



The Role of Perceived Value in Building Consumer Trust and Repurchase Intention on TikTok Live Streaming in Indonesia

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ARTICLE INFO

Keywords: Perceived Value, Consumer Trust, Repurchase Intention, Live Streaming, TikTok

Received : 16, April

Revised : 30, April

Accepted: 26, May

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ABSTRACT

This study explores how perceived value influences consumer trust and repurchase intention in TikTok live streaming commerce in Indonesia. As live streaming becomes a popular method for online shopping, understanding what drives consumer loyalty is essential. Using a quantitative approach with data from 290 respondents, the research applies Structural Equation Modeling (SEM) to examine relationships between utilitarian, hedonic, and social values, trust in streamers and products, and repurchase intentions. Results show that all three value dimensions significantly enhance trust in both streamers and products. In turn, trust strongly drives consumers' intentions to repurchase. Perceived value also directly affects repurchase intention, emphasizing its role in consumer decision-making. The findings suggest that TikTok sellers and influencers should focus on improving product authenticity, entertainment, and social interaction to build trust and encourage loyalty. This study provides useful insights for businesses and researchers looking to understand consumer behavior in the growing field of social commerce.

INTRODUCTION

E-commerce has changed customer behavior, with live broadcasting on social commerce sites becoming popular. According to Wongkitrungrueng (2020), live streaming features promote customer trust and purchasing confidence, resulting in a 22% sales volume increase, especially for experiential items like apparel where direct engagement is advantageous. Social commerce (s-commerce) uses Web 2.0 characteristics to improve client involvement via real-time interactions (Esmaeili & Hashemi G, 2019).

Beyond short-form video content, TikTok also offers live streaming commerce for real-time transactions and interactive purchasing. According to Databoks (2022), 83.7% of Indonesians have viewed shopping live broadcasts, with Shopee collecting 83.4% and TikTok 42.2%. TikTok struggles to turn social commerce engagement into purchases compared to major e-commerce platforms. Populix (2023) states that Shopee beats TikTok owing to competitive pricing, special offers, big discounts, cashback incentives, and free delivery policies, which strongly impact customer purchases.

Live streaming purchasing has utilitarian (practical advantages), hedonic (enjoyment and pleasure), and social value (social relationships) (Wu & Huang, 2023). These characteristics affect platform loyalty, repurchase intentions, and customer satisfaction. X. Yang (2022) found utilitarian issues in TikTok's live broadcasting, including restricted product search and information access delays. Zhang & Huang (2024) mentioned hedonic constraints including repetitious material and technological interruptions, whereas Y. Xu & Ye (2020) underlined social value hurdles like community participation and trust with new sellers.

A & Assarut (2020) and Wu & Huang (2023) differentiate between streamer and product trust, which is crucial in the live streaming ecosystem. First is trust in the streamer's dependability, service quality, and recommendations; second is product expectations, appearance and functionality consistency, and after-sales service. Live streamers influence customer decision-making by increasing product trust and personal credibility via emotional expressiveness, according to N. Chen & Yang (2023). Dai & Cui (2022) claim that streamers succeed when they build customer trust, which increases viewing during live sessions and improves consumer experience via two-way information exchange.

Pardede et al. (2018) discovered that perceived value considerably affects online buying repurchase intentions, whereas Konuk (2018) found that product trust and perceived value positively influence it. Lu et al. (2018) recognized perceived value and trust as significant success elements in social commerce, however Peterson (2017) emphasized that online trust research generally neglects hedonic and social incentives in favor of functional advantages like service quality and privacy. Juliana (2023) and Wu & Huang (2023) discovered that social worth did not increase streamer trust, revealing complicated interactions between these dimensions.

The merging of perceived value and trust elements provides a complete paradigm for live streaming ecommerce customer behavior. Lin et al. (2020)

examined how utilitarian, hedonic, and social values in live streaming shopping build product and seller trust and consumer engagement. Sanny et al. (2020) found that product trust strongly influences repurchase intentions, but Firmansyah & Ali (2019) found that quality streamer connections do. TikTok live streaming lets customers see things from numerous perspectives, ask questions in real time, and enjoy amusing activities that drive instant and repeat purchases (Zhong et al., 2023). According to Chen & Xu (2020), customers create repurchase intentions based on perceived value after utilizing certain items and services, emphasizing the relevance of value perception in social commerce.

