

The Influence of Live Streaming Shopping and Online Customer Reviews on Purchase Decisions with Trust as an Intervening Variable

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ABSTRACT

This study examines the impact of Live Streaming Shopping and Online Customer Reviews on purchase decisions, with trust as a mediator, among TikTok Shop users. Data from 120 student respondents (FEB Universitas PGRI Semarang, 2022 cohort) were analyzed using PLS-SEM. Results indicate that both Live Streaming Shopping and Online Customer Reviews positively and significantly affect trust, and trust significantly affects purchase decisions. While the direct effects of both variables on purchase decisions are insignificant, trust significantly mediates their relationships with purchase decisions, underscoring its essential role in consumer purchase behavior on TikTok Shop.

Keywords: Live Streaming Shopping ; Online Customer Review; Trust ; Purchase Decision ; TikTok Shop

ABSTRAK

Penelitian ini menganalisis pengaruh Live Streaming Shopping dan Ulasan Pelanggan Online terhadap keputusan pembelian dengan kepercayaan sebagai variabel perantara pada pengguna TikTok Shop. Melalui pendekatan kuantitatif, data dikumpulkan dari 120 mahasiswa FEB Universitas PGRI Semarang Angkatan 2022 pengguna TikTok Shop menggunakan kuesioner Google Forms dengan purposive sampling, lalu dianalisis dengan PLS-SEM berbantuan SmartPLS 4. Hasilnya, kedua variabel tersebut berpengaruh positif dan signifikan terhadap kepercayaan, dan kepercayaan juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, pengaruh langsung kedua variabel terhadap keputusan pembelian tidak signifikan. Kepercayaan terbukti memediasi secara signifikan hubungan kedua variabel dengan keputusan pembelian, yang menegaskan peran krusialnya dalam memperkuat keputusan pembelian konsumen di TikTok Shop.

Kata Kunci: Live Streaming Shopping; Ulasan Pelanggan Online; Kepercayaan; Keputusan Pembelian; TikTok Shop

INTRODUCTION

The rapid development of information technology has accelerated the growth of e-commerce, fundamentally transforming the way consumers search for information, conduct transactions, and purchase products. The emergence of e-commerce has enhanced transaction efficiency, expanded market access, and created broader business opportunities within the digital economy. In Indonesia, e-commerce has continued to experience substantial growth, as reflected in the increasing transaction value and the growing number of users each year. This trend indicates that e-commerce has become an integral part of the country's digital economic activities (Yusuf et al., 2024).

Along with the rapid growth of e-commerce, consumer purchasing behavior has shifted from conventional shopping to digital-based transactions. One of the fastest-growing social commerce platforms in Indonesia is TikTok Shop, which integrates social media and e-commerce into a single platform. Through features such as Live Streaming Shopping and Online Customer Reviews, TikTok Shop provides consumers with interactive product information, real-time communication with sellers, and access to previous consumers' experiences before making purchase decisions. The widespread adoption of TikTok Shop in Indonesia indicates that these features play an important role in shaping consumer purchasing behavior (Wibowo & Wijastut, 2022).

Despite offering convenience and an engaging shopping experience, consumers still encounter various challenges when purchasing products through TikTok Shop. Since products cannot be physically inspected before purchase, consumers often face uncertainty regarding product quality, seller credibility, and the accuracy of product information. During live streaming sessions, prospective buyers frequently seek additional information about product specifications, quality, and suitability, while Online Customer Reviews often reveal inconsistent purchasing experiences, including product mismatches, unsatisfactory quality, and poor service. These conditions indicate that consumers continue to perceive risks in online shopping, making trust a critical factor in the purchase decision-making process (Gunawan, 2022).

In this context, Live Streaming Shopping and Online Customer Reviews are considered important sources of information that influence consumers' purchase decisions. Live Streaming Shopping enables sellers to demonstrate products and interact directly with consumers through real-time communication, whereas Online Customer Reviews provide information based on previous consumers' experiences regarding product quality and seller credibility. However, the information obtained through these features does not always directly encourage consumers to make purchases. Instead, consumers tend to establish trust in both the product and the seller before making purchase decisions. Therefore, trust is expected to serve as an intervening variable in explaining the relationship between Live Streaming Shopping, Online Customer Reviews, and purchase decisions.

