

Trust Factor in TikTok Live Shopping: The Role of Product Authenticity and Consumer Trust in Product Purchasing Decisions in the Fashion Industry

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ABSTRACT

This research investigates the role of trust factors—specifically product authenticity and consumer trust—on purchasing decisions in the context of live shopping on TikTok Shop within the fashion industry. The increasing popularity of live commerce, especially among Gen Z, has transformed traditional shopping behaviors into more impulsive and real-time decision-making processes. This quantitative research employs a descriptive and verification approach, collecting data from 84 respondents using purposive sampling. The respondents are TikTok users in Indonesia who have purchased fashion products through TikTok Shop. Data analysis was conducted using path analysis with SPSS 25. The results show that both product authenticity and consumer trust significantly and positively influence purchasing decisions, either partially or simultaneously. The regression model indicates that 47.6% of the variance in purchase decisions can be explained by the two independent variables. The study confirms that the presence of real-time interactions, honest product demonstrations, and seller credibility are crucial in building consumer trust and encouraging purchase decisions during live shopping sessions. These findings highlight the importance of trust-building strategies for businesses in the fashion e-commerce space, especially in platforms with live features like TikTok Shop. Future research is encouraged to explore other influencing variables such as influencer credibility, urgency effects, or user interface experience

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1. INTRODUCTION

COVID-19 has also negatively impacted the income of business owners in Indonesia. This explanation is supported by data from (Somantri, 2021). According to reports from business owners, the fashion industry recorded a sales decline in January 2020, resulting in a 90% drop in profits. According to Ida Fauziyah (Febrinastri, 2021), the COVID-19 pandemic caused a sales decline of around 70% in the Indonesian fashion industry. This situation has impacted the lives of Indonesian fashion entrepreneurs and workers. (Verwita et al., 2022) MSMEs must survive in a digital and online environment to implement various business innovations, such as: One of the most frequently used tools by MSMEs in business activities is social media. The development of digital technology has brought significant changes to the world of marketing, especially with the emergence of increasingly innovative e-commerce platforms. One marketing strategy now widely implemented by businesses is live shopping, a sales method that allows direct interaction between sellers and consumers through live broadcasts. Through this method, consumers can view products in real time, ask questions

directly to sellers, and receive various exclusive promotions only available during live sessions. With increasing internet penetration and digital technology adoption, live shopping has become a growing global trend, particularly in Asia, including Indonesia.

In Indonesia, TikTok Shop has emerged as a key platform capitalizing on the live shopping trend, particularly in the fashion industry. According to a 2023 report by We Are Social, Indonesia ranks second in terms of TikTok users worldwide, with 112.97 million users, with 125 million monthly active users using the TikTok Shop feature. This data demonstrates TikTok Shop's significant potential as an e-commerce platform capable of transforming consumer consumption patterns. TikTok Shop's primary advantage lies in its interactive, short-form video content-based marketing model, creating a more engaging shopping experience for users. Consumers can view products not only in static images but also in a more dynamic and realistic video format. Furthermore, the live shopping feature allows sellers to build closer relationships with their audiences, provide live product demonstrations, and increase consumer trust through real-time interactions..

As live shopping becomes more popular, consumers' purchasing decision-making processes are also shifting. While previously purchasing decisions were primarily influenced by factors such as price, product quality, and recommendations from those closest to them, consumers now tend to be more impulsive in making purchases, especially in the context of live shopping. Sari & Kadi (2023) found that interactive features in live shopping, such as real-time product demonstrations, exclusive discounts, and the influence of influencers or live streaming hosts, play a role in increasing purchasing impulses, especially among Generation Z. Consumers tend to make purchasing decisions more quickly compared to conventional shopping methods due to the sense of urgency created by sellers through marketing techniques such as flash sales, limited stock, and special discounts for live viewers.



Figure 1. Live Commerce Applications Widely Used by Indonesian Consumers
Source: We Are Social databoks.kadatadata.co.id

Quoted from (Databoks, 2024) The results of a Cube Asia survey showed that in 2022, 77% of respondents from June to August 2024 chose TikTok as their most frequently used live commerce app. Meanwhile, fewer watched live commerce on Instagram, Facebook, and Lazada. Consumers' comfort and satisfaction in watching live shopping can increase, making them more likely to make purchases and become loyal customers.