This study examines Indonesian TikTok consumers' perceived value aspects (utilitarian, hedonic, and social), streamer and product trust, and repurchase intention to fill information gaps in live streaming commerce. A complete approach that includes consumer trust is used to analyze how these perceived value factors affect repurchase intentions during live shopping events. In "The Role of Perceived Value in Consumer Trust and Repurchase Intention on TikTok Live Streaming in Indonesia," this research seeks to inform companies creating trust-building features and academics studying digital consumer behavior in social commerce settings.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior strongly influences purchase (Ela, 2018). It explores how individuals, communities, and organizations choose, acquire, use, and evaluate items to suit their needs (Kotler and Keller, 2016). The cultural, social, and personal environment affects consumer purchasing. Culture substantially impacts consumer behavior since family and other key institutions educate values, perceptions, desires, and behaviors. Reference groups, families, and social status shape ambitions. Buyer age, life cycle stage, occupation, economic condition, lifestyle, personality, and self-concept are personal (Kotler and Keller, 2016). Social commerce marketers that use emotions before and after transactions must understand client behavior (Wirapraja & Subriadi, 2019). Consumer behaviour influences decision-making via psychological, emotional, social, and cultural factors (Pakasi Tumiwa et al., 2016).

Live Streaming

Social commerce using live streaming to sell things online is new (Cai and Wohn, 2019). This engaging and successful platform overcomes asynchronous online sales due to its synchronous and humorous nature (C. Der Chen et al., 2022). User engagement is increased by live streaming buyer-seller interactions (Lindawati et al., 2023). Sellers may display items, explain features, and answer consumer queries instantaneously via live video broadcasts, live chat, and instant seller answers, enhancing trust and engagement (Xu et al., 2020; Halim, 2022). Sun et al. (2019) found that live streaming's social and technology integration boosts social commerce purchases. Live broadcasting boosts consumer trust and purchase intent (Wongkitrungrueng and Assarut, 2020).

Sellers may personalize service in real time with credible streams, rich media, and interactive communication (C. Der Chen et al., 2022; Song and Liu, 2021).

Perceived Value

Perceived value influences customer satisfaction and behavioral intentions throughout the purchasing process, including pre-purchase, and predicts repurchase intention better than satisfaction or quality (Pham et al., 2018). It represents a consumer's overall evaluation of a product or service based on benefits and costs (Lin et al., 2020). Buyers compare a product's advantages to its expenses to determine its perceived worth. Value is measured by consumer perceptions of usefulness, utility, enjoyment, simplicity, and affordability (Kotler & Armstrong, 2016). Customers get benefits for money or effort (Calvo-Porrá & Lévy-Mangin, 2017). Consumer behavior theory states that consumers balance pros and negatives while assessing a product's effectiveness. Sheth et al. (2009) includes functional, social, emotional, cognitive, and conditional worth dimensions, while Holbrook (2010) adds ease, quality, reputation, and morality.

J. Chen and Xu (2020) divide perceived value into utilitarian and hedonic values, which comprise practical and functional benefits and sensory and emotional delight when purchasing. Consumer value is linked to their shopping environment because environmental signals cause impulsive buying (F. Yang et al., 2021). Pham et al. (2018) found that perceived value predicts repurchase intentions better than satisfaction and quality. Wu and Huang (2023) describe perceived value as utilitarian, hedonic, and social. How effectively a product or service serves practical demands represents customers' success in locating desired items, saving money, time, and effort, and enjoying convenient access, search, ownership, and transaction procedures.

Utility is judged by need fulfillment, efficiency, authenticity, trustworthiness—live streaming displays merchants' real-time presence and expressions—and ease of access and transaction (Ho et al., 2020). Use or ownership of a product delivers emotional and pleasant experiences, including recreational and emotional benefits that make buying interesting, engaging, and entertaining (Gan & Wang, 2017; A & Assarut, 2020). Hedonic value influences consumer trust in e-commerce live streaming broadcasters and goods and encourages repeat transactions (Y. Wu & Huang, 2023). It involves personal enjoyment, imagination, and delight, often associated with confidence, attractiveness, or emotional fulfillment businesses (Ho et al., 2020). interaction, leisure, live streaming-enabled social interaction, playfulness, and escape from daily routines are hedonic values (Y. Wu & Huang, 2023).

Customers get social value from purchasing or using items that increase community awareness, status, or image (Gan & Wang, 2017). Items that boost self-esteem and social approval are valuable in certain social groups. Social value helps consumers adhere to group norms or project a desired social identity (Y. Wu & Huang, 2023). Social recognition, live streaming platform-facilitated community interaction, emotional support during purchase decisions, and product choice as a lifestyle or status indicator are indications.

Customer Trust

Customers trust a brand, product, or service to meet their needs honestly and well in online transactions (Bishop, 2023). Trust in merchants enables delivery and customer loyalty (Lăzăroiu et al., 2020; Hasan, 2021). Trust in both the items and the seller is vital in e-commerce, where risks and uncertainties are higher than in stores. Trust in streamers – sales agents and opinion leaders – affects client purchase intentions by providing honest, responsive, and transparent product presentations (Pappas, 2016; Guinot et al., 2015; Shang, 2023; Lu, 2018). Service quality, credibility, and product recommendations influence streamer trust (Y. Wu & Huang, 2023). Quality, transparency, after-sales service, and positive user reviews improve consumer trust in purchases (Pappas, 2016; Y. Wu & Huang, 2023).

