

The Influence of Tiktok Live Streaming, Customer Trust, and Customer Engagement on Electronic Product Purchase Decisions: The Mediating Role of Flow Experience among Followers of Tiktok @Kohcun

Nabila Amira^{1*}, Hafasnuddin², Ahmad Nizam³

¹Master of Management Study Program, Faculty of Economics and Business, Syiah Kuala University

^{2,3}Department of Management Faculty of Economics and Business, Syiah Kuala University

Abstract

This study investigates the influence of TikTok live streaming, customer trust, and customer engagement on electronic product purchase decisions, with flow experience serving as a mediating variable. A quantitative, causal research design was employed, using data collected from an online questionnaire administered to 264 followers of the TikTok account @Kohcun who had purchased electronic products through live streaming. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results reveal that TikTok live streaming, customer trust, and customer engagement each have a positive and significant effect on purchase decisions. Moreover, these three variables also exert a positive influence on flow experience. Flow experience itself was found to have a direct and significant impact on purchase decisions. Ultimately, flow experience was identified as a partial mediator in the relationships between TikTok live streaming, customer trust, customer engagement, and purchase decisions.

Keywords: TikTok Live Streaming, Customer Trust, Customer Engagement, Flow Experience, Purchase Decision.

Introduction

The rapid advancement of information and communication technology has significantly transformed various aspects of human life, particularly in the fields of marketing and business. Social media has emerged as a primary platform that enables real-time connections among individuals and facilitates global interaction between businesses and customers. The growing utilization of social media reflects an increasing awareness among companies of its positive impact on product promotion.

TikTok, as one of the platforms that has experienced a significant impact on customer purchase decisions, began its operations in 2016 and officially entered the Indonesian market in 2019. Its usage in Indonesia rose sharply to 63.1% in 2022, up from 38.7% in the previous year (Riyanto, 2022). The platform's popularity is evident, with over 67.4 million downloads recorded in 2023 (Muhamad, 2023). TikTok also boasts a high engagement rate, with users spending an average of 53.8 minutes per day on the app reflecting a strong receptiveness to long-form, interactive content such as live streaming.

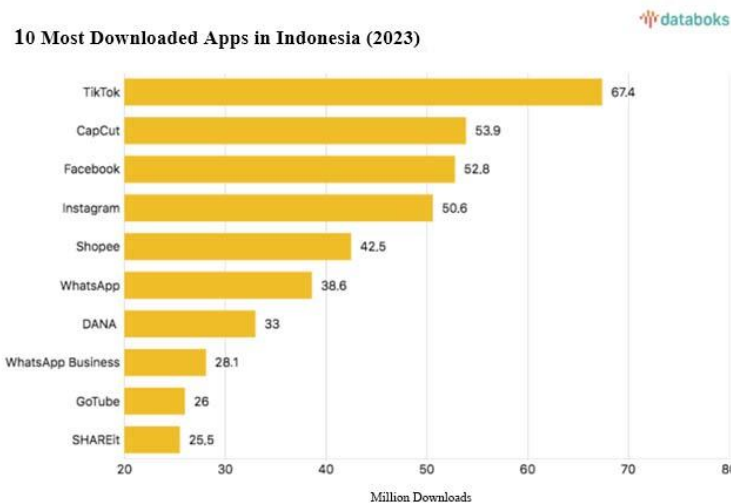


Figure 1. Ranking of Most Downloaded Apps in Indonesia, 2023
source: katadata.com

Given TikTok's growing popularity in Indonesia, the platform presents a significant opportunity for businesses to develop promotional and sales strategies through TikTok Shop, enabling them to reach a broader customer base. Initially designed as a short-form video platform featuring 15 to 30 second clips, TikTok began its transformation into a social commerce platform in 2021. Social commerce allows users to buy and sell products or services directly through social media platforms. One of TikTok's key promotional tools is live streaming, which is specifically tailored for social commerce through the integration of the 'yellow basket' feature. This feature enables sellers to showcase products in real-time, allowing customers to access them with ease. To utilize these e-commerce functionalities, sellers must register as official merchants via the TikTok Shop Seller Center. Unlike traditional e-commerce platforms, TikTok retains its core identity as a social media application, positioning TikTok Shop within the broader category of social commerce alongside platforms such as Instagram, WhatsApp, and Facebook.

