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THE EFFECTS OF PRICE, SERVICE QUALITY, TRUST, AND LIVE STREAMING INTERACTIVITY ON TIKTOK SHOP PURCHASE DECISIONS

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Abstract
This study examines the effect of price, service quality, trust, and live streaming interactivity on purchase decisions among Generation Z consumers utilizing TikTok Shop in Surabaya. The study is motivated by the rapid growth of social commerce platforms and the inconsistent findings of previous research regarding the influence of information signals on consumer purchase decisions in digital commerce environments. The sample consists of 116 Generation Z respondents who had prior transaction experience on TikTok Shop, selected using purposive sampling. Multiple linear regression analysis was employed to test the proposed hypotheses. The results indicate that price, trust, and live streaming interactivity have a positive and significant effect on purchase decisions, with live streaming interactivity emerging as the strongest predictor in the model. In contrast, service quality does not significantly influence purchase decisions. Furthermore, price, service quality, trust, and live streaming interactivity simultaneously have a significant effect on purchase decisions, explaining 75.7% of the variation in the dependent variable. These findings suggest that consumers in social commerce environments prioritize real-time interactive signals and trust-building mechanisms over service quality attributes when making purchase decisions, providing valuable insights for sellers and platform providers in optimizing their strategies to enhance consumer engagement and purchase behavior in social commerce platforms.

Keywords: Price, Service Quality, Trust, Live Streaming Interactivity, Purchase Decisions.

1. Introduction

The swift evolution of e-commerce in contemporary times has altered how individuals' shop. Nevertheless, this upward trend does not automatically ensure an enhancement in the excellence of the purchase decisions made by these individuals. In the digital environment, purchase decisions as a form of economic decision are increasingly influenced not only by rational evaluation but also by the speed of information flow and interactive digital features. Reports from Goodstats (2024) indicate that online purchase decisions in Indonesia are influenced by multiple factors, including price, trust, and accessibility of information, highlighting the central role of information characteristics in shaping consumer decisions. Furthermore, RRI (2025) reports that Generation Z consumers are more prone to impulsive buying behavior in e-commerce, suggesting that purchase decisions are often made without comprehensive information evaluation. This condition reflects that purchase decisions do not always represent optimal economic decisions, but rather are constrained by limitations in information processing.

Entering 2026, consumer purchase decisions patterns have become more complex, with increasing reliance on the credibility of information provided through digital

platforms. This trend highlights that the caliber of information is a crucial factor in shaping how effectively consumers make their purchase decisions, particularly in environments characterized by rapid, interactive, yet not fully verified information. From an accounting perspective, this condition reflects the concept of decision usefulness, where economic decisions should be based on information that is both relevant and reliable. However, in practice, the information available in e-commerce often does not fully meet these characteristics, leading to suboptimal purchase decisions.

Online purchase decisions are contingent upon both economic and non-economic information factors, such as price, service quality, trust, and the way information is communicated to consumers. These elements serve as key inputs in the evaluation process prior to decision making. In particular, the emergence of social commerce networks like TikTok Shop has introduced a new mechanism of information delivery through live streaming, where information is presented in real-time and allows direct interaction between sellers and consumers. While this mechanism enhances immediacy and engagement, it also introduces limitations in terms of information depth and verification, potentially reinforcing information asymmetry between sellers and consumers. Information released by the Indonesian Ministry of Communication and Informatics (Kominfo, 2023) show that 45% of consumers express concerns regarding new platforms such as TikTok Shop, including issues related to product mismatch and fraud. Similarly, KPMG reports that 63% of Generation Z consumers perceive social commerce as highly influential in their shopping experience, emphasizing the importance of interactive information delivery.

Despite the increasing availability of information, empirical evidence indicates that inconsistencies and information asymmetry remain prevalent in e-commerce environments. Consumers frequently encounter discrepancies between product information and actual outcomes, leading to uncertainty in evaluating economic value. This condition reflects the presence of information asymmetry, where sellers possess more complete information than consumers, ultimately affecting the quality of purchase decisions. Globally, e-commerce transactions reached approximately USD 5.8 trillion in 2023 (Statista, 2024), while in Indonesia, the rapid growth of digital transactions is driven by the dominance of younger generations, particularly Generation Z. However, the increase in transaction volume is also accompanied by rising consumer complaints related to service quality and trust (BPKN, 2024), indicating that decision quality remains a critical issue.

Generation Z represents a highly relevant group in this context due to their intensive interaction with digital technologies. Although they possess high digital literacy, they are also more exposed to fast-paced and interactive information environments, which may influence their ability to critically evaluate information. From a behavioral accounting perspective, this situation indicates that economic choices depend not merely on the presence of data, but equally on the manner in which that information is structured and understood (Rahmaddani & Fahmi, 2025). In Surabaya, as one of Indonesia's major economic centers, Generation Z constitutes a significant proportion of the population and actively engages in digital consumption activities, making them an appropriate subject for examining purchase decision behavior in social commerce contexts (BPS Surabaya, 2025).

The urgency of this research is driven by several critical factors. First, the rapid growth of social commerce platforms such as TikTok Shop has introduced new mechanisms of information delivery through live streaming, where information is presented in real-time

and allows direct interaction between sellers and consumers, yet empirical evidence on how these features influence purchase decisions remains limited. Second, the inconsistency of previous research findings regarding the influence of price, service quality, trust, and live streaming interactivity on purchase decisions indicates a research gap that needs to be addressed. Some studies demonstrate that these factors positively influence purchase decisions, while others reveal that they do not significantly affect purchase decisions, suggesting that the effects are highly dependent on research context and platform characteristics. Third, Generation Z consumers are more prone to impulsive buying behavior in e-commerce, suggesting that purchase decisions are often made without comprehensive information evaluation, necessitating empirical investigation into how information characteristics shape their decision-making processes. Fourth, the role of live streaming interactivity as a mechanism of information disclosure that reduces information asymmetry and enhances perceived information quality has not been extensively studied, particularly in the Indonesian social commerce context. Fifth, the gap between the increasing volume of e-commerce transactions and the persistent consumer complaints related to service quality and trust indicates that decision quality remains a critical issue requiring empirical investigation.