Previous studies have generally reported that Live Streaming Shopping and Online Customer Reviews positively influence purchase decisions. Azizah (2024), Hadi (2025), and Sholikhah & Ahmadi (2024), found that both variables have positive and significant effects on purchase decisions. Furthermore, Hadi (2025) and Adam (2025) demonstrated that trust mediates the

relationship between Live Streaming Shopping, Online Customer Reviews, and purchase decisions.

Nevertheless, previous findings remain inconsistent, indicating the existence of a research gap. Agustin Nur Afifa dan Amma Fazizah (2023) reported that Live Streaming Shopping and Online Customer Reviews had positive but insignificant effects on purchase decisions. Moreover, Hermawan (2024) found that although Online Customer Reviews positively affected purchase intention, trust failed to mediate the relationship between Online Customer Reviews and purchase intention. These inconsistent findings suggest that both the direct effects of Live Streaming Shopping and Online Customer Reviews on purchase decisions and the mediating role of trust remain inconclusive and require further empirical investigation.

Therefore, this study aims to examine the influence of Live Streaming Shopping and Online Customer Reviews on purchase decisions through trust as an intervening variable among TikTok Shop users, particularly students of the Faculty of Economics and Business, Universitas PGRI Semarang.

THEORETICAL BACKGROUND

2.1. Live Streaming Shopping

According to Suhyar and Pratminingsih (2023), live streaming is a form of media development that involves direct interaction with audiences in real time. This feature is used as a tool to increase sales while also building product image and branding. Through the direct interaction it offers, live streaming creates a more engaging and informative shopping experience for consumers.

2.2. Online Customer Review

Sulanjari and Tjahjaningsih (2023) explain that an Online Customer Review is a form of electronic word of mouth (e-WOM) that includes comments, evaluations, and recommendations published on the internet. These reviews serve as a source of information that consumers consider credible before making a purchase, thereby influencing their purchase decisions. In addition, reviews provide valuable feedback for companies to improve their products and customer services. Therefore, Online Customer Reviews are an important source of information for consumers when evaluating a product. Through these reviews, consumers can assess the quality and benefits of a product based on the experiences of others, helping them make informed purchasing decisions.

2.3. Trust

Wijaya (2022) defines trust as an attitude related to an individual's beliefs, expectations, feelings, and perceptions of credibility that are formed through relationships with other individuals, objects, or entities. In the context of this study, trust refers to consumers' confidence in the products offered by sellers or producers. Trust is a crucial factor because it strengthens consumers' willingness to be interested in, believe in, and ultimately use a product. Once trust has been established between customers and a company, maintaining that

relationship becomes easier. The quality of the relationship between a company and its customers can be reflected in the level of trust that customers have in the company.

2.4. Purchase Decision

Kotler et al. (2022) define a purchase decision as the final stage in the consumer decision-making process, in which individuals evaluate several product alternatives and then select the product that best matches their needs and preferences. This process describes how consumers respond to their desire for a product after receiving stimuli that encourage them to make a purchase.

RESEARCH METHODS

This study employed a quantitative approach to analyze the influence of Live Streaming Shopping and Online Customer Reviews on purchase decisions through trust as an intervening variable among students of the Faculty of Economics and Business, Universitas PGRI Semarang, Class of 2022. The research data were collected through questionnaires developed based on the indicators of each variable and measured using a five-point Likert scale. The questionnaires were distributed online through Google Forms and shared via social media platforms such as WhatsApp and Instagram.

The population of this study consisted of all active students of the Faculty of Economics and Business, Universitas PGRI Semarang, Class of 2022, totaling 368 students. The sample size was determined based on Hair's (2021) recommendation of 5–10 times the number of research indicators. By using 20 indicators and a multiplier of 6, a total sample of 120 respondents was obtained. The sampling technique used was non-probability sampling with a purposive sampling method, in which respondents were selected based on specific criteria, namely active FEB students from the Class of 2022 who had previously made purchases through TikTok Shop.

Data were collected using a questionnaire based on a five-point Likert scale, ranging from strongly disagree to strongly agree. The collected data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The analysis consisted of evaluating the measurement model (outer model), including validity, reliability, and discriminant validity tests, as well as evaluating the structural model (inner model), including R-Square, F-Square, and Path Coefficients tests to examine the relationships among variables and the role of trust as an intervening variable.