However, while live shopping provides a more engaging and interactive shopping experience, purchasing decisions in this context are also heavily influenced by consumers' level of trust in the product and seller. In conventional e-commerce, consumers have more time to research a product before purchasing, for example by reading customer reviews or comparing prices across platforms. In contrast, in live shopping, purchasing decisions are often made spontaneously and quickly, making the Trust Factor crucial. Amin & Fikriyah (2023) emphasize that product authenticity is a key factor in building consumer trust. Consumers are often disappointed when the product they receive does not meet their expectations due to exaggerated descriptions or product display manipulation during live shopping sessions. Furthermore, Nugraheni & Sigit (2023) show that seller reputation, customer reviews, and information transparency during live streaming are important aspects in increasing consumer trust. Consumers are more likely to purchase products from sellers with a positive track record and who provide clear and honest product demonstrations

2. METHODS

This study employed a quantitative descriptive and verification approach. The sample consisted of 84 respondents, drawn from an unlimited population of TikTok users in Indonesia.

using the Lemeshow formula with a 5% error rate. The sampling technique in this study used a non-probability sampling technique with a purposive sampling method. Data collection techniques were obtained by distributing questionnaires to TikTok users who had purchased Fashion products at TikTok Shop in 2025. Data analysis in this study used path analysis and hypothesis testing using the t-test and f-test. Using Microsoft Excel, the Method of Successive Interval (MSI), and the SPSS version 25 application.

3. RESULTS AND DISCUSSION

Data Processing Results

3.1 Validity Test

According to Ghozali (2021:66), "The validity test aims to determine whether the questions used in the questionnaire are valid or not. A questionnaire is considered valid if its statements are able to express what is intended to be measured." If each question in the questionnaire can be used as an intermediary to express and determine something that will be measured by the questionnaire, then the validity test is considered valid. To determine the value of the r table, it is calculated using the formula degrees of freedom ($df = n - 2$), n is the number of samples. The sample results in this study were 85 respondents. So the results of the r table for the validity test in this study are $df = 85 - 2 = 83$, then the value of the r table is 0.215. The results of the validity test of this study are as follows:

Table 1. Validity Test Results

Variables	Statement Items	r count	r table	sig.2 tailed	information
Product Authenticity	1	0.731	0.215	0.001	valid
	2	0.772		0.001	valid
	3	0.759		0.001	valid
	4	0.815		0.001	valid
	5	0.550		0.001	valid
	6	0.557		0.001	valid
consumer confidence	1	0.705	0.215	0.001	valid
	2	0.758		0.001	valid
	3	0.680		0.001	valid
	4	0.668		0.001	valid

Buying decision	1	0.757	0.215	0.001	valid
	2	0.704		0.001	valid
	3	0.788		0.001	valid
	4	0.824		0.001	valid
	5	0.829		0.001	valid

The validity test was conducted by examining the comparison between the calculated R value and the critical R value of 0.3. This value can be determined through Pearson Correlation; if the value exceeds 0.3, it is considered valid. The results of the validity test for the variables Product Authenticity, Consumer Trust, and Purchasing Decisions each obtained a calculated R value > Critical R of 0.3. It can be concluded that all variables in this study are declared valid.

Reliability Test

According to Ghazali (2021:61), a reliability test is used to measure variables using a questionnaire. If the answers to the questions are consistent or stable over time, the questionnaire is considered reliable. Reliability is measured using the Cronbach's Alpha statistical test. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.70. The results of the reliability test in this study are as follows:

Table 2. Reliability Test Results

X1 Test Table	
Reliability Statistics	
Cronbach's Alpha	N of Items
.795	6

X2 Test Table	
Reliability Statistics	
Cronbach's Alpha	N of Items
.659	4

Y Test Table	
Reliability Statistics	
Cronbach's Alpha	N of Items
.659	4

Source: Data processed 2025

Based on the data processing results in Table 2, it can be seen that for each variable, the Cronbach's Alpha Based value is greater than 0.6. This indicates that all statement items from the variables Product Authenticity, Consumer Trust, and Consumer Purchasing Decisions can be considered capable of providing consistent or stable data. Consequently, the reliability test results for all variables are suitable for use in this study.