Previous studies have examined the effects of price, service quality, trust, and live streaming interactivity on purchase decisions, yet the findings remain inconsistent. Research by Mahardini et al. (2023) indicates that price does not influence purchase decisions on Tokopedia in the DKI Jakarta area, whereas Hamed and Ruswaji (2025) demonstrate that price affects the formation of purchase decisions in Shopee. Similar variations are found in service quality, where Azizi et al. (2024) report no relationship with purchase decisions, while Alif et al. (2024) show that service quality contributes to purchase decisions among Shopee users. In terms of trust, Sartika (2021) finds no association with online purchase decisions in Pekanbaru, in contrast to Agustina et al. (2025) who reveal that trust is linked to purchase decisions on the Shopee platform. Furthermore, inconsistent evidence is also observed in live streaming interactivity: Prasmana et al. (2026) indicates that real-time broadcasting does not affect purchase decisions, whereas Muna et al. (2025) indicate that interactive live streaming is associated with consumers' purchase decisions. These inconsistencies indicate that the effects of price, service quality, trust, and live streaming interactivity on purchase decisions remain inconclusive and highly dependent on research context. Prior studies have largely focused on conventional e-commerce platforms, such as Tokopedia and Shopee, which primarily emphasize transactional features. Consequently, limited attention has been given to social commerce platforms like TikTok Shop that integrate real-time interaction and dynamic information exchange. In addition, existing research tends to examine these variables independently, without capturing their simultaneous effects within a single analytical framework.

From an accounting perspective, this gap reflects the limited exploration of how information characteristics such as price transparency, service quality signals, trust as perceived reliability, and live streaming interactivity as real-time disclosure shape users' decision-making processes. Within the framework of behavioral accounting and information asymmetry, these factors can be understood as forms of information inputs that influence individual judgment and economic decisions.

The research gap in this study lies in the limited understanding of how price, service quality, trust, and live streaming interactivity influence purchase decisions on social commerce platforms, particularly TikTok Shop, from a behavioral accounting

perspective. While individual studies have examined the direct effects of these variables on purchase decisions in conventional e-commerce contexts, the simultaneous effects of these factors on purchase decisions in social commerce environments remain underexplored. Additionally, most previous studies have focused on transactional e-commerce platforms, leaving a significant gap in knowledge regarding the dynamics of purchase decisions in social commerce platforms that integrate real-time interaction and dynamic information exchange. Furthermore, empirical evidence on the role of live streaming interactivity as a mechanism of information disclosure that reduces information asymmetry remains limited, particularly in the Indonesian context, where social commerce is rapidly growing.

The novelty of this research lies in several aspects. First, this study focuses on TikTok Shop as a social commerce platform, which represents a unique context characterized by real-time interaction, dynamic information exchange, and direct seller-consumer engagement, distinguishing it from conventional e-commerce platforms. Second, this study develops an integrative model that simultaneously examines the influence of price, service quality, trust, and live streaming interactivity on purchase decisions, providing a more comprehensive understanding of the determinants of purchase decisions in social commerce environments. Third, this study frames live streaming interactivity as a mechanism of information disclosure that reduces information asymmetry and enhances perceived information quality, extending the application of behavioral accounting and information asymmetry theory to the context of social commerce. Fourth, this study focuses on Generation Z in Surabaya, representing a unique demographic group characterized by intensive digital interaction, high digital literacy, and significant exposure to fast-paced and interactive information environments. Fifth, this study contributes to the limited empirical evidence on purchase decision behavior in social commerce platforms in Indonesia, providing insights into how digital native consumers interpret and utilize information in making purchase decisions.

The purpose of this study is to examine the influence of price, service quality, trust, and live streaming interactivity on purchase decisions among Generation Z consumers in Surabaya who use TikTok Shop. Specifically, this research aims to: (1) analyze the effect of price on purchase decisions; (2) analyze the effect of service quality on purchase decisions; (3) analyze the effect of trust on purchase decisions; and (4) analyze the effect of live streaming interactivity on purchase decisions.

The contribution of this research is multifaceted. From a theoretical perspective, this research contributes to the enrichment of literature on purchase decisions in social commerce by proposing and testing an integrative model that links price, service quality, trust, and live streaming interactivity with purchase decisions, extending the application of behavioral accounting and information asymmetry theory to the context of social commerce in Indonesia. The findings contribute to the understanding of how specific information characteristics influence purchase decisions and how live streaming interactivity serves as a mechanism of information disclosure, providing a more nuanced theoretical framework for analyzing consumer behavior in social commerce environments. From a practical perspective, this study provides actionable insights for sellers, platform providers, and policymakers in assessing and managing purchase decisions in social commerce contexts. For sellers, the findings provide guidance on which factors most significantly influence purchase decisions and how to optimize information delivery through live streaming features. For platform providers, particularly TikTok Shop, the results offer insights into how to enhance platform features to facilitate

better information disclosure and reduce information asymmetry. For policymakers, this study provides empirical evidence to support the development of more effective consumer protection regulations and information disclosure requirements in social commerce platforms.

2. Theoretical Background

2.1 Theory of Planned Behavior

This research is based on the Theory of Planned Behavior (TPB) as its primary theoretical foundation, which posits that individual behavior is driven by intention, attitude toward behavior, subjective norms, and perceived behavioral control. In terms of purchase decisions, TPB indicates that individuals evaluate and process available information before developing intentions and ultimately making decisions. From a behavioral accounting perspective, this mechanism illustrates how individuals interpret and utilize information in economic decision-making (Ajzen, 1991). The Theory of Planned Behavior provides a comprehensive framework for understanding how consumers process information and form intentions in digital environments, where information is abundant but not always fully verified.

2.2 Signaling Theory

In addition, this study adopts signaling theory as a supporting theory. Signaling theory explains that information provided by one party serves as a signal to reduce information asymmetry (Bergh et al., 2014). In digital platforms, signals such as price, service quality, trust, and live streaming interactivity represent forms of information disclosure that influence user perception. From an information accounting perspective, these signals contribute to perceived information quality and transparency. Signaling theory is particularly relevant in e-commerce contexts where consumers cannot physically inspect products before purchase, making them reliant on signals provided by sellers and platforms to assess product quality and transaction reliability. The emergence of social commerce platforms like TikTok Shop has introduced new signaling mechanisms through live streaming, where real-time interaction and information disclosure serve as signals that reduce uncertainty and enhance consumer confidence in purchase decisions.

2.3 Information Asymmetry Theory

Information asymmetry theory explains that in economic transactions, one party often possesses more or better information than the other, creating an imbalance that can lead to suboptimal decisions. In e-commerce environments, sellers typically have more complete information about product quality, availability, and actual conditions than consumers, creating information asymmetry that may adversely affect purchase decisions. From an accounting perspective, information asymmetry is a critical concern because it affects the reliability and relevance of information used in decision-making (Healy & Palepu, 2001). Live streaming features in social commerce platforms serve as mechanisms that can reduce information asymmetry by enabling direct interaction between sellers and consumers, allowing consumers to ask questions, request demonstrations, and receive real-time clarification about products (Romney et al., 2021). This reduction in information asymmetry enhances perceived information quality and supports more informed purchase decisions.