Repurchase Intention

After live streaming, clients' repurchase intention is to buy again (Sullivan & Kim, 2018). Positive experiences lead purchasers to remain transacting, suggest items, prioritize them, and actively seek repurchase information (Y. M. Ginting et al., 2023). According to Putri et al. (2019), transactional interest (willingness to repurchase), referential interest (recommendation to others), preferred interest (habitual preference), and exploratory interest (actively seeking product knowledge) assess repurchase intention. Companies use this intention to assess consumers' views and purchase likelihood (Umair Manzoor et al., 2020; Filieri & Lin, 2017). Repurchase intention increases consumer loyalty by meeting expectations (Likitsarun et al., 2023; Jingdong, 2020). Subjective probability of buying from same source again (Pham et al., 2018). Repurchase is affected by perceived value (utilitarian, hedonic, social), streamer and product trust, and consumer willingness to buy again (Y. Wu & Huang, 2023).

METHODOLOGY

Research Design

Marketing research involves various factors, thus this study uses a causal research approach to find cause-and-effect linkages (Malhotra, 2016). Additionally, descriptive study details factors (Malhotra, 2016). The study examines how streamer and product trust affects perceived value and repurchase intention. Quantitative survey data is collected from a sample population using questionnaires (Malhotra, 2016).

Data Sources and Data Collection Methods

This research includes primary and secondary data. Malhotra (2016) defines primary data as data acquired directly by researchers to solve research concerns. Sekaran and Bougie (2016) use surveys with a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Respondents who answer inquiries personally or online get questionnaires. Secondary data, on the other hand, includes books, papers, journals, and documents on live streaming shopping value and repurchase intention. Google Forms surveys offer fast questionnaire administration and trustworthy statistics because replies are confined to

specified possibilities (Malhotra, 2016). Instagram, WhatsApp, Line, and Facebook are used to distribute the surveys for genuine and complete replies.

Population and Sample

According to Sugiyono (2017), a population is a collection of persons or objects having specified characteristics in a generalized region. It is the research topic and includes all comparable parts. The demographic in this research includes Indonesian TikTok users who made purchases via live broadcasting. The group sampled for study must appropriately reflect the greater population (Malhotra, 2016). Here, the researcher uses purposive sampling to pick samples based on preset criteria (Malhotra, 2016). Indonesian TikTok users, live streaming buyers, and rebuyers were selected. Hair et al. (2014) propose a sample size of 5 to 10 times the number of indicators for Structural Equation Modeling (SEM), which requires 100 respondents. Given 29 indicators, 290 respondents are sampled (Hair et al., 2014).

Operational Definition, Measurement, and Scale

Wu and Huang (2023) examined utilitarian, hedonic, social, streamer, product, and consumers' inclination to repurchase. This study employs their operational definitions, measurements, and scales. Six researchers—Sweeney and Soutar (2001), Chiu et al. (2014), A and Assarut (2020), Gefen and Straub (2004), Dodds et al. (1991), and Dubinsky et al.—added to Wu and Huang (2023)'s indicators. With Cronbach's alpha values exceeding 0.70, Wu and Huang (2023) revealed internal consistency and sustained correlations across indicators. Their study has 0.733–0.939 Cronbach's alpha. Using the Questionnaire Star platform, two sections were distributed: one collected demographic data like gender, age, occupation, education level, and preferred streamer type, while the other contained 30 items measuring trust's impact on live-streaming e-commerce consumers' repurchase intentions using a five-point Likert scale.

According to A and Assarut (2020), operational definitions define research variables' observation or measurement. Operational definitions describe the qualities and values of objects under examination and may vary by researcher depending on implementation, according to Malhotra (2016). Table 3 lists this study's variables and indicators. 2. Consumers like utilitarian goods and services because they solve problems (Wu & Huang, 2023). The variables include merchant and item authenticity during live streaming, value for money, promotion attractiveness, and comparisons to other purchase methods. While purchasing via live streaming, respondents' comfort, happiness, and anxiety relief determine hedonic value (Wu & Huang, 2023). Customers want recognition, connection, and social participation via purchases, and social value reflects this. Engagement, positive impressions, product conformance to personal style, and peer sharing assess fashionability, identity, and willingness to share.

Product and streamer trust are two notions. Customers trust streamers because they educate, interact, and promote products (Wu & Huang, 2023). Indicators evaluate information accuracy, streamer goodwill, comfort

purchasing suggested things, online transaction capability, and product and service confidence. Product quality, benefits, and performance determine consumer trust (Wu & Huang, 2023). Measurements include product legitimacy, perceived quality dependability, consistency between received products and live-streamed presentations, satisfaction expectations, and complete after-sales guarantees. Finally, repurchase intention is a consumer's likelihood of buying again following a favorable experience (Sullivan & Kim, 2018). Probability of purchasing from the same live streaming site again, willingness to watch live broadcasts, and intentions to buy soon are indicators. These well-defined concepts and indicators enable strong research of how perceived value and trust impact live-streaming retail repurchase intentions.