RESULT AND DISCUSSION

4.1. R-Square Results

Table 1. R square

Variable	R-Square Value
Purchase Decision	0,502
Trust	0,497

Source : SmartPLS 4 (2026)

Based on Table 1, the R-Square value for the Purchase Decision variable is 0.502, which falls into the moderate category. This indicates that the ability of the independent variables to explain the variation in Purchase Decisions is moderate. In other words, 50.2% of the variation in Purchase Decisions can be explained by the variables included in this study, while the remaining 49.8% is influenced by other factors not examined in the research model. Meanwhile, the R-Square value for the Trust variable is 0.497, which also falls into the moderate category. This result indicates that the independent variables have a moderate ability to explain the variation in Trust. Specifically, 49.7% of the variation in Trust can be explained by the variables included in the research model, while the remaining 50.3% is explained by factors outside the model. Therefore, the research model demonstrates a moderate explanatory capability in explaining both the Purchase Decision and Trust variables.

4.2. Direct Effect Test Results

Table 2. Direct Effect Test Results

Variable	Koefisien (<i>o</i>)	T-Statistic	P-Value	Result
<i>Live Streaming Shopping</i> → Trust	0,469	6,143	0,000	Positive and Significant Effect
<i>Online Customer Review</i> → Trust	0,338	4,540	0,000	Positive and Significant Effect
Trust → Purchase Decision	0,687	8,895	0,000	Positive and Significant Effect
<i>Live Streaming Shopping</i> → Purchase Decision	0,125	1,465	0,071	Not Significant
<i>Online Customer Review</i> → Purchase Decision	-0,120	1,417	0,078	Not Significant

Source : SmartPLS 4 (2026)

a. The Effect of Live Streaming Shopping on Trust

The analysis results indicate that *Live Streaming Shopping* has a path coefficient of 0.469, a T-Statistic of 6.143, and a P-Value of 0.000 (< 0.05). These findings demonstrate that *Live Streaming Shopping* has a positive and significant effect on trust. This result indicates that high-quality interactions, clear product information, and real-time communication during live streaming sessions enhance consumers' trust in conducting online transactions through TikTok Shop.

b. The Effect of Online Customer Review on Trust

The analysis results indicate that Online Customer Review has a path coefficient of 0.338, a T-Statistic of 4.540, and a P-Value of 0.000 (< 0.05). These findings demonstrate that Online Customer Review has a positive and significant effect on trust. This result indicates that credible and informative customer reviews provide valuable information that strengthens consumers' confidence in both the seller and the products offered, thereby increasing trust in online transactions.

c. The Effect of Trust on Purchase Decisions

The analysis results indicate that *Trust* has a path coefficient of 0.687, a T-Statistic of 8.895, and a P-Value of 0.000 (< 0.05). These findings demonstrate that *Trust* has a positive and significant effect on *Purchase Decisions*. This result indicates that a higher level of consumer trust in the seller and the products offered increases the likelihood of making purchase decisions on the TikTok Shop platform.

d. The Effect of Live Streaming Shopping on Purchase Decisions

The analysis results indicate that Live Streaming Shopping has a path coefficient of 0.125, a T-Statistic of 1.465, and a P-Value of 0.071 (> 0.05). These findings demonstrate that Live Streaming Shopping does not have a positive and significant direct effect on Purchase Decisions. This result indicates that although live streaming provides interactive communication and comprehensive product information, these factors alone are insufficient to directly influence consumers' purchase decisions. Consumers may consider other factors, particularly trust, before making purchasing decisions on the TikTok Shop platform

e. The Effect of Online Customer Review on Purchase Decisions

The analysis results indicate that Online Customer Review has a path coefficient of -0.120 , a T-Statistic of 1.417, and a P-Value of 0.078 (> 0.05). These findings demonstrate that Online Customer Review does not have a positive and significant direct effect on Purchase Decisions. This result indicates that customer reviews alone are insufficient to directly influence consumers' purchase decisions. Instead, consumers tend to consider additional factors, particularly trust, before deciding to purchase products through the TikTok Shop platform.