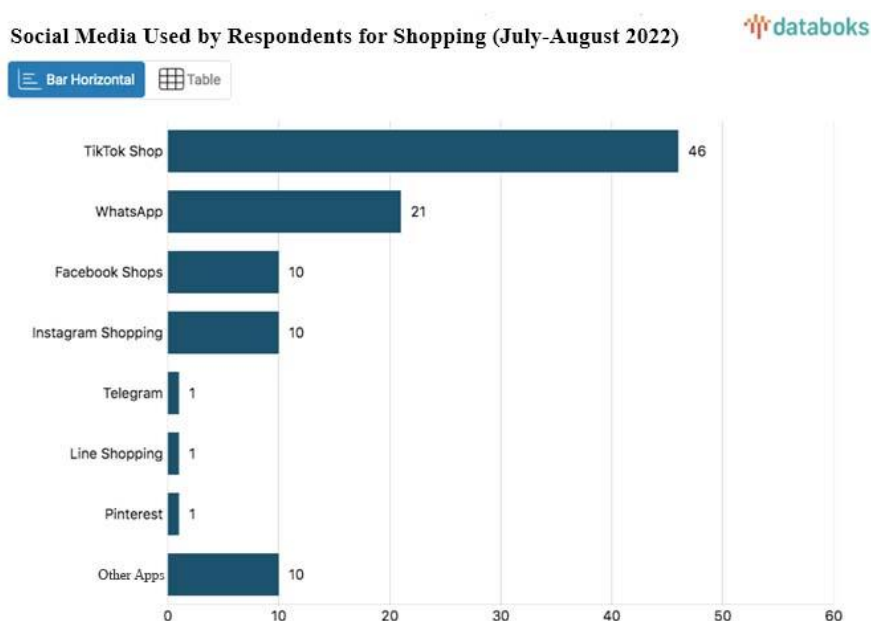


Figure 2. Social Media used for Shopping in Indonesia
source: databoks (2022)

Based on the data presented above, TikTok has emerged as one of the most popular applications within the social commerce category for online shopping. Live streaming enables sellers to present their products in real-time, provide demonstrations, and directly respond to customer inquiries. According to Demansage.com, 35% of sellers utilize live streaming as a promotional tool, while 28% of internet users watch live streams on a weekly basis. These figures underscore the critical role that live streaming plays in contemporary digital marketing strategies.

Live streaming allows sellers to reduce customer uncertainty and enhance trust in the products being offered an essential factor influencing purchase decisions. Real-time interaction during live streams also fosters greater customer engagement, which further drives purchasing behavior. The trend of selling via live streaming on TikTok continues to grow, particularly in the electronics category. Given the more complex buying process associated with electronic products, customers often require additional information and reassurance before making a purchase. A notable example is the TikTok account @Kohcun, which successfully markets a variety of electronic products from well-known brands and recorded the highest revenue in the electronics category reaching IDR 21 billion in 2023 (Sasongko & Gewati, 2023).

However, many aspects remain insufficiently understood, particularly regarding the impact of live streaming on customer trust, engagement, and purchase decisions. Viewers of live streaming content may experience a state of *flow* a deep level of immersion and engagement which enhances interaction and can significantly influence their purchasing behavior.

This study aims to examine the role of flow experience as a mediating variable in the relationship between TikTok live streaming, customer trust, customer engagement, and purchase decisions for electronic products. The research focuses on the TikTok account @Kohcun and employs a quantitative approach through a survey of followers who have viewed its live streams. Data will be analyzed using path analysis and Structural Equation Modeling (SEM) to test the proposed hypotheses and evaluate the mediating effect of flow experience.

Research Objectives

Based on the problem formulation described above, the objectives of this study are as follows.

