influencer variables explained 88.1% of the E-Trust variable, while the remaining 11.9% was explained by other variables outside the research model. This R-Square value is considered strong. Furthermore, the R-Square value for the Purchase Decision variable was 0.890. These results indicate that the variables Live Streaming Selling, Affiliate Marketing, Social Media Influencers, and E-Trust collectively explain 89.0% of the Purchase

Decision variable, while the remaining 11.0% is influenced by other factors not included in the research model. This R-Square value is also in the strong category.

2. F- Square Test

F- Square value (effect size), which is intended to measure the level of influence between variables, can be examined in addition to the R- Square value when evaluating a structural model. The strength of the relationship between the independent latent variable and the dependent latent variable is indicated by the F- Square test value. The F- Square value is divided into three categories: a value of 0.02 indicates a weak influence of the predictor latent variable, a value of 0.15 indicates a moderate influence, and a value of 0.35 indicates a strong influence. The results of the F- Square test in this study can be seen in the following table:

Table 10
F- Square Test

Variables	E-Trust	Buying decision
Live Streaming Selling	0.055	0.010
Affiliate Marketing	0.053	0.342
Social Media Influencer	0.567	0.060
E-Trust		0.043

Source: Primary data processed by SmartPLS 4.0 (2025)

The table above shows that the influence of Live Streaming Selling on E- trust of 0.055 has a weak influence, Live Streaming Selling on Purchasing Decisions of 0.010 has a weak influence, Affiliate Marketing on E-Trust has a weak influence of 0.053. Affiliate Marketing on Purchasing Decisions of 0.342 has a medium influence, for the Social Media Influencer variable The 0.567 correlation between Social Media Influencers and Purchasing Decisions indicates a strong influence. The 0.060 correlation between Social Media Influencers and Purchasing Decisions indicates a weak influence, and the E- trust variable has a weak influence on purchasing decisions, as evidenced by the F- Square value of 0.043.

Hypothesis Testing

To determine the results of this research hypothesis, PLS calculations using the bootstrapping technique were used. The hypothesis can be declared accepted if the T- Statistic value is greater than (1.96) and the P- Value value is lower than (0.05). This can be seen in the following tabl

Table 11
Hypothesis Test Results

Hypothesis	T- Statistics	P-Values	Decision
Live Streaming Selling →E-Trust	3,614	0.000	H1 is accepted
Live Streaming Selling →Buying decision	1,525	0.127	H2 is rejected
Affiliate Marketing →E-Trust	2,850	0.004	H3 is accepted
Affiliate Marketing →Buying decision	5,916	0.000	H4 is accepted
Social Media Influencer → E-Trust	8,507	0.000	H5 is accepted
Social Media Influencer →Buying decision	3,006	0.003	H6 is accepted
E-Trust →Buying decision	2.145	0.032	H7 is accepted

Source: Primary data processed by SmartPLS 4.0 (2025).

Based on the hypothesis test results in the table above, six of the seven hypotheses were accepted. This decision was based on P-values less

than 0.05 and T-statistics greater than 1.96, namely:

H1 (Live Streaming Selling → E-Trust) This indicates that successful live streaming selling can increase transparency, direct interaction, and seller credibility, thereby building consumer trust. Consumers feel more confident because they can see the product in real time, communicate directly with the seller, and obtain clearer information.

H3 (Affiliate Marketing → E-Trust) This indicates that consumers tend to trust recommendations from affiliates perceived as having credibility and experience with the product. Honest and relevant testimonials can strengthen consumers' positive perceptions of the product and platform.

H4 (Affiliate Marketing → Purchase Decision) This indicates that affiliate marketing strategies can encourage consumers to make purchases due to recommendations, product reviews, and additional offers such as discounts or voucher codes provided by affiliates.

H5 (Social Media Influencer → E-Trust) This indicates that influencers with a good reputation, expertise, and authentic content can increase consumer trust. Consumers perceive influencers as credible sources of information, thus influencing perceptions of trust in a product or brand.