2.4 Purchase Decisions

Purchase decisions is the process by which consumers select and decide to buy a product (Kotler & Armstrong, 2019). In accounting terms, this reflects the outcome of information processing and evaluation. Purchase decisions indicators can be assessed through several dimensions, including product choice, brand choice, distribution channel choice, purchase quantity, timing of purchase, and payment method (Tjiptono, 2017). From a behavioral accounting perspective, purchase decisions represent the culmination of information processing, where consumers evaluate available information signals and make economic choices based on their perception of information quality and reliability. In the context of social commerce, purchase decisions are increasingly influenced by real-time information provided through interactive features such as live streaming, which enable consumers to gather additional information and reduce uncertainty before committing to a purchase.

2.5 Price

Price is defined as the monetary value that must be sacrificed to obtain a product (Horngren, 2011). As quantitative information, price reflects economic value and serves as a decision-making signal. Price indicators can be evaluated through several aspects, including price affordability, the alignment between price and product quality, price competitiveness, and the suitability of price with the benefits received (Karina & Sari, 2023). From a signaling theory perspective, price serves as a signal of product quality and value, influencing consumer perception and purchase intentions. In e-commerce environments, price transparency enables consumers to compare products and make informed decisions. However, inconsistent findings in previous research suggest that the effect of price on purchase decisions may vary depending on platform characteristics and consumer demographics (Mahardini et al., 2023; Hamed & Ruswaji, 2025).

2.6 Service Quality

Service quality reflects the capability of a system to support users in processing and utilizing financial information (Hartiwi & Rokhayati, 2023). From an accounting perspective, service quality is regarded as a critical component of accounting information system quality, as it influences the level of user satisfaction with the system. The indicators of service quality include reliability, responsiveness, assurance, empathy, and tangibles (Putra et al., 2022). In the context of social commerce, service quality encompasses both the platform's technical performance and the responsiveness of sellers during live streaming interactions. High service quality signals to consumers that the platform and sellers are reliable and committed to providing positive shopping experiences, which may enhance consumer trust and purchase intentions. However, empirical findings on the relationship between service quality and purchase decisions remain inconsistent (Azizi et al., 2024; Alif et al., 2024).

2.7 Trust

Sutedjo (2021) emphasizes that in online shopping activities, a key factor for consumers is the extent to which they trust the e-commerce platform and the sellers operating within it. Consumer trust in online shopping sites is generally influenced by the platform's level of popularity. The higher the popularity of an e-commerce site, the stronger consumers' confidence in the reliability and trustworthiness of the system supporting the transaction process. The indicators of trust include ability, integrity, and

benevolence (Langton et al., 2016). From an information asymmetry perspective, trust serves as a mechanism that reduces perceived risk and uncertainty in online transactions. When consumers trust a platform or seller, they are more likely to perceive information provided as reliable and make purchase decisions with greater confidence. In social commerce platforms like TikTok Shop, trust is influenced not only by platform reputation but also by the transparency and authenticity of information conveyed through live streaming interactions.

2.8 Live Streaming Interactivity

Live streaming interactivity in e-commerce represents a feature of information systems that enables interactive, synchronous information exchange between transacting parties. From an accounting information systems perspective, interactivity is not merely promotional but serves as a mechanism for conveying and clarifying transaction-related information, thereby enhancing information quality (Romney et al., 2021). Moreover, interactivity plays a significant role in reducing information asymmetry and discrepancies among transacting parties (Healy & Palepu, 2001). The indicators of interactivity include interaction, real-time information, and information responsiveness (Fitriyani et al., 2021). Live streaming interactivity enables consumers to ask questions, request product demonstrations, and receive immediate responses from sellers, thereby reducing uncertainty and enhancing perceived information quality. This feature distinguishes social commerce platforms like TikTok Shop from conventional e-commerce platforms and represents a significant evolution in how product information is communicated and consumed.

2.9 Hypothesis Development

2.9.1 The Effect of Price on Purchase Decisions

Based on the Theory of Planned Behavior (Ajzen, 1991), individuals assess and interpret available information before developing behavioral intentions and making purchasing decisions. Price serves as quantitative information that reflects economic value and signals product quality and value to consumers. From a signaling theory perspective (Bergh et al., 2014), price transparency in e-commerce platforms enables consumers to evaluate products and make informed comparisons. In social commerce environments, price information conveyed through live streaming interactions provides consumers with real-time economic signals that influence their purchase decisions. Although previous research has yielded inconsistent findings (Mahardini et al., 2023; Hamed & Ruswaji, 2025), price remains a fundamental factor in purchase decisions. Based on these arguments, the following hypothesis is proposed:

H1: Price has a positive effect on purchase decisions.

2.9.2 The Effect of Service Quality on Purchase Decisions

From the perspective of the Theory of Planned Behavior, service quality represents an information signal that consumers evaluate when forming purchase intentions. In accounting information systems, service quality is a critical component that influences user satisfaction and system effectiveness (Hartiwi & Rokhayati, 2023; Romney et al., 2021). In e-commerce contexts, service quality encompasses the reliability, responsiveness, assurance, empathy, and tangibles of the platform and sellers (Putra et al., 2022). High service quality signals to consumers that the platform and sellers are competent and trustworthy, thereby enhancing consumer confidence in purchase

decisions. Although empirical findings remain inconsistent (Azizi et al., 2024; Alif et al., 2024), service quality is expected to positively influence purchase decisions. Based on these arguments, the following hypothesis is proposed:

H2: Service quality has a positive effect on purchase decisions.

2.9.3 The Effect of Trust on Purchase Decisions

Trust serves as a mechanism that reduces perceived risk and information asymmetry in online transactions (Sutedjo, 2021; Healy & Palepu, 2001). According to signaling theory, trustworthiness signals to consumers that the platform and sellers are reliable and will fulfill their obligations. In social commerce platforms like TikTok Shop, trust is influenced by platform reputation, seller credibility, and the transparency of information conveyed through live streaming interactions. When consumers trust a platform or seller, they are more likely to perceive information provided as reliable and make purchase decisions with greater confidence. Although previous research has yielded inconsistent findings (Sartika, 2021; Agustina et al., 2025), trust is a critical factor in online purchase decisions. Based on these arguments, the following hypothesis is proposed:

H3: Trust has a positive effect on purchase decisions.