Normality Test

Normality Test according to Ghazali (2021:196) "The normality test aims to determine whether the data in the regression model has a normal distribution or not." This test is

supplemented with the Kolmogorov-Smirnov statistical test at a significance level of 0.05. Data is declared normal if the significance value is more than 0.05, and abnormal if it is less than 0.05. The results of the normality test for this study are as follows:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.94560953
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.055
Test Statistics		.078
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	.237	
	99% Confidence Lower Bound	.226
	Interval Upper Bound	.248

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data processed 2025

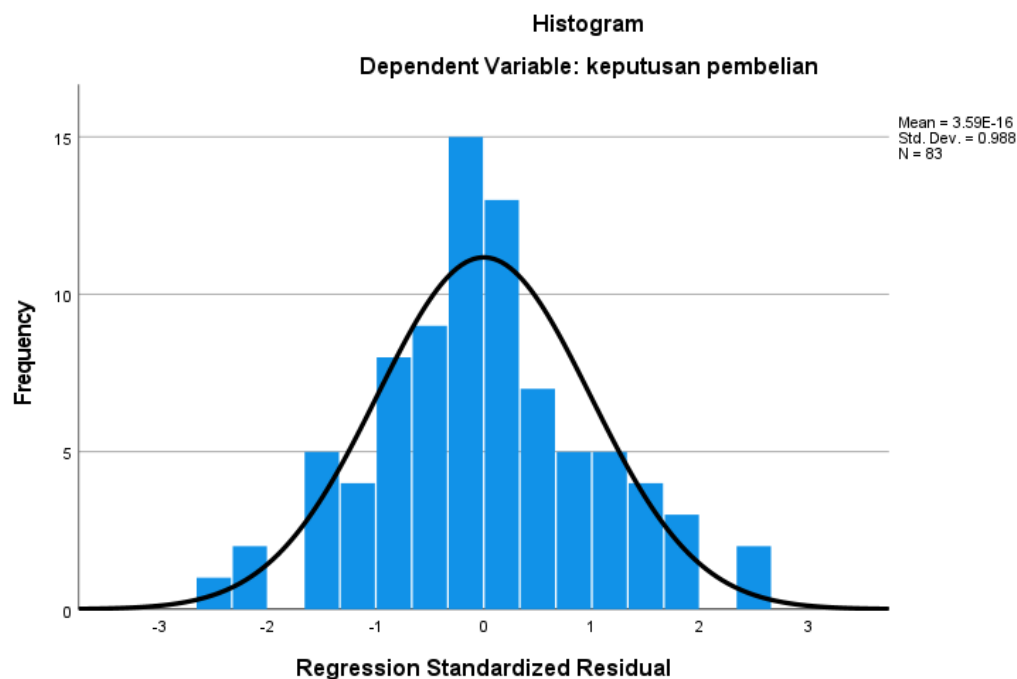


Figure 2.Histogram

In the data processing results contained in Table 3, data processing using the Kolmogorov-Smirnov test, produces an Asymp. Sig. (2-tailed) value of 0.200, which means it is greater than the significance level of 0.05. In addition, in Figure 2. The histogram can be

concluded that the residuals in the regression model are normally distributed, so the normality assumption is met. Thus, it can be concluded that the research model is generally distributed and can be used for the next research test stage.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between independent variables in a regression model. A regression model is considered good if there is no correlation between the independent variables or if multicollinearity is absent. This is detected using the Variance Inflation Factor (VIF) and Tolerance values. If the VIF value is greater than 10 or the Tolerance value is less than 0.1, multicollinearity is indicated. The results of the multicollinearity test in this study are as follows:

Table 4. Multicollinearity Test Results

		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	6,082	1,573		3,868	.000			
	product authenticity	.307	.100	.365	3,068	.003	.450	2,221	
	consumer confidence	.463	.144	.384	3,224	.002	.450	2,221	

a. Dependent Variable: purchasing decision

Source: Data processed 2025

In the data processing results contained in table 4, all independent variables have a Tolerance value greater than 0.1 and a VIF value lower than 10. The results show that there is no multicollinearity between independent variables in this regression model, so it is suitable for use in the next research test step.