H6 (Social Media Influencer → Purchase Decision) This indicates that the presence of influencers can shape consumer preferences and purchasing intentions. Promotional content that is engaging, authentic, and relevant to the audience's needs can encourage consumers to make purchasing decisions.

H7 (E-Trust → Purchase Decision) This indicates that the higher a consumer's level of trust in a platform or seller, the more likely they are to make a purchase. Trust is a key factor in online transactions because it is related to security, honesty, and service quality.

Meanwhile, H2 (Live Streaming Selling → Purchase Decision) had a value greater than 0.05

(>0.05) and a T-Statistic value less than 1.96 (>1.96). This indicates no effect and is rejected. This could be due to several factors, such as:

- a. Consumers only use live streaming as a means of seeking information, not as the primary basis for making purchasing decisions.
- b. Purchase decisions are influenced by other factors such as price, need, promotions, or reviews from other consumers.
- c. Lack of urgency or special offers during live streaming.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and discussion explained previously, the following conclusions can be drawn:

1. Live Streaming Variables Selling It has been proven and tested to have a significant positive influence on E-Trust in e-commerce. Tiktok Shop. This means that Live Streaming activities Selling carried out by sellers in e-commerce Tiktok Shop is able to increase consumers' sense of trust or E-Trust towards sellers and products offered on Tiktok Shop.
2. Live Streaming Variables Selling does not have a significant influence on purchasing decisions in e-commerce Tiktok Shop. This means that even though Live Streaming Selling attracts consumers' attention and provides an interactive shopping experience, but this does not directly encourage consumers to make a purchase without first establishing a strong sense of trust.
3. Affiliate Variables Marketing It has been proven and tested to have a significant positive influence on E-Trust in e-commerce. TikTok Shop. This means that affiliate programs involving third parties in product promotion can increase consumer trust due to

recommendations from parties deemed credible and influential.

4. Affiliate Variables Marketing It has been proven and tested that it can have a significant positive influence on purchasing decisions in e-commerce. Tiktok Shop. This shows that promotion through affiliates effective marketing in influencing consumers to make purchases on e-commerce Tiktok Shop, especially because of the support from trusted affiliates.
5. Social Media Influencer Variables It has been proven and tested to have a significant positive influence on E-Trust in e-commerce. Tiktok Shop. This means that the existence of social media Influencers who have a positive image and good relationships with their followers are able to build consumer trust in the products or brands promoted on TikTok Shop.
6. Social Media Influencer Variables It has been proven and tested that it can have a significant positive influence on purchasing decisions in e-commerce. Tiktok Shop. This means that Social Media Influencer become one of the effective promotional strategies in increasing consumer interest and purchasing decisions in e-commerce. TikTok Shop.
7. E-Trust variable has been proven and tested to have a significant positive influence on purchasing decisions in e-commerce. TikTok Shop. Consumer trust in sellers and the TikTok Shop platform has proven to be a crucial factor in driving online purchasing decisions in e-commerce. TikTok Shop.

Recommendation

Based on this research, the suggestions that can be given are as follows:

1. For Business Actors on TikTok Shop
 - a. Sellers are advised to improve the quality and professionalism of their live activities. streaming selling, such as providing honest product explanations, responsive interactions, and maintaining credibility during the sales process.
 - b. Need to strengthen cooperation with affiliates marketers and social media influencers who have a good reputation, because the credibility of these third parties can increase the level of trust and consumer purchasing decisions.
 - c. Focus on increasing consumer trust (E-Trust) through good service, information transparency, and a secure transaction system so that consumers feel comfortable shopping at TikTok Shop.
2. For Further Researchers
 - a. It is hoped that other variables such as brand can be added. image, customer satisfaction, or perceived value to enrich research results and provide a more comprehensive picture of the factors that influence purchasing decisions in e-commerce.
 - b. Future research can expand the research object to other e-commerce platforms such as Shopee or Tokopedia to compare the effectiveness of digital marketing strategies across various media.
3. For Academic Parties
The results of this study can be a guide for future research on digital marketing, especially in terms of customer trust and purchasing patterns in the era of social commerce.

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