Data Analysis Methods

Method of processing data descriptive statistical analysis shows research topic aspects. Malhotra (2016) claims this research tabulates questionnaire data for clarity. Descriptive analysis shows central tendency, distribution, and variability, according to Zikmund et al. (2010). By answering who, what, when, and where, researchers describe organizations, circumstances, and events using descriptive analysis. This study employed descriptive analysis to analyze utilitarian, hedonic, and social value aspects, trust in streamers and products during live streaming purchasing, and repurchase intention.

SEM using LISREL 8.80 software accounts for measurement errors, which are differences between observable variables and latent constructs (Malhotra, 2016). SEM involves model formulation based on theory and prior studies, study design and data collection with assumption testing for validity, reliability, normalcy, and missing data, and model identification to assure data sufficiency for analysis (Nofal et al., 2020). Confirmatory Factor Analysis (CFA) tests latent variable indicators in the measurement model (outer model) for validity and reliability (Ghozali, 2015). Validity assessment uses standardized factor loading t-values with a significance level of 1.96 and a strength requirement of 0.5 (Hair et al., 2010). Construct Reliability (CR) and Variance Extracted (VE) values should be > 0.7 and ≥ 0.5 , however values between 0.6 and 0.7 may be acceptable if validity is strong (Hair et al., 2019). Goodness of Fit (GOF) indices evaluate model fit against observable data after validity and reliability (Hair, 2014). The indicators include Absolute Fit Measures (RMR ≤ 0.05), Goodness of Fit Index (GFI ≥ 0.90), Root Mean Square Error (RMSEA < 0.08), and Incremental Fit Measures (NFI, NNFI, CFI, IFI, RFI, AGFI). Good fit is 0.90 or above, moderate fit 0.80–0.90 (Hair, 2014). This extensive analytical method ensures that the proposed model is valid, reliable, and fits the data, enabling robust hypothesis testing.

Hypothesis Testing

This study uses LISREL version 8.80 to test hypotheses using SEM, a multivariate approach that combines measurement and structural models. Measurement models connect indicators to latent constructs, whereas structural models analyze endogenous and exogenous construct relationships (Hair, 2010). The SEM process comprises model design, estimation, evaluation, and

modification. This work constructs and examines the hypothesized model using Maximum Likelihood (ML), which estimates parameters unbiasedly under multivariate normality. GOFI and t-values assess model reliability. A t-value > 1.96 supports the hypothesis. Modify the model if it doesn't fit (Hair et al., 2010). The coefficient of determination (R^2) indicates the strength of the relationship between dependent and independent variables, ranging from 0 to 1. Strong explanatory power is indicated by R^2 values > 0.75, moderate (0.50), or weak (0.25) (Hair, 2011).

RESEARCH RESULT

Descriptive Analysis Based on Respondent Characteristics

This chapter reports the findings of a questionnaire issued to Indonesian TikTok users who had made live streaming purchases and intended to repurchase. Non-probability purposive sampling was used. In February–March 2025, a Google Form was distributed across social media to gather primary data. A total of 290 responses satisfied the requirements. Structural Equation Modeling (SEM) using LISREL version 8.80 was used to evaluate the model's reliability, validity, measurement model (inner model), and assumptions about direct and indirect effects. Most responders were women (60.3%), showing a stronger interest in live streaming shopping among women. According to Jakpat's GoodStats (2023) poll, 87% of women observed live shopping sessions, compared to 84% of men. Lu et al. (2018) found that prizes, interactive components, and fan networks lure female viewers to live streaming, increasing emotional involvement.

Most respondents (55.2%) have seen live streaming shopping two to five times, indicating an interest and maybe favorable prior experiences. According to Chen et al. (2022), live broadcasts with favorable user experiences and engaging entertainment enhance revisit intentions and buy behavior. Frequent engagement builds emotional relationships with vendors, boosting consumer loyalty and repurchase intentions, according to Wang and Li (2021). The majority were 23–28 years old (30.7%), a demographic with strong digital literacy and productivity who prefer internet purchasing (Pratiwi & Andarini, 2023). Most respondents had monthly incomes between IDR 2,000,000 and 4,000,000, making them lower-middle-class. They still had high buying ambitions, especially for entertainment and leisure. Databoks (2022) found that income levels affect live streaming purchase behavior due to disparities in spending power and customer preferences.