1. To determine the effect of TikTok Live Streaming on purchasing decisions for electronic products on the TikTok @Kohcun account.
2. To determine the effect of customer trust on purchasing decisions for electronic products on the TikTok @Kohcun account.
3. To determine the effect of customer involvement on purchasing decisions for electronic products on the TikTok @Kohcun account.
4. To determine the effect of TikTok Live Streaming on flow experience.
5. To determine the effect of customer trust on the flow experience.
6. To determine the effect of customer involvement on flow experience.
7. To determine the effect of flow experience on purchasing decisions.
8. To determine and analyze the mediation of flow experience on TikTok Live Streaming on purchasing decisions for electronic products on the TikTok @Kohcun account.
9. To determine and analyze the mediation of flow experience on customer confidence in purchasing decisions for electronic products on the TikTok @Kohcun account.
10. To determine and analyze the mediation of flow experience on customer involvement in purchasing decisions for electronic products on the TikTok @Kohcun account.

Research Benefits

Academic Benefits

This research serves as an empirical reference for scholars and academics, contributes to the development of digital marketing curricula, and enhances the understanding of customer behavior in the Indonesian market.

Practical Benefits

This research contributes to the advancement of digital marketing theory by offering new insights into live streaming and the application of the flow experience concept within a marketing context. It also deepens the understanding of customer trust in the digital environment.

Literature Review

TikTok Live Streaming

TikTok Live Streaming is a feature on the TikTok platform that enables users to broadcast live video content directly to their followers. It facilitates real-time interaction between content creators and their audiences, allowing viewers to engage by posting comments, sending 'likes,' and even offering virtual gifts to the creators (TikTok.com). Live streaming serves as a dynamic bridge between potential buyers and sellers within the evolving landscape of e-commerce. Its outcome-driven objective is to encourage viewers of live broadcasts to proceed with purchase decisions (Song & Liu, 2021).

Customer Trust

defines customer trust as the belief that a brand or organization will fulfill its public promises and meet customer expectations. This expectation encompasses both product quality and service reliability. Such trust forms the foundation of nearly every successful business relationship, transforming abstract confidence into tangible customer loyalty. Customers who feel assured of a brand's integrity are more likely to make repeat purchases and to recommend the brand to others, including friends and colleagues.

Customer Engagement

(Pride & Ferrell, 2016) characterize customer engagement as the active and at times enthusiastic participation of customers in the ongoing narrative of a brand. This engagement may take the form of sharing product photos on social media, commenting on advertisements, or attending brand-sponsored events such as pop-up stores. These actions reflect the depth of a customer's emotional and behavioral investment, which scholars often associate with long-term brand loyalty that persists beyond short-term fluctuations in sales.

Purchase Decision

(Kotler et al., 2022) note that purchasing decisions rarely occur instantaneously; instead, they evolve through a series of distinct stages, each adding new layers of consideration. The process begins with need recognition and progresses as customers gather information, evaluate alternatives, make a purchase decision, and eventually reflect on their post-purchase experience. Throughout this journey, factors such as brand familiarity, word-of-mouth recommendations, and consistent advertising exposure play a crucial role in shaping the customer's final decision.

Flow experience

(Kotler et al., 2022) emphasize that purchasing decisions rarely occur in an instant; instead, they unfold through a sequence of distinct stages, each involving incremental considerations. The process is initiated by need recognition, followed by information gathering, evaluation of alternatives, the actual transaction, and subsequent post-purchase evaluation. Throughout these stages, various influences such as brand familiarity, word-of-mouth recommendations, and continuous advertising exposure play a pivotal role in shaping the customer's ultimate decision

