



# The Effect of Live Streaming Shopping, Online Customer View, and Affiliate Marketing on Impulse Buying through Customer Trust in E-Commerce TikTok Shop

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## ABSTRACT

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This study aims to use TikTok Shop customer trust as a mediator variable to study the effects of Live Streaming Shopping, Online Customer Reviews, and Affiliate Marketing on impulse buying. A closed-ended questionnaire survey of the data was created with a purposive sample of 151 students who had previously shopped through the TikTok Shop. The intensive method used here is based roughly on a Likert scale. The data obtained by the study were then processed using Structural Equation Modeling Partial Least Squares (SEM-PLS) techniques. Empirical results show that Live Streaming Shopping and Affiliate Marketing have a significantly greater effect on consumer behavior than online consumer reviews alone. Specifically, Affiliate Marketing has a significant and positive effect on Impulse Investment and Customer Trust, while Live Streaming Shopping significantly increases Customer Trust although its direct effect on Impulse Investment is not statistically significant. At the other end of the spectrum, online customer reviews showed only a very weak positive relationship with impulsive buying behavior and customer trust, implying their weak ability to incite impulsive purchasing tendencies. In addition, customer trust become a mediating variable and effectively bolster the link between live streaming shopping and affiliate marketing with impulse buying, while online customer reviews stay out of this mediation. This discovery affirms that live streaming and online customer review mechanisms must be developed as radio platforms for direct interactions between sellers buyers. It has been observed from reality that this kind of real-time interaction not only promotes trust but also speeds consumer acceptance of patterns and ushers in an energetic electronic shopping environment together

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## 1. INTRODUCTION

Research on Impulse Buying is an interesting thing to study because of the differences in results from previous studies (Liyanapathirana, 2021; Shamim & Islam, 2022; Wijaya & Tjiptodjojo, 2023; Binti Rali, 2024; Cattleya Febrizadly et al., 2024; Dayanti, 2024; Masitoh et al., 2024; Sanapang et al., 2024; Stevany Sembiring et al., 2024). In their empirical research, Afifah et al. (2023) came to a conclusion that there was a statistically

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significant relationship between the live streaming shopping factor and impulsiveness towards product purchases. This result was also affirmed by Prasetyo (2024) and Cattleya Febrizadly et al. (2024), who agreed that live streaming shopping has a significant and positive effect on impulse buying, helping to shape for the better or worse. However, there are also contradictory empirical data. A study by Masitoh et al. (2024) showed that live streaming shopping made no statistically significant effect on impulse buying, which is contrary to the consensus of previous studies.

Variables were defined based on types of the shop intended to be shown. But to interact with the shopper, such variables require careful balance. When it comes to impulse purchases, there is no need for any particular recommendation at all. For example, from studies such as Li et al. (2022) researched online consumer reviews and concluded that they raised the propensity to shop. Thus Cattleya Febrizadly et al. (2024) or Masitoh et al. (2014) have corroborated the above point. On the other hand, Wijaya and Tjiptodjojo (2023) reported "Conversely online customer reviews (...) In such a small sample, there was no significant statistical correlation, but whether it caused healthy measure harm or even larger harm remains an open question.

A further stream of research has attempted to delineate the nexus between Affiliate Marketing and Impulse Buying. Dayanti (2024) established that Affiliate Marketing has a positive and significant influence on Impulse Buying. Parallel findings were obtained by Afifah et al. (2023) and Ratih Amelia (2023), both affirming the favorable connection between these constructs. Yet, despite such consistency, Kumala (2020) presented a divergent conclusion, demonstrating that Affiliate Marketing, alongside several other examined variables, did not exhibit a significant partial effect on Impulse Buying.

In their study on how the variable of Trust affects Impulse Buying, Sanapang et al. (2024) showed that Trust has a significant positive impact on this phenomenon. In agreement, previous studies by Masitoh et al. (2024), Liyanapathirana (2021) and Stevany Sembiring et al. (2024) also found a significant relationship between Trust and Impulse Buying was robust and holds conclusive statistical evidence. On the other hand, Wijaya & Tjiptodjojo (2023) concluded that Trust has no significant impact on Impulse Buying. However, when taken together with all seventeen references enumerated above, these conflicting arguments are not really such a surprise. Therefore, this paper seeks to widen the empirical evidence base by conducting a fresh survey in order to better understand these issues of marketing management. Specifically, we shall deal in more detail the Indonesian e-commerce market as represented by a group of TikTok Shop consumers.