2.9.4 The Effect of Live Streaming Interactivity on Purchase Decisions

Live streaming interactivity represents a mechanism for real-time information disclosure that reduces information asymmetry between sellers and consumers (Romney et al., 2021; Healy & Palepu, 2001). From a behavioral accounting perspective, interactivity enables consumers to clarify information, ask questions, and receive immediate responses, thereby enhancing perceived information quality and reducing uncertainty (Fitriyani et al., 2021). According to the Theory of Planned Behavior, the availability of interactive, real-time information influences attitude toward behavior and perceived behavioral control, thereby affecting purchase decisions. In social commerce platforms, live streaming interactivity distinguishes TikTok Shop from conventional e-commerce platforms and represents a significant evolution in information delivery. Although empirical findings remain inconsistent (Prasmana et al., 2026; Muna et al., 2025), live streaming interactivity is expected to positively influence purchase decisions. Based on these arguments, the following hypothesis is proposed:

H4: Live streaming interactivity has a positive effect on purchase decisions.

2.9.5 The Simultaneous Effect of Price, Service Quality, Trust, and Live Streaming Interactivity on Purchase Decisions

Based on the Theory of Planned Behavior, individuals process multiple information signals simultaneously when forming purchase intentions and making decisions. In social commerce environments, consumers evaluate price, service quality, trust, and live streaming interactivity as complementary information signals that collectively influence their purchase decisions. Price provides economic value signals, service quality signals platform reliability, trust signals seller credibility, and live streaming interactivity signals information transparency and accessibility. Together, these factors create a comprehensive information environment that shapes consumer perception and decision-making. Based on these arguments, the following hypothesis is proposed:

H5: Price, service quality, trust, and live streaming interactivity simultaneously have a positive effect on purchase decisions.

3. Methods

3.1 Research Design

This study employs a quantitative approach using descriptive and verificative methods to examine the effect of price, service quality, trust, and live streaming interactivity on purchase decisions among Generation Z consumers utilizing TikTok Shop in Surabaya. The verificative method is used to analyze the causal relationship between consumer behavior and purchase decisions through multiple linear regression analysis. The quantitative approach is considered appropriate because the study aims to empirically test the proposed hypotheses using statistical analysis of numerical data derived from questionnaire responses. The explanatory research design enables the examination of causal relationships between independent variables (Price, Service Quality, Trust, and Live Streaming Interactivity) and the dependent variable (Purchase Decisions).

3.2 Population and Sample

This study designates Generation Z consumers in Surabaya with prior transaction experience on TikTok Shop as the research population. Generation Z was selected because they represent a highly relevant group characterized by intensive interaction with digital technologies, high digital literacy, and significant exposure to fast-paced and interactive information environments (Rahmaddani & Fahmi, 2025). Surabaya was selected as the research location due to its position as one of Indonesia's major economic centers, where Generation Z constitutes a significant proportion of the population and actively engages in digital consumption activities (BPS Surabaya, 2025). TikTok Shop was chosen as the research context because it represents a social commerce platform that integrates real-time interaction and dynamic information exchange through live streaming features.

Following the Hair estimation method, which mandates a sample size of 5 to 10 times the number of measurement items, a minimum sample of 105 was established based on the 21 indicators used. Through purposive sampling, respondents were selected based on specific criteria: (1) Generation Z consumers (born between 1997–2012); (2) domiciled in Surabaya; (3) have made at least one purchase transaction on TikTok Shop; and (4) have experienced live streaming interactions on TikTok Shop. Based on these criteria, 125 valid respondent data points were collected and analyzed.

3.3 Data Collection Techniques

Primary data were collected directly from participants via a structured survey instrument distributed online through Google Forms. The data collection procedure involved several sequential steps: (1) identification of potential respondents meeting the predetermined purposive sampling criteria; (2) distribution of questionnaires through social media platforms and messaging applications targeting Generation Z consumers in Surabaya; (3) collection and validation of respondent responses; and (4) documentation of all collected data systematically organized for statistical analysis using SPSS. The questionnaire instrument was developed based on the indicators of each research variable. Measurement responses were recorded via a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5).

Table 1. Likert Scale Measurement

Score	Category
1	Strongly Disagree (SD)
2	Disagree (D)

Score	Category
3	Neutral (N)
4	Agree (A)
5	Strongly Agree (SA)

Source: Developed by the Author (2026)

3.4 Operational Definition of Variables

The operational definitions of the variables examined in this study are presented in Table 2.

Table 2. Operational Definition and Measurement of Variables

Variable	Definition	Indicators	Scale	References
Purchase Decisions (Y)	The process by which consumers select and decide to buy a product, reflecting the outcome of information processing and evaluation	Product choice, Brand choice, Distribution channel choice, Purchase quantity, Timing of purchase, Payment method	Likert (1–5)	Kotler & Armstrong (2019); Tjiptono (2017)
Price (X_1)	The monetary value that must be sacrificed to obtain a product, serving as a decision-making signal	Price affordability, Alignment between price and product quality, Price competitiveness, Suitability of price with benefits received	Likert (1–5)	Horngren (2011); Karina & Sari (2023)
Service Quality (X_2)	The capability of a system to support users in processing and utilizing information	Reliability, Responsiveness, Assurance, Empathy, Tangibles	Likert (1–5)	Hartiwi & Rokhayati (2023); Putra et al. (2022)
Trust (X_3)	The extent to which consumers trust the e-commerce platform and sellers operating within it	Ability, Integrity, Benevolence	Likert (1–5)	Sutedjo (2021); Langton et al. (2016)
Live Streaming Interactivity (X_4)	A feature of information systems that enables synchronous, bidirectional information exchange between transacting parties	Interaction, Real-time information, Information responsiveness	Likert (1–5)	Romney et al. (2021); Fitriyani et al. (2021)

Source: Developed by the Author (2026)

3.5 Data Analysis Techniques

Data analysis in this study is conducted using multiple linear regression with the assistance of SPSS software. The analysis stages include:

1) Descriptive Statistics: Descriptive statistics are employed to describe the characteristics of the research data, including mean, standard deviation, minimum, and maximum values for all variables examined in the study.
2) Validity and Reliability Testing: Prior to hypothesis testing, validity and reliability tests are conducted to ensure that the questionnaire instrument accurately and consistently measures the intended variables. Validity testing uses the Pearson correlation coefficient to assess the correlation between each item and the total score, where an item is considered valid if the correlation coefficient exceeds the critical value at a significance level of 5% ($r > r\text{-table}$). Reliability testing uses Cronbach's Alpha coefficient to assess internal consistency, where a coefficient greater than 0.70 indicates acceptable reliability.
3) Classical Assumption Tests: Prior to hypothesis testing, classical assumption tests are conducted to ensure that the regression model satisfies the required assumptions so that the estimation results are more reliable. The tests include:
   a) Normality Test: Used to determine whether the residual data are normally distributed, assessed through the Kolmogorov-Smirnov test with a significance level of 5% ($p > 0.05$ indicates normal distribution).
   b) Multicollinearity Test: Used to detect whether there is high correlation among independent variables, assessed through Tolerance and Variance Inflation Factor (VIF), where Tolerance > 0.10 and VIF < 10 indicate no multicollinearity.
   c) Heteroscedasticity Test: Used to determine whether the variance of residuals is constant across observations, assessed through the Glejser test, where $p > 0.05$ indicates no heteroscedasticity.
4) Multiple Linear Regression Analysis: The regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

   Where:
   Y = Purchase Decisions
   α = Constant
   β_1–β_4 = Regression coefficients
   X_1 = Price
   X_2 = Service Quality
   X_3 = Trust
   X_4 = Live Streaming Interactivity
   ε = Error term
5) Hypothesis Testing: Hypothesis testing is conducted using:
   a) t-test: Used to determine the partial effect of each independent variable on the dependent variable. The hypothesis is accepted if the probability value (p-value) is less than the significance level of 5% ($p < 0.05$).
   b) F-test: Used to examine the simultaneous effect of independent variables on the dependent variable. The model is considered significant if the probability value (p-value) is less than 0.05.
   c) Coefficient of Determination (R^2): Used to measure the extent to which the independent variables explain variations in the dependent variable. The R^2 value ranges from 0 to 1, where higher values indicate greater explanatory power of the model.

   All hypothesis tests are conducted at a significance level of 5% ($p < 0.05$).

4. Results and Discussion

4.1 Results

4.1.1 Respondent Characteristics

The analysis of respondent characteristics provides an overview of the demographic profile of Generation Z consumers in Surabaya who utilize TikTok Shop, including gender, age, and occupation. The results of the respondent characteristics analysis are presented in Table 3.

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percent
Gender	Male	33	26.4
	Female	92	73.6
Age (Years)	17-20	17	13.6
	21-24	83	66.4
	25-28	25	20.0
Occupation	Employed	60	48.0
	Others	1	0.8
	Student	46	36.8
	Student/Working Student	18	14.4

Source: Processed Research Data (2026)

Table 3 presents the distribution of respondents based on gender, age, and occupation. Female respondents made up the largest portion of the participants, representing 73.6% (92 respondents), while male respondents comprised 26.4% (33 respondents). This distribution indicates that female Generation Z consumers were more actively represented in this study. In terms of age, individuals aged 21–24 years constituted the predominant segment of the research participants, accounting for 66.4% of the sample (83 respondents). This finding suggests that most participants belonged to a highly active age group in terms of digital technology usage. Individuals within this age range are generally more familiar with online platforms and digital transactions, which may influence how they obtain, assess, and utilize information when making purchase decisions on TikTok Shop. Based on occupational data, gainfully employed individuals represented the primary segment of the research sample, comprising 48.0% of the total observations (60 participants). This finding indicates that the study involved individuals with diverse occupational backgrounds and levels of economic activity. Such differences may influence how consumers access information, evaluate available alternatives, and engage in e-commerce transactions. As a result, respondents' occupational status may contribute to variations in their purchasing behavior and purchase decisions processes on TikTok Shop.

4.1.2 Instrument Testing

The instrument testing was conducted to ensure that the questionnaire items accurately and consistently measured the intended variables. The testing included validity and reliability assessments. The results of the instrument testing are presented in Table 4.

Table 4. Instrument Testing Results

Variable	Item	r-value	r-table	Validity Result	Cronbach's Alpha	Reliability Result
Price (X1)	X1.1	.583**	0.176	Valid	0.762	Reliable
	X1.2	.661**	0.176	Valid		
	X1.3	.625**	0.176	Valid		

Variable	Item	r-value	r-table	Validity Result	Cronbach's Alpha	Reliability Result
	X1.4	.489**	0.176	Valid		
	X1.5	.598**	0.176	Valid		
	X1.6	.561**	0.176	Valid		
	X1.7	.627**	0.176	Valid		
	X1.8	.768**	0.176	Valid		
Service Quality (X2)	X2.1	.645**	0.176	Valid	0.871	Reliable
	X2.2	.638**	0.176	Valid		
	X2.3	.564**	0.176	Valid		
	X2.4	.675**	0.176	Valid		
	X2.5	.636**	0.176	Valid		
	X2.6	.717**	0.176	Valid		
	X2.7	.643**	0.176	Valid		
	X2.8	.708**	0.176	Valid		
	X2.9	.649**	0.176	Valid		
	X2.10	.700**	0.176	Valid		
	X2.11	.709**	0.176	Valid		
Trust (X3)	X3.1	.631**	0.176	Valid	0.719	Reliable
	X3.2	.588**	0.176	Valid		
	X3.3	.635**	0.176	Valid		
	X3.4	.667**	0.176	Valid		
	X3.5	.670**	0.176	Valid		
	X3.6	.684**	0.176	Valid		
Live Streaming Interactivity (X4)	X4.1	.673**	0.176	Valid	0.725	Reliable
	X4.2	.685**	0.176	Valid		
	X4.3	.683**	0.176	Valid		
	X4.4	.621**	0.176	Valid		
	X4.5	.617**	0.176	Valid		
	X4.6	.622**	0.176	Valid		
Purchase Decisions (Y)	Y.1	.690**	0.176	Valid	0.877	Reliable
	Y.2	.654**	0.176	Valid		
	Y.3	.653**	0.176	Valid		
	Y.4	.650**	0.176	Valid		
	Y.5	.638**	0.176	Valid		
	Y.6	.647**	0.176	Valid		
	Y.7	.714**	0.176	Valid		
	Y.8	.511**	0.176	Valid		
	Y.9	.626**	0.176	Valid		
	Y.10	.684**	0.176	Valid		
	Y.11	.702**	0.176	Valid		
	Y.12	.708**	0.176	Valid		

Source: Processed Research Data (2026)

Table 4 presents the results of the validity and reliability tests for all research variables. Based on a sample size of 125 individual responses, the model specifies 123 degrees of freedom (df = n - 2), yielding a critical r-table value of 0.176 at the standard 5% significance level. The validity test results indicate that all questionnaire items have

calculated correlation coefficients (r-values) exceeding the r-table value of 0.176. In addition, all items meet the required significance level. Therefore, all measurement items are considered valid and capable of representing the constructs of Price, Service Quality, Trust, Live Streaming Interactivity, and Purchase Decisions.