Research Framework

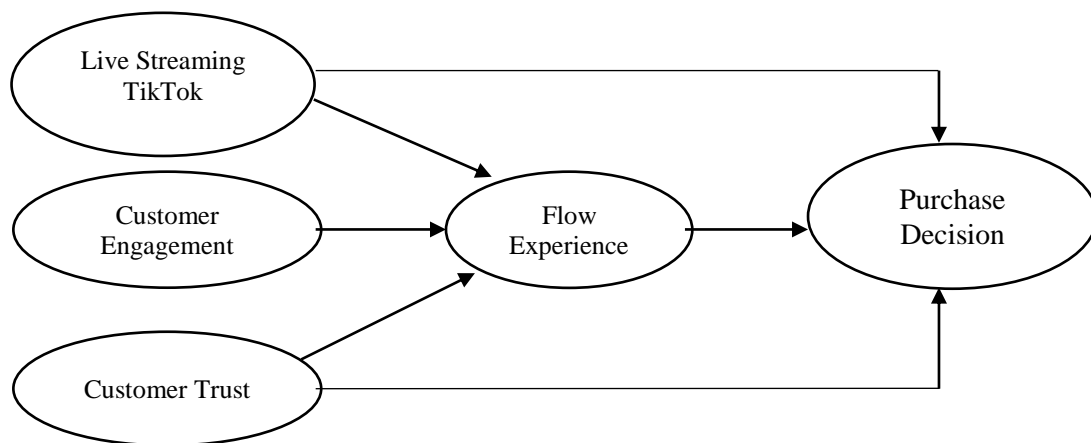


Figure 3. Framework

Research Hypothesis

- H1: TikTok live streaming has a positive and significant effect on purchasing decisions for electronic products.
- H2: Customer involvement has a positive and significant effect on purchasing decisions for electronic products.
- H3: Customer trust has a positive and significant effect on purchasing decisions for electronic products.
- H4: TikTok live streaming has a positive and significant effect on flow experience.
- H5: Customer involvement has a positive and significant effect on flow experience.
- H6: Customer trust has a positive and significant effect on flow experience.
- H7: Flow experience has a positive and significant effect on purchasing decisions for electronic products.

Indirect Effect Hypothesis (Mediated by Flow experience)

- H8: Flow experience mediates the effect of TikTok live streaming on electronic product purchase decisions.
- H9: Flow experience mediates the influence of customer involvement on electronic product purchase decisions.
- H10: Flow experience mediates the effect of customer trust on purchasing decisions for electronic products.

Research Methods

Research Population and Sample

The population in this study consisted of all followers of the TikTok account @Kohcun, totaling approximately 1,700,000 users. A sample of 264 respondents was selected using purposive sampling, based on specific criteria relevant to the research objectives.

Measurement Scale

This study uses a Likert Scale of 1-5 as the main instrument to measure respondents' attitudes, perceptions, and opinions on the variables under study, based on the theory of (Hair et al., 2019) which emphasizes its reliability and validity in measuring multidimensional constructs.

Data Analysis Method

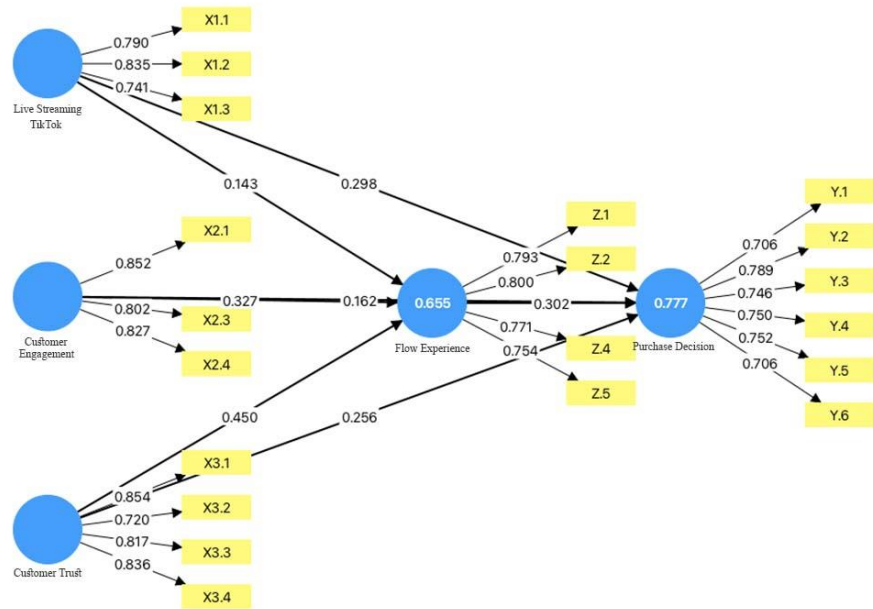
The operationalization of these variables uses a first-order construct approach, where each variable is measured directly through indicators without intermediate dimensions, as recommended by (Hair et al.,

2019) for PLS-SEM analysis which increases the reliability and validity of the results. Each indicator is measured with a 5-point Likert scale to ensure measurement consistency and facilitate further statistical analysis.