The rapid development of digital technology has profoundly changed consumers' purchase habits and shopping desire. TikTok Shop is an example of a social commerce platform that is expanding most rapidly (of 2022) It takes live streaming shopping, online customer reviews and affiliate marketing all under one roof to provide an integrated experience through rich content. In Indonesia, TikTok has attained a massive user base of more than 157 million active users in 2024 (<https://www.garuda.website/blog/data-pengguna-tiktok-di-indonesia-2024/>). Despite its rapid growth, the influx from impulsive buying behaviour on TikTok Shop gives rise to series of challenges: for instance, what are the genuine needs being met by consumers? Who else may buy one and lucky egotism or cheap gratification products at an unplanned moment in order to spark enthusiasm online is really hurting their financial health. Consequently, understanding interaction between Indonesian market context-the TikTok Shop is one of primary markets--of live streaming shopping, customer reviews online and affiliate marketing also becomes important. Furthermore, this research was logically organized by way of replicating and ultimately extending the methodological and theoretical framework employed in Afifah et al. (2023).

This research is novel in examining the influence of Live Streaming Shopping, Online Customer Reviews, and Affiliate Marketing on Impulse Buying through Customer

Trust in the context of TikTok Shop, a topic rarely studied compared to other e-commerce platforms. The main novelty lies in the integration of these three digital marketing strategy variables into a single research model that positions customer trust as a mediator. The results provide a new perspective that in the modern social commerce ecosystem, direct interaction and affiliate credibility are more effective in building trust and encouraging impulse purchases than passive customer reviews.

## 2. RESEARCH METHOD

This study uses a quantitative research approach to explore it. According to Sekaran & Bougie (2016), As such, it involves a systematized, methodical and minute-by-minute eternally prepared design and research process. The research population actually refers to all of the psychological bodies or objects limited by a certain condition, therefore this study adopts purposive sampling in order to ensure relevance of the sample. The population of this study refers to those shoppers who have ordered on TikTok Shop in Indonesia, totaling 151 respondents. The sampling criteria also emphasize that participants must already be TikTok Shop consumers. As the main source of empirical evidence for this study, primary data were collected (Bougie & Sekaran, 2017). Respondents filled out a questionnaire administrated through Google Forms. This instrument was designed using a Likert scale, with the principal form of measurement which would be interval scale for attitudinal responses. Structural Equation Modelling-Partial Least Squares (SEM-PLS) was used in data analysis of this study (Achmad & Kuswati, 2021).

As a result, the outer model verified the instrument's reliability and validity by examining convergent validity (loading value > 0.7), discriminant validity (cross-loading), composite reliability (> 0.7), average variance extracted (AVE > 0.5) and Cronbach's alpha (> 0.6). The inner model investigated the linkages between latent variables through a number of useful indices like R-square (predictive accuracy of endogenous constructs) F-square (effect size) and Q-square (predictive relevance). Following this manipulation technique, hypothesis testing included examining both path coefficient (direct relationship) and specific indirect effects (mediated outcomes), with significance assessed on the basis of both p-values (1.96 at  $\alpha=5$  percent). This multi-stage process of analysis ensured that non-significant results encountered in any one part were mitigated, and gave the strength and credibility to results of these statistical methods being genuine.

## 3. RESULTS AND DISCUSSIONS

### 3.1 Outer Model Analysis

#### a. Convergen Validity

An indicator is deemed to possess satisfactory convergent validity when its outer loading exceeds 0.7. The corresponding outer loading coefficients for each indicator within the study's variables are presented as follows:

| Variable                 | Indicator | Outer Loading |
|--------------------------|-----------|---------------|
| Live Streaming Shopping  | X1.1      | 0,753         |
|                          | X1.2      | 0,739         |
|                          | X1.3      | 0,729         |
|                          | X1.4      | 0,796         |
|                          | X1.5      | 0,851         |
| Online Customers Reviews | X2.1      | 0,690         |
|                          | X2.2      | 0,753         |
|                          | X2.3      | 0,773         |
|                          | X2.4      | 0,775         |
|                          | X2.5      | 0,763         |
|                          | X2.6      | 0,788         |
| Affiliate Marketing      | X3.1      | 0,842         |

|                |      |       |
|----------------|------|-------|
|                | X3.2 | 0,845 |
|                | X3.3 | 0,798 |
|                | X3.4 | 0,832 |
|                | X3.5 | 0,813 |
| Trust          | Z.1  | 0,782 |
|                | Z.2  | 0,708 |
|                | Z.3  | 0,794 |
|                | Z.4  | 0,786 |
| Impluse Buying | Y.1  | 0,796 |
|                | Y.2  | 0,765 |
|                | Y.3  | 0,848 |
|                | Y.4  | 0,786 |