The reliability test results demonstrate that the Cronbach's Alpha coefficients ranged from 0.719 to 0.877, systematically surpassing the established baseline threshold of 0.70. Price achieved a Cronbach's Alpha of 0.762, Service Quality obtained 0.871, Trust reached 0.719, Live Streaming Interactivity achieved 0.725, and Purchase Decisions obtained 0.877. These results indicate that the measurement items for all variables demonstrate satisfactory internal consistency. Therefore, all research variables are considered reliable and suitable for further statistical analysis. Consequently, all operational measurement items were preserved and advanced to the subsequent stage of empirical analysis.

4.1.3 Classical Assumption Tests

The classical assumption tests were conducted to ensure that the regression model satisfies the required statistical assumptions, producing unbiased, consistent, and reliable estimation results. The tests included normality test, multicollinearity test, and heteroscedasticity test. The results of all classical assumption tests are presented in Table 5.

Table 5. Classical Assumption Test Results

Assumption Test	Indicator	Value	Threshold	Conclusion
Normality Test				
Kolmogorov-Smirnov	Test Statistic	0.070	-	-
	Asymp. Sig. (2-tailed)	0.200	> 0.05	Residuals are normally distributed
Multicollinearity Test				
Price (X1)	Tolerance	0.516	> 0.10	No multicollinearity
	VIF	1.939	< 10.00	No multicollinearity
Service Quality (X2)	Tolerance	0.328	> 0.10	No multicollinearity
	VIF	3.050	< 10.00	No multicollinearity
Trust (X3)	Tolerance	0.442	> 0.10	No multicollinearity
	VIF	2.264	< 10.00	No multicollinearity
Live Streaming Interactivity (X4)	Tolerance	0.611	> 0.10	No multicollinearity
	VIF	1.638	< 10.00	No multicollinearity
Heteroscedasticity Test				
Glejser Test	Sig. Price	0.443	> 0.05	No heteroscedasticity
	Sig. Service Quality	0.574	> 0.05	No heteroscedasticity
	Sig. Trust	0.861	> 0.05	No heteroscedasticity
	Sig. Live Streaming Interactivity	0.380	> 0.05	No heteroscedasticity

Source: Processed Research Data (2026)

The normality test was conducted using the Kolmogorov-Smirnov test to determine whether the residuals of the regression model were normally distributed. The baseline normality estimation yielded a p-value of 0.000, revealing that the structural residuals violated the assumption of a normal distribution. Therefore, outlier detection was

performed using a boxplot analysis, which identified seven extreme observations. These outliers were subsequently removed using the trimming method, reducing the sample size from 125 to 118 observations. A second normality test yielded a significance value of 0.043, which still did not satisfy the normality assumption. Consequently, further outlier treatment was conducted, resulting in a final sample size of 116 observations. The final Kolmogorov-Smirnov test showed an Asymp. Sig. value of 0.200, which exceeded the threshold of 0.05. In addition, the visual output from the Normal Q-Q Plot demonstrated that the residual data points clustered tightly along the diagonal reference line. This graphical evidence confirms that the error terms achieved a normal distribution, thereby establishing that the specified regression framework fully satisfied the classical normality assumption.

The multicollinearity test was conducted to detect the existence of linear relationships among the independent variables. The results indicate that the Tolerance scores span from 0.328 to 0.611, while the corresponding VIF metrics fall within the interval of 1.638 to 3.050. Every explanatory construct exhibits a Tolerance level surpassing 0.10 alongside a VIF value well below the critical threshold of 10. These data points confirm the absence of severe linear dependencies among the predictor variables. Consequently, the specified regression framework is validated as free from multicollinearity distortions and complies with the required classical assumption for subsequent hypothesis testing.

The heteroscedasticity test was conducted using the Glejser method to examine whether the variance of residuals remained constant across observations in the regression model. The significance values for Price, Service Quality, Trust, and Live Streaming Interactivity were 0.443, 0.574, 0.861, and 0.380, respectively. Since all calculated significance levels are above 0.05, the independent variables do not mathematically alter the absolute residuals. Therefore, heteroscedasticity is not present, and the regression model satisfies the required variance criteria. Furthermore, the scatterplot analysis revealed that the residuals were randomly distributed without forming a specific pattern, providing additional evidence that the model satisfies the heteroscedasticity assumption. Thus, the Glejser test and scatterplot diagnostics jointly confirm that the model fulfills the classical assumptions for further analysis.

4.1.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is applied to examine and determine the extent of the effect of price (X_1), service quality (X_2), trust (X_3), and live streaming interactivity (X_4) on purchase decisions (Y).

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
	B	Std. Error	Beta		
(Constant)	3.864	2.519		1.534	.128
Price (X1)	.329	.079	.267	4.161	.000
Service Quality (X2)	.092	.075	.099	1.234	.220
Trust (X3)	.438	.114	.265	3.824	.000
Live Streaming Interactivity (X4)	.807	.112	.423	7.183	.000

Source: Processed Research Data (2026)

Based on the data analysis that has been conducted, the following regression equation is obtained: $Y = 3.864 + 0.329X_1 + 0.092X_2 + 0.438X_3 + 0.807X_4 + e$

1) Price (X1) has a calculated coefficient of 0.329. Controlling for all other predictors in the model, a one-unit rise in the price variable results in a 0.329-unit variation in purchase decisions.
2) Service Quality (X2) shows a calculated coefficient of 0.092. Keeping other variables constant in the regression model, a one-unit rise in service quality is linked to a 0.092-unit shift in purchase decisions.
3) Trust (X3) has a regression coefficient of 0.438. This implies that, under a ceteris paribus condition where other model parameters are held constant, a single-unit advancement in trust corresponds to a 0.438-unit shift in purchase decisions.
4) Live Streaming Interactivity (X4) exhibits a regression coefficient of 0.807. This statistical estimate implies that, under a ceteris paribus condition where all other model parameters are held constant, a single-unit enhancement in live streaming interactivity corresponds to a 0.807-unit shift in purchase decisions.

Among the independent variables, live streaming interactivity exhibits the largest regression coefficient, followed by trust, price, and service quality. These coefficients describe how these factors align and the strength of the connection between each predictor and purchase decisions within the regression model.

4.1.5 Hypothesis Testing

Hypothesis testing was conducted to examine the partial and simultaneous effects of the independent variables on purchase decisions. The testing included partial significance test (t-test), simultaneous significance test (F-test), and coefficient of determination (Adjusted R^2). The results of all hypothesis tests are presented in Table 7.