Research Results And Discussion

Research Results

The results of data processing for the complete analysis of the SEM model are shown in Fig. 4.1



Hypothesis Testing

The following are the results of calculations using SmartPLS 4.0 as in Table 1 below.

Table 1. Path Coefficient

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Live Streaming TikTok -> Purchase Decision	0.298	0.301	0.054	5.563	0.000
Customer Engagement -> Purchase Decision	0.162	0.161	0.055	2.953	0.003
Customer Trust -> Purchase Decision	0.256	0.255	0.053	4.793	0.000
Live Streaming TikTok -> Flow Experience	0.143	0.143	0.059	2.429	0.015
Customer Engagement -> Flow Experience	0.327	0.324	0.055	5.946	0.000
Customer Trust -> Flow Experience	0.450	0.450	0.062	7.235	0.000
Flow Experience -> Purchase Decision	0.302	0.300	0.056	5.374	0.000

Source: Primary Data Processed, (2025)

Based on the data analysis, this study found that the TikTok live streaming variable has a positive and significant effect on purchase decisions, with a t-statistic of 5.563 and a p-value of 0.000. Specifically, a one-unit increase in live streaming intensity leads to a 0.298-unit increase in purchase decisions. Customer engagement also demonstrates a positive and significant impact on purchase decisions, with a t-statistic of 2.953 and a p-value of 0.003. However, its regression coefficient is lower (0.162), suggesting that while

interaction between sellers and buyers can enhance purchase intention, its influence is comparatively modest.

Customer trust is also shown to have a positive and significant effect on purchase decisions, with a t-statistic of 4.793 and a p-value of 0.000, and a regression coefficient of 0.256. This indicates that increased customer trust significantly enhances purchasing behavior. Moreover, TikTok live streaming positively influences flow experience, as indicated by a t-statistic of 2.429 and a p-value of 0.015, with the quality of live streaming content explaining 14.3% of the variation in flow experience.

Customer engagement contributes 32.7% to the flow experience, with a t-statistic of 5.946 and a p-value of 0.000, underscoring the effectiveness of active interaction during live streaming in creating immersive experiences. Customer trust also plays a critical role in shaping flow experience, evidenced by the highest regression coefficient of 0.450. Finally, flow experience significantly influences purchase decisions, with a t-statistic of 5.374 and a p-value of 0.000, suggesting that the immersive state customers experience during live streaming directly drives their purchasing decisions

Testing the Mediation Hypothesis

The results of the bootstrapping analysis in the table show that the three mediation hypotheses have an indirect effect through the flow experience variable (Z) which can be explained as follows:

Table 2. Indirect Results

Variables	Original sample (O)	T statistics ($ O/STDEV $)	P values
Live Streaming TikTok -> Flow Experience -> Purchase Decision	0.043	2.244	0.025
Customer Engagement -> Flow Experience -> Purchase Decision	0.099	4.160	0.000
Customer Trust -> Flow Experience -> Purchase Decision	0.136	4.074	0.000

The results of the bootstrapping analysis indicate that all three mediation hypotheses demonstrate significant indirect effects through flow experience. Hypothesis H8 is accepted, with a t-statistic of 2.244 and a p-value of 0.025, suggesting that flow experience partially mediates the relationship between TikTok live streaming and purchase decisions, with a mediation coefficient of 0.043. Hypothesis H9 is accepted, as evidenced by a t-statistic of 4.160 and a p-value of 0.000, indicating that flow experience positively mediates the relationship between customer engagement and purchase decisions, with a mediation coefficient of 0.099. Hypothesis H10 is accepted, with a t-statistic of 4.074 and a p-value of 0.000, confirming that flow experience significantly and positively mediates the effect of customer trust on purchase decisions, with the highest mediation coefficient of 0.136. Overall, these findings suggest that flow experience serves as a partial mediator in the relationships between live streaming, customer engagement, and customer trust on purchase decisions