3.5 Heteroscedasticity Test

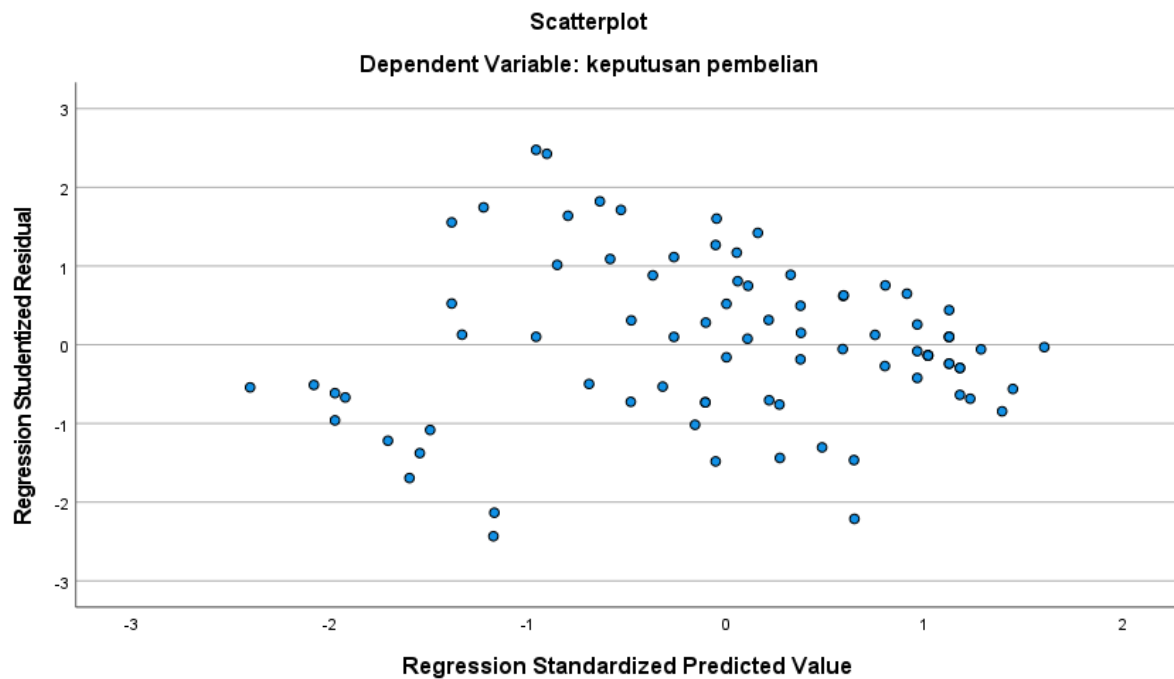
One of the basic assumptions of classical linear regression is homoscedasticity, which is a constant residual variance for each independent variable value. Therefore, the heteroscedasticity test is used to determine whether or not there is inequality in residual variance in the regression model. In a regression model, heteroscedasticity is said to not occur if the independent variable that statistically influences the dependent variable has an absolute value that is significant greater than 0.05. The results of the heteroscedasticity test in this study are as follows:

Table 5. Heteroscedasticity Test Results

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	6,302	.862		7,313	.000	
	product authenticity	-.200	.055	-.528	-3,643	.000	
	consumer confidence	.027	.079	.050	.347	.729	

a. Dependent Variable: ABS_RES

Source: Data processed 2025



Source: Data processed 2025

The data processing results in Table 5 show that all independent variables yield significant values greater than 0.05. Furthermore, based on Figure 3, the scatterplot shows no signs of heteroscedasticity in the regression model, as the residual distribution appears random and even. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity and can be used for subsequent research tests.

3.6 Test of Coefficient of Determination

The coefficient of determination test is used to determine how well a regression model can explain variations in the dependent variable through its independent variables. The R² value ranges from 0 to 1. The closer it is to 1, the greater the independent variable's ability to explain the dependent variable. However, if the value is close to 0, its contribution becomes very small. An R² value of 0 indicates no relationship between the independent and dependent variables, while a higher value indicates a perfect relationship between the two. If the adjusted R² is negative, it is considered 0 because it does not provide a better explanation than the average. The results of the coefficient of determination test in this study are as follows:

Model Summary				
Model	R	R Square	Adjusted Square	RStandard Error of the Estimate
1	.699a	.489	.476	2.98220

a. Predictors: (Constant), consumer trust, product authenticity

Source: Data processed 2025

From the data processing results in Table 6, it can be seen that the Adjusted R Square value is 0.476, indicating that the influence of the independent variable on the dependent variable is 47.6%.

3.7 F Test (Simultaneous)

The F-test (Simultaneous) is used to determine whether the dependent variable is significantly influenced by all independent variables entered into the regression model simultaneously. If the significance value of $F < 0.05$, then the regression model is significant and suitable for use. The results of the F-test in this study are as follows:

Table 7.F Test Results (Simultaneous)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	681,120	2	340,560	38,293	.000b
	Residual	711,482	80	8,894		
	Total	1392,602	82			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), consumer trust, product authenticity

Based on the data processing results in Table 7, the significance value obtained is 0.000, which is lower than 0.05. This indicates that the independent variables Product Authenticity and Consumer Trust have a significant simultaneous influence on the dependent variable Consumer Purchasing Decisions.