Table 7. Hypothesis Test Results

Hypothesis	Test	Coefficient	t-count / F-count	t-table / F-table	Sig.	Conclusion
H1: Price → Purchase Decisions	t-test	0.267	4.161	1.981	0.000	Accepted
H2: Service Quality → Purchase Decisions	t-test	0.099	1.234	1.981	0.220	Rejected
H3: Trust → Purchase Decisions	t-test	0.265	3.824	1.981	0.000	Accepted
H4: Live Streaming Interactivity → Purchase Decisions	t-test	0.423	7.183	1.981	0.000	Accepted
Model Fit	F-test	-	90.342	2.45	0.000	Accepted
Adjusted R^2		0.757				75.7% explanatory power

Source: Processed Research Data (2026)

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable. The t-test results indicate that Price has a significant positive effect on Purchase Decisions, with a t-count of 4.161 exceeding the t-table of 1.981 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 1 (H1) is accepted. Service

Quality does not have a significant effect on Purchase Decisions, with a t-count of 1.234 below the t-table of 1.981 and a significance value of 0.220 > 0.05. Therefore, Hypothesis 2 (H2) is rejected. Trust has a significant positive effect on Purchase Decisions, with a t-count of 3.824 exceeding the t-table of 1.981 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 3 (H3) is accepted. Live Streaming Interactivity has a significant positive effect on Purchase Decisions, with a t-count of 7.183 exceeding the t-table of 1.981 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 4 (H4) is accepted.

The F-test was conducted to examine whether the independent variables simultaneously affect the dependent variable. The F-test results reveal that Price, Service Quality, Trust, and Live Streaming Interactivity simultaneously have a significant effect on Purchase Decisions, as indicated by an F-count of 90.342 exceeding the F-table of 2.45 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 5 (H5) is accepted. These empirical findings confirm that price, service quality, trust, and live streaming interactivity collectively account for the variations in purchase decisions.

The coefficient of determination (Adjusted R^2) was implemented to measure the collective explanatory power of the independent variables over consumer purchase decisions. The data reveals an Adjusted R^2 of 0.757, indicating that roughly 75.7% of the shifts in purchase decisions are accounted for by the combination of price, service quality, trust, and live streaming interactivity. Meanwhile, the other 24.3% of the variance is driven by external elements not evaluated within this research. This balance demonstrates that the structured regression framework holds strong capability in capturing the dynamics of consumer purchase decisions.

4.2 Discussion

4.2.1 The Effect of Price on Purchase Decisions

The results indicate that price affects purchase decisions, as evidenced by a t-value of 4.161, a p-value of 0.000, and a standardized coefficient (β) of 0.267. This finding suggests that consumers consider price when making purchase decisions. From an accounting perspective, price serves as an information signal that helps consumers evaluate products under conditions of information asymmetry. When prices are perceived as reasonable and consistent with product value, uncertainty in the purchasing process is reduced. Within the Theory of Planned Behavior (TPB), price is associated with consumers' attitudes toward purchasing behavior. In Signaling Theory, price acts as a signal of value and quality that supports consumer evaluation before a purchase decision is made.

This evidence corroborates the earlier literature and empirical observations presented by Rahayu (2021), which examined the effects of trust on purchase decisions among Tokopedia consumers. The study found that price affected purchase decisions and emerged as the most influential factor in determining consumer purchasing behavior. The statistical results showed a calculated t-value of 6.351, exceeding the critical t-value of 1.98 at the 5% significance level. The findings suggest that pricing strategies play a key element in driving consumer purchasing behavior through e-commerce platforms. The consistency between the present study and previous research reinforces the importance of price as a key consideration in consumers' purchase decisions.

4.2.2 The Effect of Service Quality on Purchase Decisions

The data indicates that service quality exerts no major effect on purchase decisions, as indicated by a t-value of 1.234, a p-value of 0.220, and a standardized coefficient (β) of

0.099. This finding implies that service quality is not a primary consideration in consumers' purchasing decisions within the live streaming environment. From the perspective of information asymmetry, service quality may not function as the main signal used by consumers prior to making a purchase. Within the Theory of Planned Behavior (TPB), service quality may not be perceived as a determining factor influencing purchasing behavior. Similarly, Signaling Theory suggests that service quality provides a weaker signal compared with price, trust, and live streaming interactivity.

This evidence reinforces the established framework previously validated in the investigation by Mutia et al. (2024), which reported that service quality did not affect purchase decisions. The study obtained a p-value of 0.086, which exceeded the 0.05 threshold, indicating that the proposed hypothesis was not supported. Furthermore, the calculated t-value of -1.733 was lower than the critical t-value of 1.661, suggesting that service quality was not a determining factor in consumers' purchase decisions. The consistency between the present study and previous research indicates that, within digital commerce environments, consumers may place greater emphasis on factors such as trust, pricing, and interactive communication than on service quality when making purchase decisions.

4.2.3 The Effect of Trust on Purchase Decisions

The findings demonstrate that trust affects purchase decisions, with a t-value of 3.824, a p-value of 0.000, and a standardized coefficient (β) of 0.265. Trust serves as a critical control mechanism that mitigates transaction uncertainty and informational asymmetry in digital commerce. Consumers who trust sellers are more likely to proceed with purchases because they perceive the information provided as reliable and credible. Within the Theory of Planned Behavior (TPB), trust contributes to favorable perceptions that encourage purchasing behavior. According to Signaling Theory, trust develops through signals such as transparency, credibility, and reputation, which support consumer decision-making.

These empirical outcomes align with the prior evidence documented in the research executed by Sunandar and Riski (2025), which examined the effects of trust and online customer reviews on purchase decisions for Otsky products on the Shopee platform in Bandar Lampung. The study found that trust affected purchase decisions, as indicated by a t-value of 2.896, which exceeded the critical t-value of 1.982, and a p-value of 0.005, which was below the 0.05 threshold. The findings suggest that higher levels of consumer trust, supported by product assurance and transparent information, increase the likelihood of making a purchase. The consistency between the present study and previous research reinforces the importance of trust as a factor influencing consumer purchase decisions in e-commerce environments.

4.2.4 The Effect of Live Streaming Interactivity on Purchase Decisions

The results reveal that live streaming interactivity affects purchase decisions and represents the strongest variable in the model, with a t-value of 7.183, a p-value of 0.000, and a standardized coefficient (β) of 0.423. This finding indicates that real-time interaction plays an important role in shaping consumer purchase decisions. Live streaming interactivity reduces information asymmetry by allowing consumers to ask questions, obtain product demonstrations, and receive immediate responses. Within the Theory of Planned Behavior (TPB), interactivity strengthens perceived behavioral control and consumer confidence during the purchasing process. From the perspective of

Signaling Theory, real-time communication provides highly credible signals because information can be directly observed and verified by consumers.