Respondent Response Results

In TikTok live streaming commerce, utilitarian, hedonic, social, streamer, and product trust affect repurchase intention. Customers rate TikTok live shopping's practicality 4.14 out of 5. Respondents appreciated product quality matching price (4.17), indicating logical satisfaction. Gan & Wang (2017) define utilitarian value as convenience, cost savings, and customers' utility and performance ratings. Hsu & Lin (2016) found that consumers who quickly recognize high-value goods increase platform enjoyment and return intention. When purchasing via TikTok live streaming, respondents felt good (hedonic

value 4.07). The highest-rated hedonic indicators were amused (4.14) and relaxed (4.10), indicating that emotional experiences greatly influence consumer participation. Entertainment components certainly engage customers, as scores for losing track of time (4.04) and dismissing concerns (4.04) were within agreement. According to Y. Y. Wu et al. (2024), live streaming's engagement, authenticity, and entertainment increase user flow experience and buy intents, proving that emotional enjoyment influences consumer purchasing behavior.

Social value scores of 4.23 indicate that TikTok live purchase enables connection, status growth, and experience sharing. Consumers' readiness to share positive live purchases was the highest-rated social indicator (4.55). Feeling trendy scored lowest (3.98), showing that interaction and trust may be more satisfying than trendiness. Prentice et al. (2019) relate social value to social identity—consumers' awareness of belonging to particular social groups and the emotional values associated with group membership, which motivates them to buy with like-minded individuals.

Trust in streamers averaged 4.24, with the highest score for believing streamers' ideas benefit everyone (4.54), indicating consumer confidence in their ability to provide universally useful recommendations. But feeling comfortable purchasing recommended things ranked lowest (3.94), indicating hesitation when buying directly from streamers. Y. Liu et al. (2020) emphasize that live streaming's extensive involvement and quality information build consumer trust and affect purchases. Improved interaction quality and information clarity may reduce consumer hesitation and hasten transactions.

The average item confidence was 4.21, with consumers most confident in product satisfaction (4.56). Product authenticity scored poorly (3.86), showing online transaction worries regarding uniqueness. G. Yang et al. (2024) recommend clear product demonstrations and detailed information to increase authenticity. Show official labels, logos, sealed packaging, and customer testimonials while streaming to ensure authenticity.

Repurchase intention (4.23 average) was highest when users wished to return to TikTok live shopping soon (4.57). Chen and Lin (2018) found that interactive digital buying environments like live streaming bring consumers closer to vendors and merchandise, speeding up purchase decisions and repurchases. Long-term viewing intentions (3.88), demonstrating engagement uncertainty, scored lowest. B. Lu & Chen (2021) recommend seller techniques for TikTok live purchase to maintain consumer loyalty. Consumer trust in platforms and positive past purchases increase repurchase inclinations. This research found that streamer and product trust mediates repurchase intention in TikTok live shopping across many value dimensions. Live streaming's strong immediate repurchase intention ratings demonstrate its sales potential, but merchants must address product authenticity and long-term engagement to keep consumers.

Measurement Model Analysis (Outer Model)

To verify indicators represented each latent component, validity and reliability testing was performed on the measurement model. First, factor loadings and AVE were examined for convergent validity. A concept has

appropriate convergent validity when the loading factor and AVE value above 0.5, according to Hair et al. (2019). All indicators had loading values above the threshold, ranging from 0.72 to 0.89, and the AVE values for each variable—utilitarian value, hedonic value, social value, trust in the streamer, trust in the product, and repurchase intention—were above 0.5, indicating that the indicators consistently captured the variance of the latent variables. Discriminant validity was assessed using cross-loading. This investigation verified that an indicator is discriminantly valid if its loading on its assigned construct is larger than on any other constructs. These data confirm that each indicator better depicts its concept (Ghozali, 2005). Composite and Cronbach's Alpha were used for reliability testing. Both metrics surpassed 0.7 across all constructs, supporting item internal consistency (Hair et al., 2019). Cronbach's Alpha scores varied from 0.722 to 0.927, and CR values from 0.825 to 0.935, demonstrating instrument reliability.

Goodness of Fit Model Test Results

The model fit was assessed using goodness of fit indices, including RMR, RMSEA, NFI, NNFI, CFI, IFI, and RFI. All indices met the recommended cut-off values, confirming a good model fit (Hair, 2014). Therefore, the measurement model is deemed both valid and reliable, providing a robust foundation for structural model analysis.

Direct Effect Hypothesis

The direct effect hypothesis testing was conducted to examine the relationships between variables within the research model. Table 4.14 presents the results of hypothesis testing using path coefficients and t-values.