3.8 T-Test

The t-test is used to determine the partial influence of the independent variable on the dependent variable. If the significance value is < 0.05 , there is a significant influence. If the value is exactly 0.05, the calculated t-test can be compared with the t-table to determine whether the independent variable has an influence on the dependent variable. The results of the t-test in this study are as follows:

Table 8.T-Test Results (Hypothesis Test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	6,082	1,573		3,868	.000
	product authenticity	.307	.100	.365	3,068	.003
	consumer confidence	.463	.144	.384	3,224	.002

a. Dependent Variable: purchasing decision

Based on the data processing results in Table 8, it can be seen that the two independent variables, namely Product Authenticity and Consumer Trust, have a significance value of 0.000, which is lower than the significance level of 0.05. This indicates that these two variables have a significant impact on the dependent variable, namely Consumer Purchasing Decisions.

3.9 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to understand the impact of two or more independent variables on a dependent variable and to reveal the direction of the relationship between the dependent and independent variables. Therefore, the multiple linear regression model in this study is shown in Table 8 as follows:

$$Y = a + \beta_1.X_1 + \beta_2.X_2 \dots + e$$

$$Y = 6.082 + 0.307 X_1 + 0.463 X_2$$

In the multiple linear regression model above, the coefficient of the variable (X1) Product Authenticity is 0.310, indicating that it will increase purchasing decisions. Meanwhile, the coefficient of the variable (X2) Consumer Trust is 0.307, indicating that it will also increase purchasing decisions. Therefore, it can be concluded that Product Authenticity and Consumer Trust contribute significantly to increasing Consumer Purchasing Decisions.

4. CONCLUSION

The conclusion of the research results regarding "Trust Factor in TikTok Live Shopping: The Role of Product Authenticity and Consumer Trust in Fashion Product Purchase Decisions" is as follows:

1. Product Authenticity (X1) has a positive and significant influence on Purchasing Decisions (Y) for fashion products in TikTok Shop. This is evidenced by the results of the t-test analysis which shows a calculated t-value of 3.068 with a significance value of 0.003, which is smaller than the significance level of 0.05. Thus, H_0 rejected and H_1 accepted, meaning there is a partial significant influence of product authenticity on purchasing decisions. Product authenticity displayed honestly and realistically through live streaming sessions, such as direct product demonstrations, accurate descriptions, and unmanipulated visual displays, provides confidence to consumers. Consumers become more confident in the quality and value of the products offered, thus encouraging them to make spontaneous purchases. The reliability of the measurement instrument has also been confirmed through a Cronbach's Alpha value of 0.795, indicating that the question items for this variable are highly reliable.
2. Consumer Trust (X2) is also proven to have a positive and significant influence on Purchasing Decisions (Y). The t-test results show that the calculated t-value is 3.224 with a significance level of 0.002, which is also smaller than 0.05. Therefore, H_0 rejected and H_1 accepted, indicating that consumer trust partially contributes to consumer purchasing decisions. This trust is formed through various indicators such as seller reputation, testimonials from other buyers, information transparency, and honesty in answering consumer questions during live sessions. Consumers who feel safe and confident in a seller's credibility are more likely to hesitate in making a purchase. The reliability of the measurement instrument for this variable is reflected in the Cronbach's Alpha value of 0.659, which is in the fairly reliable category.
3. Simultaneously, the variables of Product Authenticity (X1) and Consumer Trust (X2) have a significant influence on Purchasing Decisions (Y). This is evident from the results of the F test with a calculated F value of 38.293 > F table of 3.11 and a significance value of 0.000 < 0.05. This means that both variables together provide a significant contribution in influencing consumer purchasing decisions. In the context of TikTok Shop live shopping, direct interaction, transparency, and honesty displayed during the live broadcast are proven to be the main factors that shape trust and perceptions of product authenticity, thereby strengthening consumer intentions to purchase products in real-time.
4. The results of the determination coefficient analysis show that the Adjusted R Square value is 0.476, which means that 47.6% of the variation in consumer purchasing decisions can be explained by the variables of product authenticity and consumer trust. Meanwhile, the remaining 52.4% is influenced by other factors not examined in this study, such as price, promotion, influencer influence, urgency of discounts (flash sales), service quality, and brand popularity. This shows that although the trust factor plays an important role in forming purchasing decisions, other marketing elements also remain relevant to be explored in further research.

Thus, it can be concluded that in the live shopping marketing strategy on TikTok Shop, trust, built through product authenticity and consumer confidence, is a crucial element in

encouraging consumers to make purchases. These findings offer practical implications for fashion industry players to focus more on transparency, honesty, and building credibility when conveying product information directly during live shopping sessions.

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