Source: Processed primary data (2025)

Noting the data presented in Table 1, most of the study variables' indicators of variance loading values are higher than 0.7. However, as explained by Chin (1998), the measurement constructs in which loading coefficient is between 0.5 and 0.6 are still sufficient to meet the minimum criteria for convergent validity. In addition, the results ascertain that none of the variable indicators have an outer load value less than half (0.5). This means that all indicators are valid both practically and statistically for use in any subsequent procedure of analysis. Another example is the assessment of how much the AVE coefficient crosses over 0.5 show convergence criteria met (Gozali, 2015). The following section outlines AVE values per variable used in this study.

Table 2. Values Average Variance Extracted

| Variable                 | AVE (Average Variance Extracted) | description |
|--------------------------|----------------------------------|-------------|
| Live Streaming Shopping  | 0.600                            | Valid       |
| Online Customers Reviews | 0.574                            | Valid       |
| Affiliate Marketing      | 0.683                            | Valid       |
| Trust                    | 0,590                            | Valid       |
| Impluse Buying           | 0.639                            | Valid       |

Source: Processed primary data (2025)

As the data table2 show, each variable examined in this study exceeds the maximal extraction variance of 0.5. In particular, with AVE coefficients as follows: Live Streaming Shopping (0.600), Online Customer Reviews (0.574), Affiliate Marketing (0.683), Trust (0.590), and Impluse Buying (0.639), these statistical results suggest that all aspects of an aspect fulfill some criterion of discrimination: one may legitimately believe for certain constructs to be capable not only capturing representation about themselves alone but also distinctly differentiating themselves from any other thing similar across differing dimensions. Require from these numerical results We may infer that any group of research variables being analyzed here meets the valid criterion for discriminant validity, indicating that constructs have sufficient validity to distinguish between each other.

#### b. Reliability Test

The reliability, is to perfect the research tools measure of one kind and valuation part or concept dimensions in conjunction for a particular construct. But the within this inspection, reliability evaluation relied primarily on which two aspects? Composite Reliability and Cronbach's Alpha. Its Composite Reliability metric serves as a diagnostic indicator regarding the internal reliability level of all indicators that form a variable. When a construct shows at least 0.7 value for this metric, then we can say it has acceptable reliability. Results on the computed values of Composite Reliability for different constructs which were studied in this paper can be seen below.

Table 3. Uji Reliabilitas

| Variabel                | Composite Reliability | Cronbachs Alpha |
|-------------------------|-----------------------|-----------------|
| Live Streaming Shopping | 0.882                 | 0.832           |

|                          |       |       |
|--------------------------|-------|-------|
| Online Customers Reviews | 0.890 | 0.851 |
| Affiliate Marketing      | 0.915 | 0.884 |
| Trust                    | 0.852 | 0.767 |
| Impluse Buying           | 0.876 | 0.811 |

Source: Processed primary data (2025)

According to Table 3, the composite reliability scores of all constructs in this research can reach about or higher than 0.7. Specifically, according to a reliability analysis, the data suggest that the CR of Live Streaming Shopping is.882, online Customer Reviews 0.890, Affiliate Marketing 0.915, Trust 0.852 and Impluse Buying 0.876. Generally speaking, these results mean that all constructs meet the standard for composite reliability. They can thus be considered to be quite substantial and stable indicators of their respective variables. The subsequent reliability test is Cronbach's Alpha, a usual tool for grading the internal consistency of items in psychometric instruments. As Cronbach (1951) said, a construct will be considered reliable if its Cronbach's Alpha value is greater than 0.60. As shown in Table 3, all variables represented the Cronbach's Alpha coefficient greater than.6, which implies that each construct meets the criteria of reliability and is psychometrically sound.

#### c. Inner Model Analysis

This section details what we know about goodness of fit, linear coefficient, and hypothesis tests. The analysis model also seeks to examine the interrelationships between latent constructs (Achmad & Kuswati, 2021). Under the framework of this analysis, an intercorrelation modeling can be validated by means statistics of the R<sup>2</sup> (R-square) coefficient, the Goodness Fit (GoF) index, and estimates path coefficients.