Table 1. Direct Effect Hypothesis Testing

Hypothesis	Path	Coefficient	T-Table	T-Value	Result
H ₁	Utilitarian Value ⇒ Trust in Streamer	0.29	1.96	5.81	Supported
H ₂	Utilitarian Value ⇒ Trust in Product	0.35	1.96	6.93	Supported
H ₃	Hedonic Value ⇒ Trust in Streamer	0.32	1.96	6.16	Supported
H ₄	Hedonic Value ⇒ Trust in Product	0.44	1.96	8.33	Supported
H ₅	Social Value ⇒ Trust in Streamer	0.43	1.96	7.70	Supported
H ₆	Social Value ⇒ Trust in Product	0.22	1.96	4.00	Supported
H ₇	Trust in Streamer ⇒ Trust in Product	0.15	1.96	3.28	Supported
H ₈	Trust in Streamer ⇒ Repurchase Intention	0.53	1.96	7.81	Supported
H ₉	Trust in Product ⇒ Repurchase Intention	0.44	1.96	6.86	Supported

Source: Research Data Processed, 2025

As seen in Table 1, all hypotheses are supported since each t-value exceeds 1.96. This suggests that utilitarian, hedonic, and social values strongly impact streamer and product trust. Trust in the broadcaster and product also boosts repurchase intention. These results show that consumer values and trust mechanisms influence online purchase behavior, especially in live streaming commerce.

Determination Coefficient Test Results (R²)

The inner model assessment starts with analyzing the coefficient of determination (R²) for each endogenous variable. The R² number indicates how much external factors explain endogenous variation. R² values range from 0 to 1 and represent the sample's predictive capacity. Higher R² values indicate more model explanatory ability (Hair et al., 2019). This study's R² findings are shown in the table below.

Table 2. Direct Effect Hypothesis Testing

Variables	R²
Streamer Trust	0.56
Product Trust	0.68
Repurchase Intention	0.78

R² values represent the percentage of variation explained by each endogenous variable. The R² result of 0.56 indicates that the exogenous factors in the model explain 56% of the variation in the faith in streamer variable. This suggests that utilitarian, hedonic, and social values strongly impact streamer trust. The R² value of 0.68 indicates that 68% of the variation in the trust in product variable is explained by factors such as utilitarian, hedonic, social, and streamer trust. This shows that the model explains this construct well. The R² value of 0.78 indicates that 78% of the variation in repurchase intention is explained by confidence in the streamer and product. This has great explanatory power, but it also suggests that additional variables may impact live streaming commerce repurchase intention beyond streamer and product trust.

DISCUSSION

The Effect of Utilitarian Values on Streamer Trust

Utilitarian value affects streamer trust with a t-value of 5.81, over the essential threshold of 1.96, supporting the first hypothesis. This implies that customers trust TikTok live streaming streamers more when they see practical advantages like authenticity, competitive price, efficiency, and thorough product information. Live streaming allows real-time product demos, pricing discounts, and direct engagement to meet customer demands without application switching or delays. These practical benefits demonstrate the streamer's skill and uphold utilitarian value, the logical and functional rewards of consuming. To lessen fraud risk, display certified items, stream from confirmed warehouses, or provide real-time testimonials. Flash sales, discount coupons, and seamless integration of purchase elements (e.g., "add to cart" or

“buy now” buttons) boost value impression. Utilitarian value may build trust if delivered consistently and well. Unstable sights, audio, and information can damage confidence. According to Wu and Huang (2023) and Leong et al. (2023), perceived utilitarian value greatly increases confidence in streamers in live social commerce scenarios.

The Effect of Utilitarian Values on Product Trust

The research supports the second premise that utilitarian value greatly affects product trust. This suggests that people trust a product more if it's useful, simple to use, and efficient. Product trust indicates customers' confidence in a product's performance, whereas utilitarian value includes utility, convenience, and practical efficiency. Value-trust theory states that cognitive-based trust is promoted by greater perceived functional advantages and lower perceived risk. Live unwrapping, factory labeling, and sealed sample comparisons boost respondents' product authenticity trust. Live demonstrations of longevity, material quality, and functional comparisons build trust in items that match their pricing. Real-time product performance, pricing justification, and authenticity visibility minimizes ambiguity and improves customer experience, fostering trust. Live shopping on TikTok lets users analyze these factors before buying. Live demonstrations' openness makes 68% of viewers trust goods more, according to Ipsos (2024). The research confirms Wongkitrungrueng and Assarut (2020) that utilitarian value, via clear information, live demonstrations, and interactive ease, boosts product confidence in live commerce.