Conclusion

1. Based on the analysis of the mean value of the Likert scale, it shows that in general, respondents feel that TikTok live streaming conducted by the @Kohcun account is interesting and has a considerable contribution in providing information and demonstrations of electronic products. The level of customer trust in the products promoted by @Kohcun is high, reflecting the account's success in building credibility in the eyes of its followers. Customers also showed a high level of engagement with the

content presented, as well as a strong tendency to purchase electronic products after watching the live streaming from the account. In addition, respondents felt a deep flow experience (focused, understood, and entertained) when interacting with @Kohcun's live streaming content.

2. TikTok @Kohcun live streaming has a positive and significant effect on purchasing decisions for electronic products.
3. Customer engagement has a positive and significant effect on purchasing decisions.
4. Customer trust has a positive and significant effect on purchasing decisions.
5. TikTok live streaming has a positive and significant effect on flow experience.
6. Customer involvement has a positive and significant effect on flow experience.
7. Customer trust has the strongest influence on flow experience.
8. Flow experience has a positive and significant effect on purchasing decisions.
9. Flow experience acts as a significant partial mediator between live streaming, engagement, and trust on purchasing decisions.

Advice

1. TikTok @Kohcun account is advised to optimize the quality of live streaming with a focus on visual aspects, real-time interactions, and product demonstrations, as well as maintaining credibility and audience engagement through interactive features, to increase customer interest and purchasing decisions.
2. Live streaming hosts need to have product knowledge and honest communication skills to maintain customer trust, by ensuring the information presented is accurate and transparent.
3. Live streaming organizers should pay attention to broadcast quality, interaction pacing, and attractive visual design to create emotional engagement and increase the likelihood of audiences experiencing flow, which drives purchase decisions.
4. Brands should encourage active audience participation by creating digital communities and providing incentives, to build emotional closeness and strengthen brand loyalty.
5. Educational elements in live streaming, such as product usage tips and feature comparisons, are important to increase customer trust and loyalty, and help them make more educated decisions.
6. Live streamers must maintain broadcast consistency and build ongoing communication with customers to maintain trust and encourage repeat purchases.
7. Digital campaign strategies should be designed to trigger flow states, with strong storytelling and appropriate content segmentation, to connect interaction, engagement, trust and purchase decisions.
8. Live streaming designs that trigger positive emotions, such as entertainment and surprise, are recommended to encourage customers to make purchases.
9. This study demonstrates the role of flow experience as a mediator between live streaming, engagement, and trust on purchase decisions, and suggests testing more diverse mediation models in the future to understand the psychological mechanisms underlying the effectiveness of live streaming commerce.

References

1. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
<https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203>
2. Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
3. Muhamad, N. (2023). *Tiktok, Aplikasi yang Paling Banyak Diunduh di Indonesia pada 2023*.
<https://Databoks.Katadata.Co.Id/Teknologi-Telekomunikasi/Statistik/5b44b118b594168/Tiktok-Aplikasi-Yang-Paling-Banyak-Diunduh-Di-Indonesia-Pada-2023>.

<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/5b44b118b594168/tiktok-aplikasi-yang-paling-banyak-diunduh-di-indonesia-pada-2023>

4. Pride, W., & Ferrell, O. (2016). *Marketing* (16th ed.). Cengage Learning.
5. Riyanto, A. D. (2022). *Hootsuite (We are Social): Indonesian Digital Report 2022*. Andi.Link.
6. Sasongko, Y. A. T., & Gewati, M. (2023). *Raih Omset hingga Puluhan Miliar, Intip 3 Kreator yang Pecahkan Rekor Penjualan Live Shopping di TikTok Shop*. Kompas.Com.
<https://money.kompas.com/read/2023/09/02/143000426/raih-omset-hingga-puluhan-miliar-intip-3-creator-yang-pecahkan-rekor-penjualan>
7. Song, C., & Liu, Y. (2021). The effect of live-streaming shopping on the customer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS): "Digital Societies and Industrial Transformations: Policies, Markets, and Technologies in a Post-Covid World,"* 1–18.