#### d. Goodness of fit

Structural model validation aims to bring clear all interconnections among manifest as well as latent constructs, including predictor, mediator, main, and outcome variables within a multivariate analytical frame. Goodness of Fit Model adequacy is evaluated by two primary statistical tests: R-Square (R<sup>2</sup> > plus Q-Square (Q >)). The R<sup>2</sup> coefficient measures the proportion of variance in endogenous constructs that is accounted for by exogenous variables; the bigger this coefficient, and so higher one's deduction might be given from it without any need to test against other data points.

Tabel 4. Nilai R-Square

|                | R-Square | R-Square Adjusted |
|----------------|----------|-------------------|
| Trust          | 0.843    | 0.840             |
| Impluse Buying | 0.853    | 0.849             |

Source: Processed primary data (2025)

Based on the data presented in Table 4, the R-Square coefficient used to measure the influence of the variables Live Streaming Shopping, Online Customer Reviews, and Affiliate Marketing on Trust yields a value of 0.843 or 84.3%, indicating that the reciprocal relationship between these constructs shows a high level of strength. In addition, when assessing the impact of Live Streaming Shopping, Online Customer Reviews, and Affiliate Marketing on Impluse Buying, the R-Square value obtained reaches 0.853 or 85.3%, which further implies that this relationship is also categorically strong. An additional evaluative procedure applied is the Q-Square (Q<sup>2</sup>) test, which serves to determine the Predictive Relevance of the structural model. The Q<sup>2</sup> value provides an estimate of the model's ability to reproduce empirical observations with precision and to validate the stability of its parameters. A Q<sup>2</sup> value greater than zero (Q<sup>2</sup> > 0) indicates that the model has predictive relevance, while a Q<sup>2</sup> value below zero (Q<sup>2</sup> < 0) indicates that the model shows low predictive validity. The calculation of the Q-Square value is carried out as follows:

$$Q\text{-Square} = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$\begin{aligned}
 &= 1 - [(1 - 0.843) \times (1 - 0.853)] \\
 &= 1 - (0.157) \times (0.147) \\
 &= 1 - (0.023079) \\
 &= 0.976921
 \end{aligned}$$

According to the above formula, the Q2 is equal to 0.976921. This means over 97.6 per cent of all variance within the data can be explained by our model. Meanwhile there remains 2.4 per cent unexplained by it which is due to other factors outside its limits. Thus it is evident that our model is of unusually high attainment.

#### e. Hypothesis Testing

As regards the assessment of hypotheses, a significance threshold was used which corresponded to a t-value of 1.96: namely at this stage confidence level equivalent not in significance testing but derivative statistics. An observed t-statistic exceeding 1.96 denotes that the examined effect is statistically significant. Hypothesis questioning was done using SmartPLS version 4.0 software, and the paths in turn determined answer quality by calculating their coefficients.

Table 5. Hypothesis Testing

|  | Hypothesis | Original Sample | t-Statistics | P Values | Description              |
|--|------------|-----------------|--------------|----------|--------------------------|
| <i>Direct Effect</i>                               |            |                 |              |          |                          |
| Live Streaming Shopping -> Impulse Buying          | H1         | 0.005           | 0.043        | 0.483    | Positive Not Significant |
| Online Reviews -> Impulse Buying                   | H2         | 0.193           | 1.522        | 0.064    | Positive Not Significant |
| Affiliate Marketing -> Impulse Buying              | H3         | 0.266           | 1.973        | 0.025    | Positive Significant     |
| Live Streaming Shopping -> Trust                   | H4         | 0.446           | 3.761        | 0.000    | Positive Significant     |
| Online Reviews -> Trust                            | H5         | 0.191           | 1.329        | 0.092    | Positive Not Significant |
| Affiliate Marketing -> Trust                       | H6         | 0.332           | 2.451        | 0.007    | Positive Significant     |
| Trust -> Impulse Buying                            | H7         | 0.509           | 3.419        | 0.000    | Positive Significant     |
| <i>Indirect Effect</i>                             |            |                 |              |          |                          |
| Live Streaming Shopping -> Trust -> Impulse Buying | H8         | 0.227           | 2.735        | 0.003    | Positive Significant     |
| Online Reviews -> Trust -> Impulse Buying          | H9         | 0.097           | 1.266        | 0.103    | Positive Not Significant |
| Affiliate Marketing -> Trust -> Impulse Buying     | H10        | 0.169           | 2.087        | 0.019    | Positive Significant     |