The Effect of Hedonic Values on Streamer Trust

The hypothesis is supported by a t-value of 6.16, which above the crucial threshold of 1.96, showing that hedonic value positively affects streamer trust. Hedonic value in TikTok live streaming includes the vertical format, dramatic audio-visual effects, interactive games (e.g., spin-wheel, flash coupons), and broadcasters' lively, hilarious presentation. These characteristics engage viewers emotionally, making purchasing more enjoyable. Streamers who added humor, popular tunes, or inventive product demos were seen as honest, knowledgeable, and caring, which built trust. Consumers are more attentive and trust the streamer after great purchasing experiences, according to the average response score of 4.07. Entertainment also builds authenticity by forming emotional relationships via relaxed and engaging encounters. Lim et al. (2020) claim that favorable sentiments toward entertaining material build presenter trust. Chiu et al. (2014) and Gao et al. (2021) demonstrated that customers' hedonic value favorably impacts streamer trust, particularly when raffles establish emotional relationships. The average score of 4.07 supports the idea that pleasure and enjoyment establish trust before purchasing choices. Sidik and Roostika (2024) found that TikTok Shop Live hedonic value greatly affects customer confidence in merchants. Albayrak et al. (2020) added that hedonic value triggers good feelings, which authenticate online information sources and build confidence. Streamers should stress narrative, product behind-the-scenes, and reward-based quizzes while providing clear product

information. Hedonic value is not only a diversion, but a deliberate instrument for building confidence in the TikTok live retail environment due to this balance between pleasure and openness.

The Effect of Hedonic Values on Product Trust

The hypothesis is supported by a t-value of 8.33, which above the crucial threshold of 1.96, showing that hedonic value increases product confidence. This suggests that customers trust a product's quality and dependability more when they enjoy, excitement, and emotional fulfillment during product or service encounters. By creating emotive resonance with the product, hedonic value, which includes emotional pleasure and delight, builds customer confidence. According to Wongkitrungrueng et al. (2020), hedonic value greatly influences product trust, especially in live streaming scenarios with visual clarity and transparency. Such formats let buyers see things from many viewpoints in real time, minimizing ambiguity. Fashion watchers may see how apparel fits on the streamer, including its color, size, and material, boosting their faith in the product's genuineness. Thus, live streaming formats that emphasize immersive and pleasant product experiences may boost customer trust, proving that hedonic value shapes favorable product views and buy intentions.

The Effect of Social Values on Streamer Trust

Social value positively affects streamer trust, as shown by a regression coefficient of 0.43. This shows that audience confidence rises 0.43 points for each incremental gain in social value, such as significant two-way conversations, prosocial activities, and the streamer's reputational capital. Respondents with an average score of 4.23 strongly agreed that TikTok live broadcasting promotes society. The site fosters community via indicators including the desire to share live streaming experiences with peers, the capacity to identify things that fit personal style, and active viewer involvement. These characteristics create a socially rewarding atmosphere that boosts streamer trust. TikTok's gift features and real-time shout-outs and comment answers boost user identification and decrease risk, enhancing trust. Wu and Huang (2023) agree that utilitarian, hedonic, and social ideals boost streamer trust. When streamers are emotionally authentic and honest about product information, viewers trust them and their suggestions. Consumers with high social value are more likely to trust the streamer, showing that social value affects customer trust (Wu & Huang, 2023).

The Effect of Social Values on Product Trust

Social value affects confidence in TikTok live streaming goods, as shown by a t-value of 4.00, above the 1.96 criterion. This supports the idea that social value boosts product trust. Social value is the product's perceived contribution to social interactions and peer recognition. TikTok live streaming lets viewers provide opinions, reviews, and criticism, building confidence in the featured items. Live streaming is both a transaction channel and a social validator since good feedback enhances product dependability. According to Watanabe et al.

(2020), social value like peer recommendations and influencer endorsements greatly increases product trust. Social value increases perceived advantages and reduces psychological risks in social commerce because live interactions and testimonials show product pleasure in real time, according to Wu and Huang (2023). Febriyanti and Irmawati (2024) added that community reputation – such as frequent product appearances on the TikTok "For You Page" and good user group engagement – creates a social endorsement perception. This acknowledgment increases customer faith in the product, proving that social value strongly influences product trust.

The Effect of Streamer Trust on Product Trust

The hypothesis is validated by a t-value of 3.28, which is above the crucial threshold of 1.96, showing that streamer trust influences product trust. The streamer's reputation and connection help convey confidence from the individual to the product. Trust in interactive live commerce hosts like streamers connects knowledge sources to product approval. According to Chang et al. (2024), live streaming components including engagement, entertainment, and visualization boost cognitive trust, emotional trust, and purchase behavior. Xu et al. (2020) discovered that real-time product information display reduces information asymmetry, increasing customer confidence in advertised items. In digital marketing, source trustworthiness, knowledge, and attractiveness improve trust transmission, according to Lee and Hong (2019). Zhang et al. (2023) used the cognitive-affective-conative paradigm to show that interactivity, informativeness, and favorable views about live streaming directly improve streamer trust. Ko and Chen (2020) also demonstrate how parasocial interactions during live streaming emotionally link viewers with streamers, boosting cognitive and affective trust and product trust transfer. Wu and Huang (2023) found that customer confidence in streamers boosts product trust.