4.3 Indirect Effect Test Results

Table 3. Indirect Effect Test Results

Variable	Koefisien (o)	T- Statistic	P-Value	Result
<i>Live Streaming Shopping</i> → <i>Trust</i> → <i>Purchase</i> <i>Decision</i>	0,322	5,348	0,000	Trust mediates the effect of Live Streaming Shopping on Purchase Decisions
<i>Online Customer Review</i> → <i>Trust</i> → <i>Purchase Decision</i>	0,232	4,156	0,00	Trust mediates the effect of Online Customer Review on Purchase Decision

Source : SmartPLS 4 (2026)

Based on the data presented in Table 3, the results of the specific indirect effects for each relationship are explained as follows:

a. The Effect of Live Streaming Shopping on Purchase Decisions through Trust

The analysis results show a path coefficient of 0.322, a T-Statistic of 5.348, and a P-Value of 0.000 (< 0.05). These findings indicate that Trust significantly mediates the relationship between Live Streaming Shopping and Purchase Decisions. In other words, live-streaming interactions that successfully build consumer trust can have a strong impact on consumers' decisions to purchase products. This suggests that trust plays an important role in strengthening the influence of live-streaming activities on purchasing behavior.

b. The Effect of Online Customer Review on Purchase Decisions through Trust

The analysis results indicate that the indirect effect of Online Customer Review on Purchase Decisions through Trust has a path coefficient of 0.232, a T-Statistic of 4.156, and a P-Value of 0.000 (< 0.05). These findings demonstrate that Trust significantly mediates the relationship between Online Customer Review and Purchase Decisions. This result indicates that credible and informative customer reviews enhance consumers' trust, which in turn encourages them to make purchase decisions. Therefore, Trust serves as an important intervening variable that strengthens the influence of Online Customer Review on consumers' purchasing decisions.

4.3. Discussion

1. The Effect of Live Streaming Shopping on Trust

In this study, the effect of Live Streaming Shopping on Trust yielded a path coefficient of 0.469, a T-Statistic of 6.143, and a P-Value of 0.000 (< 0.05). Therefore, Hypothesis 1 was accepted. These findings demonstrate that Live Streaming Shopping has a positive and significant effect on consumer trust. This finding suggests that high-quality interactions, clear product information, and real-time communication during live streaming sessions significantly enhance consumers' trust in conducting online transactions through TikTok Shop.

These findings are supported by Wongkitrungrueng and Assarut (2020), who argued that interactions during live streaming are highly effective in building consumer trust. Furthermore, Zalfa and Indayani (2024) emphasized that direct product demonstrations enhance consumers' confidence in the credibility and honesty of sellers. These findings are also consistent with the Theory of Planned Behavior (TPB), which posits that the information and interactions obtained through Live Streaming Shopping shape consumers' behavioral beliefs and attitudes, thereby strengthening their trust and encouraging online purchasing behavior.

2. The Effect of Online Customer Reviews on Trust

In this study, the effect of Online Customer Review on Trust yielded a path coefficient of 0.338, a T-Statistic of 4.540, and a P-Value of 0.000 (< 0.05). Therefore, Hypothesis 2 was accepted. These findings demonstrate that Online Customer Review has a positive and significant effect on consumer trust. This finding indicates that credible, informative, and relevant customer reviews strengthen consumers' confidence in both the seller and the products offered, thereby enhancing trust in online transactions.

These findings are supported by Wijaya (2022), who stated that digital reviews reduce consumers' concerns regarding potential fraud. Likewise, Sulanjari and Tjahjaningsih (2023) found that information shared by previous buyers helps consumers feel more secure before completing online transactions. These findings are also consistent with the Theory of Planned Behavior (TPB), which explains that information obtained through Online Customer Reviews influences consumers' beliefs and perceptions, thereby strengthening trust in the online purchasing process.

3. The Effect of Trust on Purchase Decisions

In this study, the effect of Trust on Purchase Decisions yielded a path coefficient of 0.687, a T-Statistic of 8.895, and a P-Value of 0.000 (< 0.05). Therefore, Hypothesis 3 was accepted. These findings demonstrate that Trust has a positive and significant effect on Purchase Decisions. This finding indicates that higher levels of consumer trust in sellers and the products offered increase the likelihood of making purchase decisions. Trust reduces perceived risks and uncertainties associated with online transactions, thereby encouraging consumers to complete purchases through TikTok Shop.

These findings are supported by Agustin Nur Afifa and Amma Fazizah (2023), who identified trust as one of the primary determinants of online purchasing behavior. Similarly, Gemilang and Laily (2023) reported that consumers' purchase decisions are strongly influenced by their level of trust in sellers. These findings are also consistent with the Theory of Planned Behavior (TPB), which explains that consumers' behavioral beliefs shape their attitudes and behavioral intentions, ultimately influencing their purchase decisions.