Source: Processed primary data (2025)

## 3.2 Discussion

### a. Live streaming shopping on Impulse Buying Tik Tok Shop

The first step of this research is to write down semantics which help determine whether Live Streaming Shopping has a significantly positive influence on Impulse Buying. The t-statistic that was calculated is 0.043, and the corresponding p-value is 0.483 as can be seen in Table 5. These figures mean that t-statistic 0.05. This shows us that although Live Streaming Shopping has a trend towards positive impact on Impulse Buying, it is not yet significantly inconsistent with statistical tests. In short, although

positive links can be found, they are not strong enough for confirmation through empirical testing. Thus the first hypothesis in this paper lacks empirical support. As such cheat the labor of composing this material. We can also see a comment line of the example (2003) and Masitoh et al. (2004) report that Live Streaming Shopping has no effect on Impulse Buying. This may be because people watching live broadcasts are enjoying the show and are often focused on their own emotions rather than buying anything impulsively. Subjects in this study seem to be high in self-control when making purchases, so they are not immediately influenced by stimuli presented on the screen in live streaming sessions. Don't you think that the sort of product shown, the quality of the host's presentation and the trustworthiness of those presenting the live streaming will therefore affect success in making impulse buys.

The results of this research are not the same as a great many previous research studies which found valid evidence for impulse buying under live streaming. For instance Afifah et al. (2023) pointed out how interactive features and the feeling of speediness combined with live streaming could induce some unforeseen buys. Studies such as these last three cases have actually argued that the live streamings' fast tempo and real-time interaction is responsible for us slipping into unplanned purchases without ever realizing how we got there. In other words it may be that the contrast in statistical results reflects differences of certain scene, And different nationalities make up subjects.

#### b. Online customer reviews on Impulse Buying Tik Tok Shop

In this it is hypothesized the second hypothesis of the study were to verify whether Online customer reviews directly impact impulse buying. With online customer reviews, impulse buying is positively related. still, the strength of this effect is not significant enough to bear a strong statistical relationship. This means that as consumers watch or browse products, online product comments may be taken into account, but they can not be guaranteed automatically to induce spontaneous or unplanned buying decisions. Some further explanations for these results could include the quality or credibility of the reviews read. If reviews are perceived as inauthentic, too general, or suggest that they are fake, consumers will ignore them. On the other hand, contemporary consumers, particularly those from younger generations who are attracted by the internet, will critically evaluate information-facts and customer reviews alike-before making purchases. Their action cannot be just like some unthinking animal As a result, this stands in contrast to research by our predecessors. She assesses the view taken in previous studies, and makes another point from the current research This difference raises questions for writers too, like in which category this work falls. Another example of problems facing further research in this area lies in the sample characteristics of this work The results also suggest that, in terms of practical application, it is not just an online review buying mood that should be encouraged online. Including comments from actual consumers in product design can make customers believe the product is not only better than a replacement, but a truly unique worthwhile purchase such. Estimates suggest then that while online reviews can have positive effects on impulse buying, whereas the consumer certainly does not treat it as such now. In this case, the above conclusion therefore provides to those wishing investigate further an unnecessary shortcut.

#### c. affiliate marketing for Impulse Buying Tik Tok Shop

All of these findings suggest that affiliate marketing strategies work very well at promoting purchasing on impulse. In forming trust, urgency and emotions that move users to buy without any premeditation, affiliates such as influencers, bloggers and content producers are veritable artists. As a major feature of automatic marketing, it feels more genuine than regular advertising and its recommendations sound more authentic. People are said to respect who they admire, and entrepreneurs and products they enjoyed following or promoting on social media are easy to like. When a generation of

testimonials come personally from affiliates, discount coupons for a limited time only are offered, or a product is brought out and used live to manifest life experiences with it, this kind of operation naturally arouses a sense of trust and urgency---two main ingredients for impulse buying.

The findings confirm recent research by Zafar et al. and Afifah et (2023) which underlines that credible affiliates wield a significant influence over buying decisions. This is more particularly the case for younger consumers. Virtually everyone in the digital age says they increasingly rely on friends' recommendations over traditional advertising. The results of this research underline how much more crucial personal referrals will become as time goes by. The significance of these findings for businesses and marketers, then, is this: businesses may wish to collaborate with affiliates or influencers who are capable of profoundly influencing their target audience. Especially for products that are often bought on impulse (such as fashion, cosmetics, toys or small electronic gadgets).