The Effect of Streamer Trust on Repurchase Intention

A t-value of 7.81 supports the hypothesis that confidence in streamers increases TikTok live streaming users' repurchase intentions. Consumer preparedness for future purchases depends on streamer trustworthiness, honesty, and consistency. Expectations that streamers will produce material that meets viewer requirements build confidence. Message value and source trustworthiness influence customer confidence in sponsored streamer content, according to Lou and Yuan (2019). Source credibility includes expertise, honesty, and personal appeal, whereas message value includes content's perceived informativeness, entertainment, and societal relevance. Higher perceptions of message relevance and streamer trustworthiness increase trust, which influences initial purchase choices and repurchase intentions because customers trust consistent and dependable recommendations. Phua, Jin, and Kim (2020) add that streamers' extensive, transparent product knowledge minimizes post-purchase uncertainty and risk. According to Yang, Liu, and Zhang (2019), buyers who trust streamers are more likely to buy again owing to product constancy and advantages. Trivedi and Yadav (2020) found that

streamer trust increases repurchase intentions on e-commerce platforms, indicating that it also affects customer loyalty in live commerce.

The Effect of Product Trust on Repurchase Intention

The data shows that product trust positively affects TikTok live streaming repurchase intention, with a t-value of 6.86 surpassing 1.96. Product trust is a major factor in customer repurchase. Sullivan and Kim (2018) found that online customer trust greatly influences e-commerce repurchase intention, after perceived value. According to Trisna et al. (2020), product trust directly boosts buyers' inclinations to buy again. In Shopee's e-commerce platform, Nabila et al. (2023) found that product trust increases repurchase intention. According to Muhammad Harun Alrasyid et al. (2023), strong product trust boosts customer security and minimizes transactional uncertainty. Kotler and Keller (2018) define repurchase intention as customer reaction to product stimulation. Sullivan and Kim (2018) add that online trust—consumer confidence in product quality, usefulness, and safety on purchasing platforms—predicts repurchase intention. These studies demonstrate the importance of product trust in social commerce consumer loyalty and repeat purchases.

Managerial Implications

In Indonesian TikTok live streaming sessions, perceived values—utilitarian, hedonic, and social—build customer trust and boost repurchase intention. Utilitarian value emphasizes transaction efficiency and ease, boosting perceived functional benefits; hedonic value boosts emotional engagement through enjoyable entertainment; and social value strengthens collective identity through community interaction and social proof. Managers can optimize utilitarian value by displaying accurate, complete product information (e.g., real-time stock, pricing, warranty) during live streams, facilitating quick decision-making, and speeding checkout with integrated one-click payments and instant shipping to reduce cart abandonment. Live streams should be engaging mini-shows with teasers, interactive quizzes, limited-time flash sales, and dynamic closing sequences, supported by high-quality visual production, virtual try-on filters to simulate showroom experiences, and digital rewards for active viewers to maximize hedonic value. Promoting community identity by co-hosting with micro-influencers matching target demographics and using “shout out” and “customer spotlight” elements may boost social proof and word-of-mouth marketing. Formal certification programs in promotional ethics, product expertise, and complaint handling may further boost streamers' legitimacy as trust conduits. To reduce risk and encourage repeat purchases, digital quality verification (e.g., QR codes linked to certificates), visible after-sales policies like money-back guarantees, and real-time review overlays displaying recent ratings and comments can boost product trust.

CONCLUSION AND RECOMMENDATION

By analyzing how perceived values affect customer trust and repurchase intentions in TikTok live streaming commerce, this study advances management and marketing research. The results show that utilitarian value—functional

advantages like time efficiency, clear information, and discounts—significantly increases confidence in broadcasters and goods. Hedonic value, from a fun buying experience, also boosts confidence in streamers and goods. Social value—consumers' desire to belong or follow trends—also boosts trust. Trust in the streamer greatly increases trust in the product, showing that customers who trust the streamer prefer to trust the products being marketed. Finally, confidence in both streamers and items directly increases customers' intents to buy again during TikTok live streaming sessions, demonstrating the importance of trust in live commerce customer loyalty. These findings provide various commercial and research suggestions. TikTok may improve the shopping experience by adding relaxing background music, visually attractive but simple interfaces, and user comfort elements during live broadcasting. Streamers should learn to emotionally engage with viewers via narrative, comedy, or interactive activities. To enhance the purchasing experience, TikTok should emphasize real-time interactive components including product pop-ups, user testimonials, and live product visualizations.

ADVANCED RESEARCH

Operational evaluations of customer behavior during live streaming sessions should be expanded in future study. Direct observation or in-depth interviews may reveal how live streaming customers perceive value, create trust, and repurchase. These qualitative methods will capture the complex and dynamic interactions between streamers and viewers, revealing the psychological and emotional elements that affect live commerce trust and purchase intentions. This broader viewpoint may improve future studies' accuracy and usefulness.

ACKNOWLEDGMENT

We would like to thank all the parties involved in this research.

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