The current data mirror the previous conclusions established in the study by Fathurrohman et al. (2023), which examined the effects of live streaming and customer ratings on purchase decisions for Hijab Keinan products on TikTok. The study found that live streaming affected purchase decisions, as indicated by a t-value of 4.641, which exceeded the critical t-value of 1.668, and a p-value of 0.000, which was below the 0.05 threshold. The findings suggest that the interactivity facilitated through live streaming features, including two-way communication and direct information delivery, enhances consumer engagement and supports the purchasing decision-making process. The consistency between the present study and previous research reinforces the importance of live streaming interactivity as a factor influencing consumer purchase decisions in digital commerce environments.

4.2.5 The Simultaneous Effect of Price, Service Quality, Trust, and Live Streaming Interactivity on Purchase Decisions

The simultaneous test results show that price, service quality, trust, and live streaming interactivity collectively have an effect on purchase decisions, as indicated by an F-value of 90.342 and a p-value of 0.000. Furthermore, the Adjusted R^2 value of 0.757 indicates that 75.7% of the variation in purchase decisions can be explained by the variables included in the model, while the remaining 24.3% is explained by factors outside the scope of this study. From an accounting perspective, purchase decisions are formed through the evaluation of multiple information signals received by consumers. In TPB, these variables represent factors associated with attitudes, subjective norms, and perceived behavioral control. Likewise, Signaling Theory suggests that the combination of these signals assists consumers in reducing uncertainty and making purchasing decisions.

5. Conclusion

This study examines the effect of price, service quality, trust, and live streaming interactivity on purchase decisions among Generation Z consumers utilizing TikTok Shop in Surabaya. Using multiple linear regression analysis on 116 Generation Z respondents who had prior transaction experience on TikTok Shop, the results show that price has a positive and significant effect on purchase decisions, indicating that consumers consider price as an important economic signal when evaluating products and making purchasing decisions. Trust has a positive and significant effect on purchase decisions, suggesting that consumer confidence in the platform and sellers reduces transaction uncertainty and information asymmetry, thereby supporting purchase decisions. Live streaming interactivity has a positive and significant effect on purchase decisions and represents the strongest predictor in the model, indicating that real-time interaction, two-way communication, and immediate information delivery through live streaming features significantly enhance consumer engagement and support purchasing decision-making. In contrast, service quality does not have a significant effect on purchase decisions, implying that within the live streaming environment, consumers may place greater emphasis on factors such as trust, pricing, and interactive communication than on service quality when making purchase decisions. Furthermore, price, service quality, trust, and live streaming interactivity simultaneously have a significant effect on purchase decisions, as confirmed by the F-test results. The coefficient of determination

(Adjusted R^2) value of 0.757 indicates that all independent variables collectively explain 75.7% of the variation in purchase decisions, while the remaining 24.3% is influenced by other factors outside the research model.

The theoretical implications extend the Theory of Planned Behavior and Signaling Theory to the context of social commerce platforms, particularly TikTok Shop, in Indonesia. The significant positive effect of price supports Signaling Theory by confirming that price serves as an economic signal that helps consumers evaluate products and make informed purchase decisions under conditions of information asymmetry. The significant positive effect of trust reinforces the Theory of Planned Behavior by demonstrating that favorable perceptions of reliability and credibility contribute to behavioral intentions and purchasing behavior. The significant positive effect of live streaming interactivity extends both theories by showing that real-time, bidirectional communication serves as a highly credible signal that reduces uncertainty, enhances perceived behavioral control, and strengthens consumer confidence during the purchasing process. The non-significant effect of service quality challenges the assumption that all information signals are equally valued, suggesting that in the context of live streaming environments, consumers may prioritize more immediate and interactive signals over service quality attributes. The high explanatory power of the model (75.7%) underscores the centrality of price, trust, and live streaming interactivity in understanding consumer purchase decisions in social commerce platforms, extending the application of behavioral accounting and information asymmetry theory to the digital commerce context.

From a practical perspective, sellers on TikTok Shop should optimize pricing strategies by offering competitive and transparent prices that reflect product value, as price serves as a key information signal that influences consumer purchase decisions. Platform providers should enhance trust-building mechanisms through transparent seller information, verified reviews, secure payment systems, and clear product descriptions to reduce information asymmetry and increase consumer confidence. Sellers should maximize the potential of live streaming interactivity by ensuring active engagement with viewers, providing real-time product demonstrations, responding promptly to consumer questions, and delivering clear and accurate information during live sessions, as this feature has the strongest influence on purchase decisions. Although service quality does not significantly influence purchase decisions in this context, sellers should still maintain adequate service standards as they may become more important as the platform matures and consumer expectations evolve. Regulators and policymakers should consider the unique characteristics of social commerce platforms when developing consumer protection regulations, particularly regarding information disclosure requirements and live streaming content standards.

This study has several limitations. First, the analysis is limited to Generation Z consumers in Surabaya, restricting generalizability to other demographic groups or geographic regions with different characteristics. Second, the study focuses on TikTok Shop as the research context, limiting generalizability to other social commerce platforms with different features and user bases. Third, the study examines four independent variables, excluding other potential determinants such as product quality, brand image, promotion, and cultural factors. Fourth, the study employs a quantitative approach with questionnaire data, which may not fully capture the complexity of consumer decision-making processes and the dynamic nature of live streaming interactions. Fifth, the cross-sectional design limits the ability to capture changes in consumer behavior over time or the long-term effects of live streaming interactivity on purchase decisions.

Future research should broaden the scope to include multiple demographic groups across different regions to test the generalizability of findings. Future studies should integrate additional variables such as product quality, brand image, promotion, cultural factors, and consumer innovativeness to develop a more comprehensive model of purchase decisions in social commerce platforms. Researchers should employ mixed-methods approaches that combine quantitative surveys with qualitative interviews or observational studies to gain richer insights into the mechanisms through which live streaming interactivity influences consumer behavior. Comparative studies between different social commerce platforms (TikTok Shop, Shopee Live, Instagram Shopping) could provide insights into how different platform features and user experiences influence purchase decisions. Longitudinal studies could capture changes in consumer behavior over time and assess the long-term effects of live streaming interactivity on consumer loyalty and repeat purchase behavior. Finally, future research could examine the moderating role of consumer characteristics such as digital literacy, impulsivity, and trust propensity in the relationships between price, trust, live streaming interactivity, and purchase decisions.

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