#### d. Live Streaming Shopping versus Trust in TikTok Shop

The fourth hypothesis is to test that Live Streaming Shopping will positively and significantly influence Trust. Result from statistical analysis are as follows:  $t=3.761$ , coefficient of 0.446,  $p=0.000$ . Since the t-statistic is larger than 1.96 and the p is less than 0.05, it is safe to say that Live Streaming Shopping has both positive Trust effect. Hence the fourth hypothesis is empirically valid.

The significance of Live Streaming Shopping in enhancing trust is clear from these results. The dynamic live sessions with real goods on display attract a large number of customers, but also facilitate direct interaction between producers and consumers, So it is this atmosphere of realness that makes people feel as if they are there together with the seller in person-Beijing (perhaps not entirely correct)-and when people believe what they hear, they will do business with you. Fruitful results depend on trust. Live streaming adds another layer of richness to marketing, while also promoting the values and aims encapsulated in Mr. Tang's article. When consumers who trust you go shopping right in front of your eyes, instantaneous feedback for any queries they make, plus the personal ambience created by lifestyle host or seller as they are selling things makes it easy to keep consumer trust high; this has enabled him time after again to regain peace and joy a thousand times over.

Further research evidence this point made by Afifah et al. (2023), Prasetyo (2024), Ho et al. (2022), Makmor et al. (2024) and Luciana Spica Almilia et al. (2024, p. 110). They collectively stress that live streaming commerce facilitates intimate socialization among users and boosts feelings of trust towards sellers as well as products. This dynamic is crucial in e-commerce ecosystems, where trust is a key determinant of purchasing behavior-professionally, without physical product inspection. Thus, from an operational perspective, these findings recommend that enterprises seeking to establish digital trust incorporate live streaming tactics into their marketing. Presenters who are professional, funhanded, and capable of delivering trustworthy information can help increase the audience's faith both in the brand and its products, thus consolidating the company's position within competitive digital markets.

#### e. Online Customer Reviews on Trust in Tik Tok Shop

According to the fifth hypothesis, Online Customer Reviews should exercise a positive and significant influence on Trust. A t-statistic of 1.329 and influence coefficient 0.191 with its p-value 0.092 were generated by the statistical analysis. Since the t-statistic is less than 1.96 and p-value exceeds 0.05, it can be concluded that Online Customer Reviews have a positive effect on Trust without being statistically significant. Thus, the empirical evidence does not support Hypothesis 5. This result suggests that while there is a positive correlation between Online Customer Reviews and Trust yet its

impact is not strong enough to be considered statistically significant. This means that a product or brand can't gain high trust from its online customer reviews alone, at least judging from the point of view of this study. Several reasons can account for this result. One is that fake or manipulated reviews are familiar to consumers so that they may be mistrustful of the reviews they encounter. Second, if reviews are too general, lack specific details, or omit visual portrayal (photos or videos), then they tend not to work very much at building trust. Thirdly, trust is also determined by other factors such as reputation of the brand, people's own experiences and quality guarantee. These factors may play a more important part than just customer comments in shaping consumer attitudes.

These findings differ markedly from those approximated to still greater diffusion Llianl (2016) revealing even minor object changes which make a high quality review by users result in extremely significant trust. Open contextual reports of great environmental variance. Specific inter-product nature diversifies results credible conclusions might as well disappear. The ramifications of this are that companies can not depend solely on user reviews to build trust with consumers. They must adopt other methods besides this include first-hand substantiation of their reviews, making sure that the Web page vision of what is being offered really accurate (such things are done from Jinjiangxu aziweixian's perspective), giving thought to items such new installations for customer service staff and better warranty periods in Kent trustee comer's designs respectively provide an even stronger trust to what goes down as useful information on screen because the audience will be able from feedback penalties to know that they were able get something good in return of their money.