4. The Effect of Live Streaming Shopping on Purchase Decisions

In this study, the effect of Live Streaming Shopping on Purchase Decisions yielded a path coefficient of 0.125, a T-Statistic of 1.465, and a P-Value of 0.071 (> 0.05). Therefore, Hypothesis 4 was rejected. These findings indicate that Live Streaming Shopping does not have a positive and significant direct effect on Purchase Decisions. This suggests that consumers consider additional factors, particularly trust, before making purchase decisions through TikTok Shop.

These findings differ from those reported by Azizah (2024), who found that Live Streaming Shopping significantly influences purchase decisions. However, the findings of this study suggest that live-streaming activities alone are insufficient to directly encourage purchasing decisions. This result is consistent with the Theory of Planned Behavior (TPB), which explains that consumers first develop beliefs and attitudes before making purchasing decisions.

5. The Effect of Online Customer Reviews on Purchase Decisions

In this study, the effect of Online Customer Review on Purchase Decisions yielded a path coefficient of -0.120, a T-Statistic of 1.417, and a P-Value of 0.078 (> 0.05). Therefore, Hypothesis 5 was rejected. These findings indicate that Online Customer Review does not have

a positive and significant direct effect on Purchase Decisions. This suggests that customer reviews alone are insufficient to directly influence consumers' purchase decisions.

These findings are supported by Wibowo and Wijiastuti (2022), who argued that customer reviews are not the sole determinant of purchase decisions. Likewise, Sulanjari and Tjahjaningsih (2023) stated that reviews mainly serve as supporting information. In line with the Theory of Planned Behavior (TPB), consumers evaluate various sources of information before making purchasing decisions.

6. The Effect of Live Streaming Shopping on Purchase Decisions through Trust

In this study, the indirect effect of Live Streaming Shopping on Purchase Decisions through Trust yielded a path coefficient of 0.322, a T-Statistic of 5.348, and a P-Value of 0.000 (< 0.05). Therefore, Hypothesis 6 was accepted. These findings demonstrate that Trust significantly mediates the relationship between Live Streaming Shopping and Purchase Decisions. This indicates that effective live-streaming interactions increase consumers' trust, which subsequently encourages purchase decisions.

These findings are supported by Wongkitrungrueng and Assarut (2020), who explained that live-streaming interactions contribute to building consumer trust. Similarly, Gemilang and Laily (2023) found that trust strengthens the relationship between promotional activities and purchasing behavior. These findings are also consistent with the Theory of Planned Behavior (TPB), which explains that trust reinforces consumers' intention to make purchase decisions.

7. The Effect of Online Customer Reviews on Purchase Decisions through Trust

In this study, the indirect effect of Online Customer Review on Purchase Decisions through Trust yielded a path coefficient of 0.232, a T-Statistic of 4.156, and a P-Value of 0.000 (< 0.05). Therefore, Hypothesis 7 was accepted. These findings demonstrate that Trust significantly mediates the relationship between Online Customer Review and Purchase Decisions. This indicates that credible customer reviews enhance consumers' trust, which subsequently encourages purchase decisions.

These findings are supported by Wijaya (2022), who emphasized that customer reviews play an important role in building consumer trust. Likewise, Agustin Nur Afifa and Amma Fazizah (2023) explained that customer reviews become more influential when they strengthen consumers' trust. These findings are also in line with the Theory of Planned Behavior (TPB), which suggests that information obtained through Online Customer Reviews shapes consumers' beliefs and ultimately influences their purchasing decisions through trust.

CONCLUSION

Based on the results of the study and the hypothesis testing, it can be concluded that Live Streaming Shopping and Online Customer Review have positive and significant effects on Trust. In addition, Trust has a positive and significant effect on Purchase Decisions, indicating that consumers with higher levels of trust are more likely to make purchasing decisions on TikTok Shop. However, Live Streaming Shopping and Online Customer Review do not have positive and significant direct effects on Purchase Decisions. These findings suggest that consumers

consider additional factors, particularly trust, before making purchasing decisions. Furthermore, Trust significantly mediates the relationship between Live Streaming Shopping and Purchase Decisions, as well as the relationship between Online Customer Review and Purchase Decisions. Therefore, Trust plays an important role in strengthening the influence of Live Streaming Shopping and Online Customer Review on consumers' purchase decisions.

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