#### f. Affiliate Marketing on Trust in Tik Tok Shop

The sixth hypothesis continues to calculate how significant Affiliate Marketing is more successful in leading people to trust you - The empirical findings show a T-value of 2.451, an influential coefficient of 0.332 and a p-value 0.007. When the t-value reaches 1.96 and the p-value does not exceed 0.05, it is further confirmed that Affiliate Marketing has a statistically significant positive impact upon Trust. Therefore, the sixth hypothesis is verified by the empirical evidence, as well as statistically reliable. These results make obvious that in the establishment of consumer trust for a product or brand, affiliate marketing is extremely important. When they make a personal and authentic channel, various kinds of affiliates such as influencers, bloggers, or content creators can provide suggestions with high credibility. Consumers generally trust information that comes from individuals they regard as role models or experts in some particular field, particularly if the relationship between the affiliate and audience has been established over long-term contact. This considerable influence once again confirms the conclusion that in today's digital ecosystem, trust can be formed not only directly by companies but rather also indirectly through those with influence in online communities. Affiliates are this bridge of trust which links consumers and brands. Especially when they give real-life testimonials, based upon their own experiences transparency is maintained throughout communications and they have active response every time followers interact, there is a high level of trust between the two parties.

Such findings are, consistent with those of Lim et al. (2020) and Lou & Yuan (2019). That is, the endorsement of trusted partners has a significant impact on the extent to which brands are held in confidence by consumers. Especially during the digital age, if trust cannot be built, customers' satisfaction and long-term market success will become more difficult to achieve--since they are already hard enough in Japanese culture without this additional barrier. In actual use, results from the study indicate that marketers should be very careful about their among reputable and reliable affiliates who won an award instead of just any old bookworm. The communication has to be open, honest and targeted at specific characteristics of the customer group. Long-term partnerships with trustworthy partners can help build and maintain the trust of customers.

g. Trust on Impulse Buying Tik Tok Shop

In the seventh hypothesis, efforts to verify whether trust has a positive impact on impulse shopping or not should be made. Upon assessing the test results, the t statistic was 3.419, the effect coefficient 0.509 and p-value 0.000. As  $t > 1.96$  and  $p < 0.05$ , trust exerts a positive and significant impact on impulse buying. So the seventh hypothesis is acceptable in statistical terms. This study suggests that trust for consumers is one of the key factors driving impulse purchases. When consumers have a trust in the brand, platform, or information source they access, making purchasing decisions are quicker with less thought-taking or time required. Reducing people's perception of risk, Trust increases a sense of security and should make the consumer feel more confident and faithful in both the product's quality as well as its credibility. A significant effect (0.509) suggests that trust is not simply an encouraging factor but also plays an important role in shaping impulse buying behavior. This resonates with the findings of Kim et al. (2020) and Pavlou & Gefen (2024), who argued that trust was the dominant factor in this type of online environment mediating all relationships between consumer perceptions and decisions to purchase.

Facing the results from a marketing strategy perspective, one implication is that trust building and continuing to look after consumers must rank number one on list if corporations desire impulse buying. Credibility of the source can increase trust so can transparent information, true testimonials and responding customer service. Thus, the seventh hypothesis reinforces the strategic role of trust as a link between various digital marketing elements (such as affiliate marketing, live streaming, and customer reviews) and consumer impulse buying behavior.

h. Live Streaming Shopping on Impulse Buying Tik Tok Shop mediated by trust

This means that, besides being a major factor in influential impulsive purchases, trust is also an intermediary. Of course, who would be able to say goodbye to their shopping partners altogether? As a result, live shopping actually increases people's faith in a certain product or brand. This gives them the information they need at their fingertips to make just that instant evaluation/purchase decision for all those temptations that are so artfully wrapped. Up until now nobody has ever seen a situation like this. With adorable collagen, growing seedling stream and freshly picked oranges from a bough, Oranges That delivers \* emerald clutch \* On the other hand, when viewers see genuine, interactive live streams with real authenticity they leave feeling much more sold on the products themselves. This assurance turns into one large force to the decision of whether or not to "take it" This is the importance of trust in a live streaming platform crossentropy for impulsive purchase predictions. As a result, the live streaming process not only talks people signal can be realized time and interaction gives both trust and bonding between seller product. And then it becomes impossible to resist making unplanned buys. More precisely, the results indicate the following trend: streaming is not simply a place where commodities are laid out live; it is one which produces fruits through dialogue with its audience. Thus in order to make live broadcasting more tempting as far as selling goods on an impulse is concerned, gradual product promotion needs establish a much more solid foundation little by little win.

i. Online Customer Reviews on Impulse Buying Tik Tok Shop mediated by trust

All these findings show that, although the direction of relationship between Online Customer Reviews and Impulse Buying through Trust is positive, effect has not reached enough significance to support hypothesis Trust mediates. This shows that user reviews on the internet have their clear advantages in providing pertinent information as well as assisting consumption decision-making. However, is an area ripe for improvement is their low approval ratings so you can't expect users to subsequently buy impulsively

just because they trust. The approach taken by this investigation is in line because online reviews are fake or non-objective so many consumers may doubt their authenticity. Once others have no confidence in online reviews, little function can be had for them as channels of truth and trust. Reviews that are too general. Trust in product reviews is based on factors other than the review itself. A product's brand reputation, customer service quality and previous experience with the product or seller all influence whether or not consumers trust that particular item. Thus customer reviews may even fail to be an intermediary strong enough for mediating this sort of relationship. In practical terms, these results imply that while online customer reviews can offer useful information for consumers, they are not enough to build the strong consumer trust that will motivate impulsive purchasing. Thus, companies need to weave multiple strategies together in order to create a deeper rooted trust, such as verifying people's evaluations and improving overall user experience.

j. Affiliate Marketing on Impulse Buying Tik Tok Shop mediated by trust

These results suggest that as for trust it influenced trust-based generalizations and affiliate advertising marketing so all previous trading model tests were dismissed as unfruitful. This trust is the result of affiliates' perceived knowledge and ability to provide product recommendations. The significant impact means that affiliate marketing, trust out of simply a means of promoting something, is instead first and foremost a tool for creating consumer confidence. When consumers are able to make affiliate recommendations with confidence, they will more likely buy the product without plowing through material regarding it first. Trust provides a link here that strengthens these impulse buying decisions. These findings are consistent with the Social Influence and Social Proof theories, which suggest that consumers are reluctant to pass up the recommendations of people they trust. Research also shows that endorsements by trusted affiliates can significantly increase trust and affect future purchasing behavior (Lou & Yuan, 2019). In practical terms, the study suggests that marketers should select affiliates who have a positive influence and reputability in their audience's eyes. Marketers should consider the nature of the relationship between affiliates and their audiences so as to develop trust and ease the purchase of impulse goods for consumers.

#### 4. CONCLUSION

Thus, this study has currently verified that based on all 10 hypotheses tested, Affiliate Marketing and Live Streaming Shopping still have a more significant overall effect on consumer behavior compared with Customer Reviews. To this end, the gains and rankings are both very obvious. In particular, it shows a statistically significant impact in enhancing Impulse Buying and as well greatly raises Trust for consumers. Improved overall constructs of Consumer Trust, although they are placed at another period too close to Impulse Buying and without real statistical significance providing evidence of this. Through the study, we find that while Customer Reviews have a tiny positive but weak correlation with both Impulse Buying and Trust, it is not important. Additionally, it is very important to note that Trust is selected as a vital mediation variable deepening and enriching the links from digital marketing strategies to impulsive buying behavior. For example, while customer confidence is a significant mediation element on Live Streaming Shopping and Affiliate marketing Impulse Buying this does not hold true for the mediating function of Online Customer Comment in its relation with impulse purchase. This would also indicate that confidence in the consumer is significant with respect to their impulsive decision-making, especially when it comes to marketing strategy combination that combines authority and deep emotional involvement. As a result, the result of marketing strategies aimed directly at establishing trust (live broadcasts) and endorsements from third parties in effect (affiliates) has played an even

greater role in shaping decisions regarding impulse buying than those based solely upon consumers' evaluations.

These findings can be utilized by businesses to get a more immediate and accurate interaction between producers and customers in digital marketing methods. This will result in maximizing the chances of winning a market share. As a medium of expression, live broadcast is important in this surging trend. A successful capitalist who can communicate with countless people, moguls or investors at any time from anywhere in the world to make deals globally with the simple click of a button. The operation of the shopping system, however, must occupy few business hours and be uninterrupted (thus customer needs demand). In addition to using product feedback to consolidate their foundation, more interactive strategies need to be thought about for maximum effect. Results, by categorizing patient data from variables such as their age, occupation, and level of education, can help to move forward consumer behavior theory. Therefore, not only does the product change; user expectations as well. Trust alone along with social interactions are connecting links which at the time marketing stimuli go out into a digital media environment signals need to be taken care of in all aspects and consumers make all use of this mechanism. Thus, through trials and errors for real-time interaction as well as a third party trust-building effect how people behave in purchases has changed drastically whether or not they are familiar with social media marketing techniques. Such results call for a rethinking of traditional theories on consumer behavior and an increasing emphasis on the temporal dimension.

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